ToolGPA

NOVEMBER 2026

AskNicely

The Insider's Guide

NPS and CSAT surveys with reviews and team coaching



Every plan, grade, refund rule and rival among form and survey tools, read from AskNicely's own pages.

Made by AskNicely · checked Nov 13, 2026 · toolgpa.com

1.8
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 AskNicely's own pages, its app-store listings and our grades. Every fact in it is on AskNicely's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

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

1.8

GPA, above 8 of the 148 other form and survey tools we grade

AskNicely is a customer experience platform for service businesses. It runs NPS and CSAT surveys, routes feedback to the right team, requests online reviews and shows results on leaderboards. Plans are priced by yearly response volume and sold through sales.

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

> "
>
> **Plans, routing and integrations need setting up.**
>
> From our grade for ease of use

1 **Best for customer feedback for service businesses**

AskNicely runs NPS and CSAT surveys, routes feedback to teams, asks for online reviews and shows leaderboards.

2 **It runs on Web**

Web.

3 **CSAT and NPS surveys**

The Learn plan covers surveys, unlimited users, automated workflows, reports and leaderboards.

4 **Feedback follow-up**

The Grow plan adds assigning feedback to staff, AI-suggested responses and Slack and Microsoft Teams alerts.

5 **Reviews and testimonials**

Grow also lists a Google review manager, review requests and testimonial generation.

6 **A 1.8 GPA, above 8 of 148**

That is against the other form and survey tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

The plain part of AskNicely you could make: surveys, forms, reports and review collection. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

AskNicely at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY AskNicely	CATEGORY Forms & Surveys
OUR GRADE 1.8 GPA, weak	

The report card

Best for customer feedback for service businesses

AskNicely runs NPS and CSAT surveys, routes feedback to teams, asks for online reviews and shows leaderboards. No prices are published, plans start at 500 responses a year via sales, and it offers no trial, only a demo.

TOOLGPA REPORT CARD	AskNicely	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No prices published; plans start at 500 responses a year and are quoted by sales. SSO is an add-on at $1,500 a year.
Free plan and trial	F	No free plan and no free trial; only a personalised demo.
Features	C	CSAT and NPS, follow-up routing, reviews, coaching and goals. But NiceAI, reputation management and SSO are paid add-ons.
Ease of use	C	No store rating on record. Plans, routing and integrations need setting up.
Platforms and integrations	B	Web with Salesforce, HubSpot, Intercom, Teams and Slack.
Grade point average		Weak, out of 4.0 **1.8**

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 AskNicely is for

- ✓ Fits if you run a service business that wants staff leaderboards from feedback
- ✓ Works for teams that want reviews requested after each job

Who it is not for

- ✕ Skip it if you want to try it yourself, since there's no trial, only a demo
- ✕ Not for you if you need a price up front, as none is published
- ✕ Watch out: SSO costs $1,500 a year and NiceAI and reputation management are add-ons
- ✕ Tight if you're small: plans start at 500 responses a year, and a named success manager only comes above $9,600 a year

Good to know

Good for

- ✓ Service businesses with technicians or front-line staff whose scores are tracked
- ✓ Teams that want review requests and NPS in one tool
- ✓ Mid-sized companies sending thousands of surveys a year

Worth knowing

- ⓘ No prices are published; plans start from 500 responses a year and are quoted through sales.
- ⓘ The vendor offers no free trial, only a personalized demo.
- ⓘ SSO is an add-on at $1,500 a year, and NiceAI and reputation management are optional add-ons.
- ⓘ Plans above $9,600 a year come with a named customer success manager.

What it costs

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

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

"

No free plan and no free trial; only a personalised demo.

From our grade for free plan and trial

We could not confirm AskNicely's current prices from its own site, so this guide lists no plans. asknicely.com has them.

What it does

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

1

Place it runs: Web

NPS and CSAT surveys with reviews and team coaching. Here is what it does, as its own site describes it, and what it covers: public API, AI features, forms, surveys, reports, review collection.

> "
>
> **CSAT and NPS, follow-up routing, reviews, coaching and goals.**

From our grade for features

CSAT and NPS surveys

The Learn plan covers surveys, unlimited users, automated workflows, reports and leaderboards.

Feedback follow-up

The Grow plan adds assigning feedback to staff, AI-suggested responses and Slack and Microsoft Teams alerts.

Reviews and testimonials

Grow also lists a Google review manager, review requests and testimonial generation.

Coaching and goals

The Transform plan adds in-app and white-label surveys, unlimited API data extraction, CX goals and frontline coaching.

NiceAI add-on

NiceAI is a generative AI layer with a chat interface and AI agents, and it can be added to any plan.

Integrations by industry

Connectors cover CRMs such as Salesforce and HubSpot, Intercom, and tools for sectors like healthcare and pest control.

Where it runs

Web

What it works with

Salesforce
HubSpot
Intercom
Microsoft Teams
Slack

AskNicely is made by AskNicely.

