ToolGPA

NOVEMBER 2026

Ada

The Insider's Guide

AI customer service agent platform for chat, email, voice and social



Every plan, grade, refund rule and rival among AI agents, read from Ada's own pages.

Made by Ada · checked Nov 12, 2026 · toolgpa.com

1.6

GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Ada's own pages, its app-store listings and our grades. Every fact in it is on Ada's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 0 of the 101 other AI agents we grade

Ada is an AI customer service platform built around an AI agent that a team creates in the Ada dashboard. The agent learns from knowledge bases and websites, performs API-driven actions, and hands customers to human agents when needed. Its homepage and pricing pages block this site's reader, so only its documentation was read.

To get you started, here are **7 things to know about Ada**, taken from its own pages and our grades.

> **The docs describe a human AI Agent Manager role to run the agent, so expect setup work.**
>
> From our grade for ease of use

1 **Best for AI customer service agents**

Its prices could not be read, and its docs describe a human AI Agent Manager to run it.

2 **It runs on Web**

Web.

3 **AI Agent from your content**

The agent learns from knowledge bases, websites and articles to answer customer questions.

4 **Actions and tools**

Actions are API-driven tasks that retrieve or process external data, and the docs list API tools and code tools.

5 **Processes for multi-step work**

Processes handle multi-step interactions that go beyond a single answer.

6 **A 1.6 GPA, above 0 of 101**

That is against the other AI agents we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Ada you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

Ada at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Ada	CATEGORY AI Agents
OUR GRADE 1.6 GPA, weak	

The report card

Best for AI customer service agents

Ada is an AI customer service agent built in a dashboard from your knowledge bases and websites, with actions, processes and handoffs to

human agents. Its prices could not be read, and its docs describe a human AI Agent Manager to run it.

TOOLGPA REPORT CARD	Ada	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Prices could not be read, because the vendor's marketing site returned an access-denied page, so it sits in the middle by default.
Free plan and trial	F	No free plan or trial is on record, and the vendor site could not be read.
Features	C	Learns from content, runs actions and multi-step processes, coaches and hands over to people, across chat, email, voice and social.
Ease of use	C	No store rating on record. The docs describe a human AI Agent Manager role to run the agent, so expect setup work.
Platforms and integrations	C	Web only, with Salesforce and Zendesk as the two named integrations and API-driven actions.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Ada is for

- ✓ Fits if you run a support team and want an agent across chat, email and voice
- ✓ Works for a company with someone to act as the AI Agent Manager

Who it is not for

- ✗ Skip it if you want a price: the pricing and home pages were not readable and no figures are on record
- ✗ Not for you if you want to try it free, as no free plan or trial is on record
- ✗ Tight if you have no one to manage it, since the docs describe a human AI Agent Manager role
- ✗ Watch out: only Salesforce and Zendesk are named as integrations

Good to know

Good for

- ✓ Support teams that want an agent managed from a dashboard
- ✓ Teams using Salesforce or Zendesk for human handoff

Worth knowing

- ⓘ Prices could not be read: the vendor's marketing site returned an access-denied page.
- ⓘ The documentation says the agent runs across chat, email, voice and social messaging.
- ⓘ Ada's docs describe a human AI Agent Manager role to run the agent.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Ada's current pricing could not be confirmed from its own site.

> **Prices could not be read, because the vendor's marketing site returned an access-denied page, so it sits in the middle by default.**
>
> From our grade for value for money

We could not confirm Ada's current prices from its own site, so this guide lists no plans. ada.cx has them.

What it does

1

Its main features, where it runs, what it works with and who makes it

Place it runs: Web

AI customer service agent platform for chat, email, voice and social. Here is what it does, as its own site describes it, and what it covers: AI features, AI agents, AI support agent, chatbots.

> **Learns from content, runs actions and multi-step processes, coaches and hands over to people, across chat, email, voice and social.**
>
> From our grade for features

AI Agent from your content

The agent learns from knowledge bases, websites and articles to answer customer questions.

Actions and tools

Actions are API-driven tasks that retrieve or process external data, and the docs list API tools and code tools.

Processes for multi-step work

Processes handle multi-step interactions that go beyond a single answer.

Coaching

Analyzes past conversations and gives feedback to improve accuracy.

Handoffs to human agents

Documented handoffs to Salesforce and Zendesk, among others.

