ToolGPA

NOVEMBER 2026

Attention

The Insider's Guide

Sales call recording with AI agents that update your CRM



Every plan, grade, refund rule and rival among AI meeting note takers, read from Attention's own pages.

Made by Attention · 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 Attention's own pages, its app-store listings and our grades. Every fact in it is on Attention'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 6 of the 89 other AI meeting note takers we grade

Attention records and transcribes sales calls, then uses AI agents to update CRM fields, draft follow-up emails and grade calls against coaching scorecards. It joins meetings with a notetaker bot or records through a desktop app, and syncs with CRMs such as Salesforce and HubSpot. It is aimed at B2B sales teams, and pricing is by quote.

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

> **No prices are published, the vendor says plans are custom, and the Mac app is for Apple Silicon only.**
>
> From our report card of Attention

1 **Best for sales call recording that updates your CRM**

Attention records sales calls, writes transcripts and follow-up emails, and updates the CRM.

2 **It runs on 3 platforms**

Web, macOS and iOS.

3 **Call recording and transcripts**

A notetaker bot joins Zoom, Google Meet, Microsoft Teams and other calls, or a desktop app records without a bot.

4 **CRM auto-update**

Fills in CRM fields from call content and pushes them to Salesforce, HubSpot or Attio, automatically or after review.

5 **Follow-up emails**

Turns a call into a follow-up email from templates with AI blocks, which can be sent from Gmail.

6 **A 1.8 GPA, above 6 of 89**

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

7 **Keep it**

To replace Attention you would be making a bot that joins your calls and turns the talk into notes. That is not a weekend's work, with an AI app builder or without one.

Attention at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web, macOS, iOS
MADE BY Attention	CATEGORY AI Meeting Notes
OUR GRADE 1.8 GPA, weak	

The report card

Best for sales call recording that updates your CRM

Attention records sales calls, writes transcripts and follow-up emails, and updates the CRM. No prices are published, the vendor says plans are custom, and the Mac app is for Apple Silicon only. It is a sales tool and says so.

TOOLGPA REPORT CARD	**Attention**	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published, so it sits mid-field until a quote shows otherwise.
Free plan and trial	F	No free plan and no trial are on record.
Features	C	Recording, transcripts, CRM updates, follow-ups, coaching scorecards, a workflow builder and an MCP server. A sales-only job, not a general note-taker.
Ease of use	C	No store rating on record. It has to be connected to a CRM and calendars.
Platforms and integrations	B	Web, Mac and iPhone, with Salesforce, HubSpot, Slack, Zoom, Teams, Meet, Gmail and Outlook. No Android app is mentioned.
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 Attention is for

- ✓ Fits if your sales team lives in Salesforce or HubSpot and wants calls logged for them
- ✓ Works for reps who record from a Mac or an iPhone

Who it is not for

- ✗ Skip it if you want a price on the page, as plans are custom-priced
- ✗ Not for you if you want a general meeting note-taker, because it is a sales tool
- ✗ Watch out: the desktop app in the docs is for macOS on Apple Silicon only
- ✗ Watch out: the mobile app described records from an iPhone, and no Android app is mentioned
- ✗ Skip it if you want to try it free first, as no free plan or trial is listed

Good to know

Good for

- ✓ Mid-market and enterprise B2B sales teams with structured sales processes
- ✓ Revenue operations teams that want CRM fields filled from calls
- ✓ Sales managers coaching reps with scorecards

Worth knowing

- ⓘ No prices are published; the vendor says plans are custom-priced.
- ⓘ It is a sales tool, not a general meeting note-taker, and says so on its own pages.
- ⓘ The desktop app listed in the docs is for macOS on Apple Silicon only.
- ⓘ The mobile app described in the docs records from an iPhone; no Android app is mentioned.

What it costs

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

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

> **No price is published, so it sits mid-field until a quote shows otherwise.**
>
> From our grade for value for money

We could not confirm Attention’s current prices from its own site, so this guide lists no plans. attention.com has them.

What it does

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

3

Places it runs: Web, macOS and iOS

Sales call recording with AI agents that update your CRM. Here is what it does, as its own site describes it, and what it covers: AI features, meeting notes, transcription, sales pipeline, workflow automation, AI agents.

> **Recording, transcripts, CRM updates, follow-ups, coaching scorecards, a workflow builder and an MCP server.**
>
> From our grade for features

Call recording and transcripts

A notetaker bot joins Zoom, Google Meet, Microsoft Teams and other calls, or a desktop app records without a bot.

CRM auto-update

Fills in CRM fields from call content and pushes them to Salesforce, HubSpot or Attio, automatically or after review.

Follow-up emails

Turns a call into a follow-up email from templates with AI blocks, which can be sent from Gmail.

Coaching scorecards

Grades calls against criteria you define, such as BANT or MEDDIC, with analytics over time by rep and team.

Ask Attention and call insights

Ask questions about a call or deal and run built-in templates from the Insights tab.

Workflow builder and MCP server

A builder runs triggers and steps over conversation data, and the docs describe an MCP server and an API with key authentication.

Where it runs

Web · macOS · iOS

What it works with

Salesforce · HubSpot · Slack · Zoom · Microsoft Teams · Google Meet · Gmail · Outlook

Attention is made by Attention.