PART 04 · STANDING

Where it stands

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

8/148

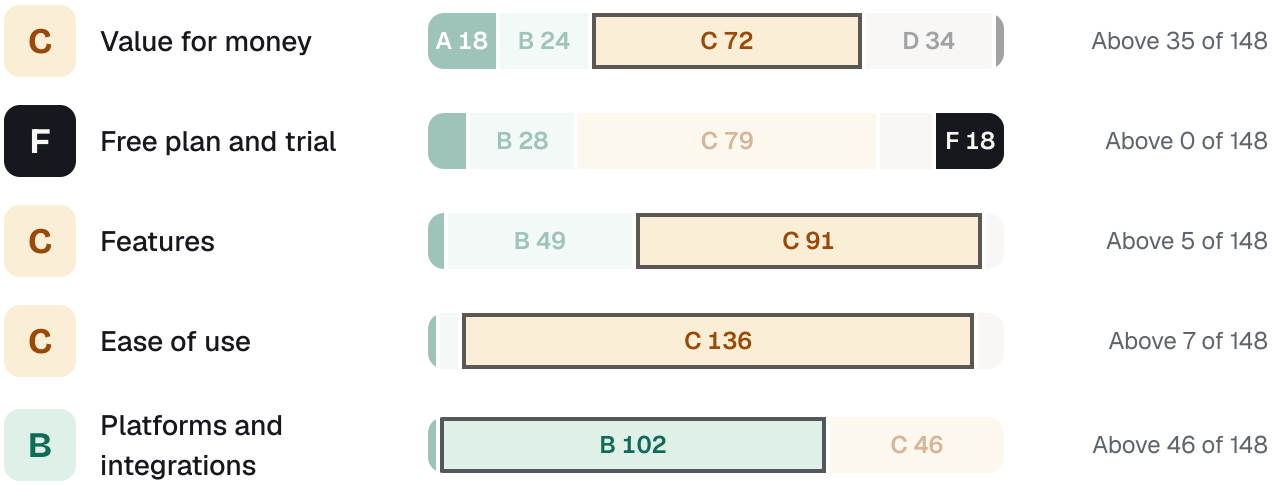
Other form and survey tools it is graded above

AskNicely's GPA of 1.8 is higher than 8 of the 148 other form and survey tools we grade, and level with 17.

It stands best on platforms and integrations (B, above 46 of 148) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. AskNicely'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

The plain part of AskNicely you could make: surveys, forms, reports and review collection. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 123 of the 148 other form and survey tools grade higher.

What you could make

- Surveys, forms, reports and review collection: an app builder makes these well.

What you could not

- It plugs into other products, Salesforce, HubSpot and Intercom among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.
- People on the other end: coaches. No app builder makes those.

What this rests on. AskNicely'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



Nicereply, Retently, Medallia, Zonka Feedback and Survicate

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

2.0 GPA

Nicereply

Free trial · from $59/mo

CSAT, NPS and CES surveys built for support teams.

- AskNicely also covers review collection.
- Nicereply also covers workflow automation.

AskNicely and Nicereply compared in full

2.0 GPA

Retently

Free trial · from $99/mo

NPS, CSAT and CES survey software for ecommerce and B2B.

- AskNicely also covers review collection.
- Retently also covers workflow automation.

AskNicely and Retently compared in full

1.8 GPA

Medallia

Paid

Enterprise customer and employee experience feedback platform.

- AskNicely also covers forms and review collection.
- Medallia also covers dashboards.

AskNicely and Medallia compared in full



2.2
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Zonka Feedback

Free trial

Customer feedback surveys with AI analysis of what people say.

- Only Zonka Feedback lists iOS and Android apps.
- AskNicely also covers review collection.
- Zonka Feedback also covers workflow automation.

AskNicely and Zonka Feedback compared in full



2.2
GPA

Survicate

Free trial · from $56/mo

Customer feedback surveys for email, web and mobile apps.

- AskNicely also covers forms and review collection.
- Survicate also covers templates.

AskNicely and Survicate compared in full

Quick answers

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

11

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 AskNicely free?

No. AskNicely is a paid product.

What platforms does AskNicely work on?

AskNicely is available on Web.

Does AskNicely have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. AskNicely is listed for Web.

Does AskNicely have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. AskNicely is listed for Web.

Is AskNicely open source?

AskNicely is not described as open source on its own site, as read on Nov 13, 2026.

Does AskNicely have an API?

Yes. AskNicely offers a public API, according to its own site.

What does AskNicely integrate with?

AskNicely's listing names Salesforce, HubSpot, Intercom, Microsoft Teams and Slack.

Who makes AskNicely?

AskNicely is made by a company of the same name.

What are the alternatives to AskNicely?

The closest alternatives to AskNicely in our directory are Nicereply, Retently, Medallia, Zonka Feedback and Survicate.

How does AskNicely compare with other form and survey tools?

AskNicely's GPA of 1.8 is higher than 8 of the 148 other form and survey tools we grade, and level with 17.

Could I make my own version of AskNicely?

The plain part of AskNicely you could make: surveys, forms, reports and review collection.

Where this guide comes from

The prices, plans, platforms and features were read from AskNicely's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from AskNicely's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

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 AskNicely. Prices change, so check asknicely.com before you buy.

asknicely.com/pricing

asknicely.com/integrations

PART 07 · ABOUT

About ToolGPA

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

7,721

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.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

AskNicely, kept up to date

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

toolgpa.com/tools/asknicely

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, "AskNicely: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/asknicely
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Know someone choosing between form and survey tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after AskNicely, each with an Insider's Guide of its own.

Forms & Surveys Insider's Guide

Every one of the 149 form and survey tools we grade, compared

Formester Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Formgrid Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Google Forms Insider's Guide

Form, survey and quiz builder that comes with a Google Account

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 AskNicely'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. AskNicely is a trademark of its owner, and this guide is not made, paid for or approved by AskNicely. Prices and plans change: check asknicely.com before you buy.