Where it runs

Web

What it works with

Salesforce

Zendesk

Ada is made by Ada.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

0/101

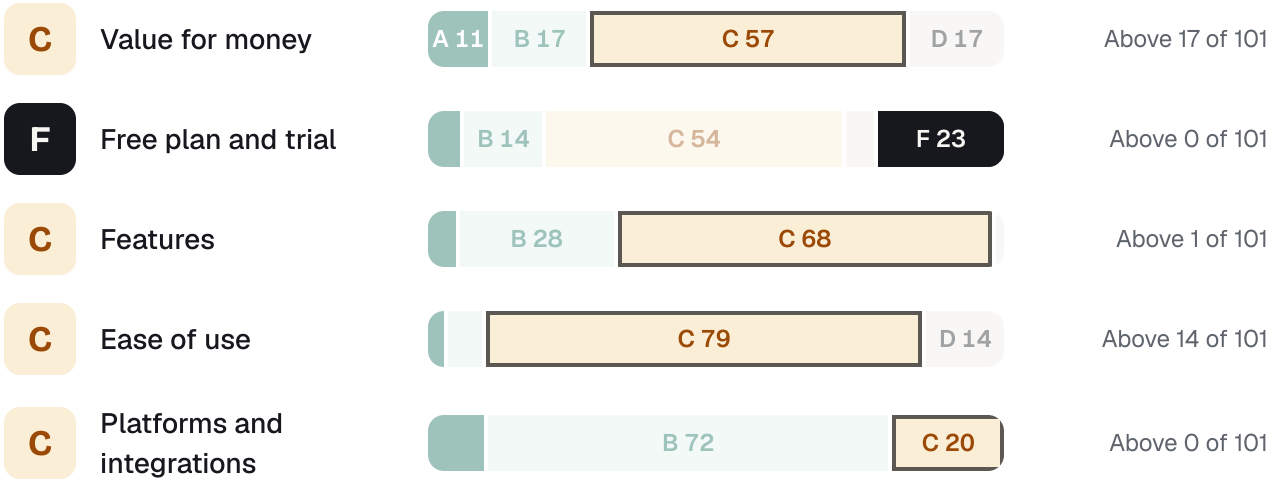
Other AI agents it is graded above

Ada's GPA of 1.6 is higher than 0 of the 101 other AI agents we grade, and level with 10.

It stands best on value for money (C, above 17 of 101) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 102 AI agents we grade, cut by the letter each got. Ada's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Ada you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 91 of the 101 other AI agents grade higher.

What you could not

- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ An AI model answering your customers from your own help articles.
- ✕ A chatbot builder hooked into the messaging apps.
- ✕ People on the other end: coaches. No app builder makes those.

What this rests on. Ada's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Intercom Fin, Sierra, Decagon, Kore.ai and Yellow.ai

The 5 tools Ada is most often weighed against, with where each one differs from it.

Intercom Fin

2.2 GPA

Free trial · from $19/mo

AI customer service agent billed per resolved conversation.

- Intercom Fin also covers help desk and live chat.

Ada and Intercom Fin compared in full

Sierra

1.6 GPA

Paid

Conversational AI agents for customer service at large brands.

Ada and Sierra compared in full

Decagon

1.6 GPA

Paid

AI concierge agents for customer support across voice, chat and email.

- Decagon also covers a/B testing.

Ada and Decagon compared in full



1.6
GPA

Kore.ai

Paid

Enterprise agent platform for service, work and process automation.

- Kore.ai also covers AI search and workflow automation.

Ada and Kore.ai compared in full



2.2
GPA

Yellow.ai

Free plan

Agentic AI platform for customer and employee service.

- Yellow.ai has a free plan. Ada does not.
- Yellow.ai also covers workflow automation.

Ada and Yellow.ai compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

10

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Ada free?

No. Ada is a paid product.

What platforms does Ada work on?

Ada is available on Web.

Does Ada have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Ada is listed for Web.

Does Ada have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Ada is listed for Web.

Is Ada open source?

Ada is not described as open source on its own site, as read on Nov 12, 2026.

What does Ada integrate with?

Ada's listing names Salesforce and Zendesk. A listing names up to eight integrations, so it may connect to more.

Who makes Ada?

Ada is made by a company of the same name.

What are the alternatives to Ada?

The closest alternatives to Ada in our directory are Intercom Fin, Sierra, Decagon, Kore.ai and Yellow.ai.

How does Ada compare with other AI agents?

Ada's GPA of 1.6 is higher than 0 of the 101 other AI agents we grade, and level with 10.

Could I make my own version of Ada?

To replace Ada you would be making an AI agent, with the models and the safeguards behind it.

Where this guide comes from

The prices, plans, platforms and features were read from Ada's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Ada's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews. Its marketing and pricing pages blocked our reader, so only its documentation was read.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Ada. Prices change, so check ada.cx before you buy.

docs.ada.cx/docs/welcome.md

docs.ada.cx/llms.txt

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Ada, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/ada

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Ada: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/ada
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Know someone choosing between AI agents?

Send them this guide: toolgpa.com/tools/ada/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI agents after Ada, each with an Insider's Guide of its own.

AI Agents Insider's Guide

Every one of the 102 AI agents we grade, compared

Genspark Insider's Guide

AI workspace with an agent for research, slides, sheets and docs

3.2 GPA

Manus Insider's Guide

General AI agent for research, slides, websites and browser tasks

3.2 GPA

OpenClaw Insider's Guide

Open-source personal AI agent you run yourself and message in chat

3.2 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Ada's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Ada is a trademark of its owner, and this guide is not made, paid for or approved by Ada. Prices and plans change: check ada.cx before you buy.