Where it stands

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

6/89

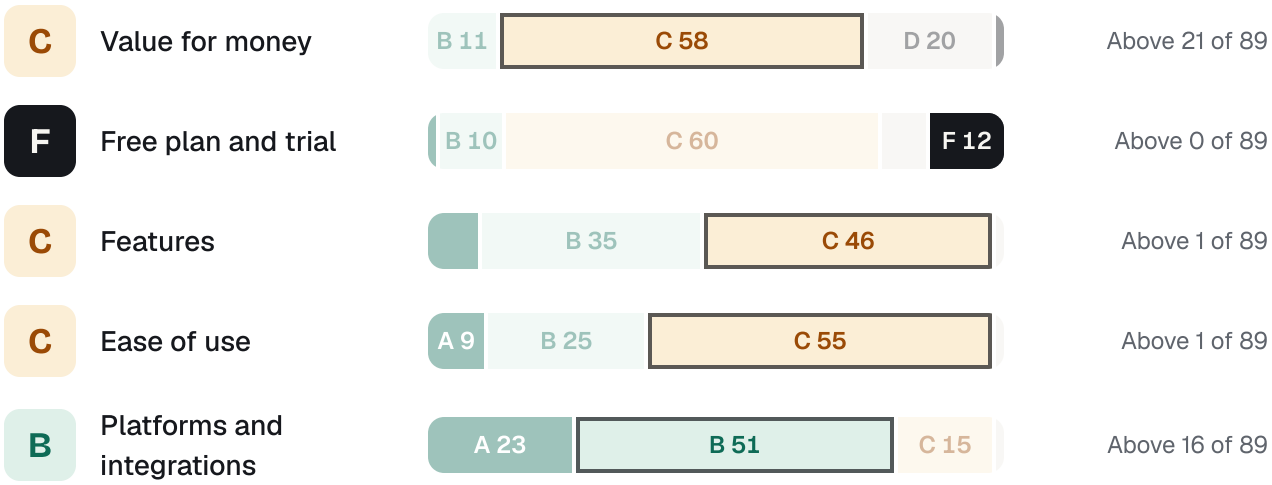
Other AI meeting note takers it is graded above

Attention's GPA of 1.8 is higher than 6 of the 89 other AI meeting note takers we grade, and level with 4.

It stands best on platforms and integrations (B, above 16 of 89) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 90 AI meeting note takers we grade, cut by the letter each got. Attention'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 Attention you would be making a bot that joins your calls and turns the talk into notes. 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: 79 of the 89 other AI meeting note takers grade higher.

What you could make

- Sales pipeline: an app builder makes this well.

What you could not

- A bot that joins your calls and turns the talk into notes.
- An AI agent, with the models and the safeguards behind it.
- Connections to other products, each kept working as those products change.
- Speech turned into text you can trust.
- Apps for macOS and iOS that stay in step with each other.
- People on the other end: coaches. No app builder makes those.

What this rests on. Attention'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



Gong, Oliv AI, Avoma, Jiminny and Momentum

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

1.8 GPA

Gong

Paid

Revenue AI platform that records and analyzes sales conversations.

- Only Attention lists macOS and iOS apps.
- Attention also covers workflow automation.

Attention and Gong compared in full

1.6 GPA

Oliv AI

From $19/mo

Meeting capture and AI agents for sales and customer teams.

- Only Attention lists macOS and iOS apps.
- Attention also covers workflow automation.

Attention and Oliv AI compared in full

2.6
GPA

Avoma

Free trial · from $19/mo

AI meeting assistant with scheduling and sales call coaching.

- Only Avoma lists Windows and Android apps.
- Only Avoma lists a browser extension.
- Attention also covers sales pipeline, workflow automation and AI agents.

Attention and Avoma compared in full

2.2
GPA

Jiminny

Free trial

Conversation intelligence that records sales calls and updates the CRM.

- Only Attention lists macOS and iOS apps.
- Attention also covers workflow automation and AI agents.
- Jiminny also covers chat assistant.

Attention and Jiminny compared in full

1.4
GPA

Momentum

From $69/mo

Call notes that write deal data into Salesforce for revenue teams.

- Only Attention lists macOS and iOS apps.
- Attention also covers transcription and AI agents.
- Momentum also covers chat assistant.

Attention and Momentum 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 Attention free?

No. Attention is a paid product.

What platforms does Attention work on?

Attention is available on Web, macOS and iOS.

Does Attention have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Attention is listed for Web, macOS and iOS.

Does Attention have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. Attention is listed for Web, macOS and iOS.

Is Attention open source?

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

What does Attention integrate with?

Attention's listing names Salesforce, HubSpot, Slack, Zoom, Microsoft Teams, Google Meet, Gmail and Outlook.

Who makes Attention?

Attention is made by a company of the same name.

What are the alternatives to Attention?

The closest alternatives to Attention in our directory are Gong, Oliv AI, Avoma, Jiminny and Momentum.

How does Attention compare with other AI meeting note takers?

Attention's GPA of 1.8 is higher than 6 of the 89 other AI meeting note takers we grade, and level with 4.

Could I make my own version of Attention?

To replace Attention you would be making a bot that joins your calls and turns the talk into notes.

Where this guide comes from

The prices, plans, platforms and features were read from Attention'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 Attention'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 Attention. Prices change, so check attention.com before you buy.

attention.com/integrations
docs.attention.com/core-features/desktop-app.md
docs.attention.com/llms.txt
attention.com/llms.txt

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

Attention, kept up to date

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

toolgpa.com/tools/attention

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, "Attention: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/attention
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Know someone choosing between AI meeting note takers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI meeting note takers after Attention, each with an Insider's Guide of its own.

AI Meeting Notes Insider's Guide

Every one of the 90 AI meeting note takers we grade, compared

HyNote Insider's Guide

AI note taker for meetings, audio, PDFs and videos

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Wave AI Insider's Guide

AI note taker and recorder for meetings, calls and lectures

3.4 GPA

Fireflies.ai Insider's Guide

Meeting notetaker that records, transcribes and summarizes calls

3.2 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Attention'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. Attention is a trademark of its owner, and this guide is not made, paid for or approved by Attention. Prices and plans change: check attention.com before you buy.