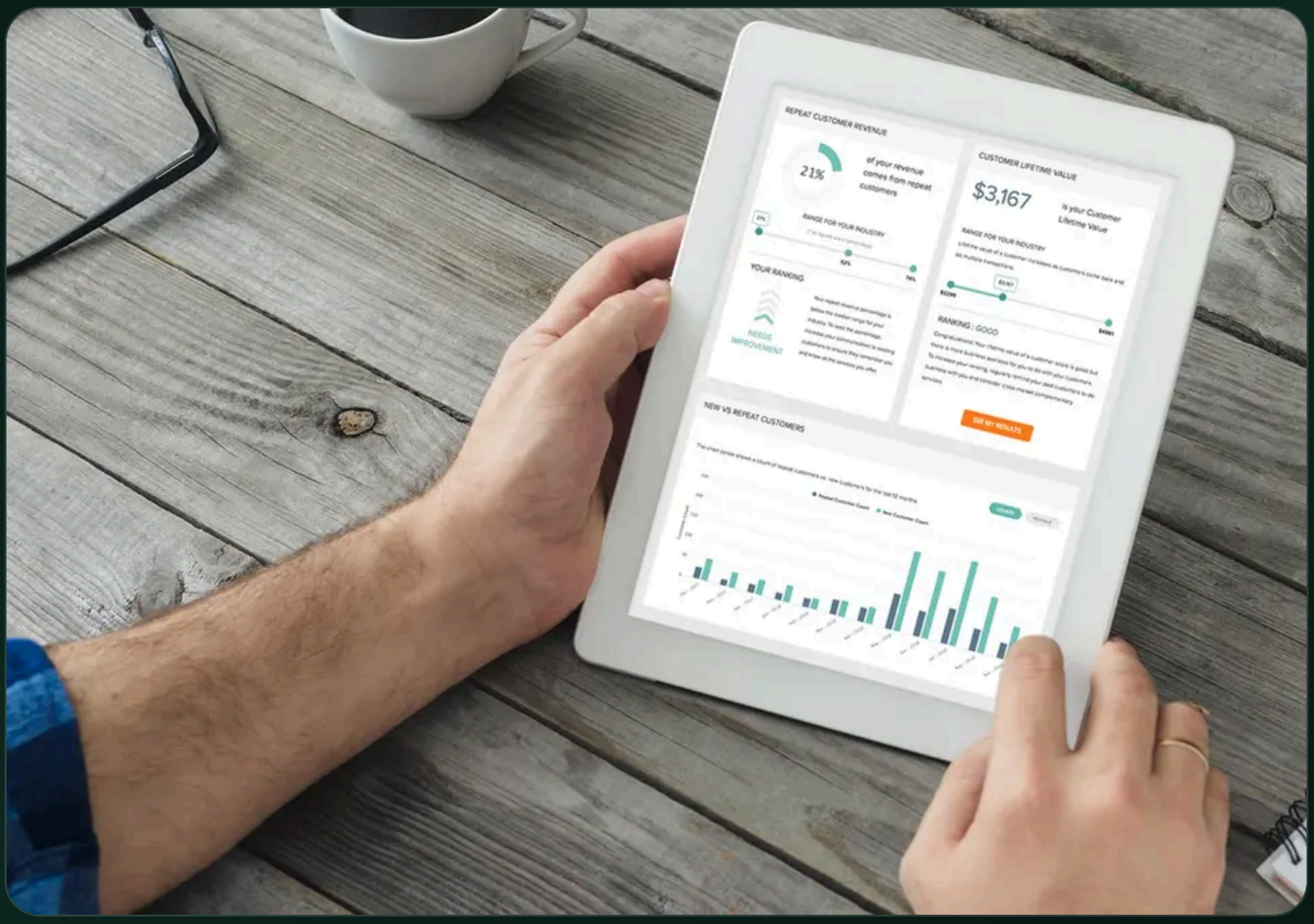
ToolGPA

NOVEMBER 2026

Customer Lobby

The Insider's Guide

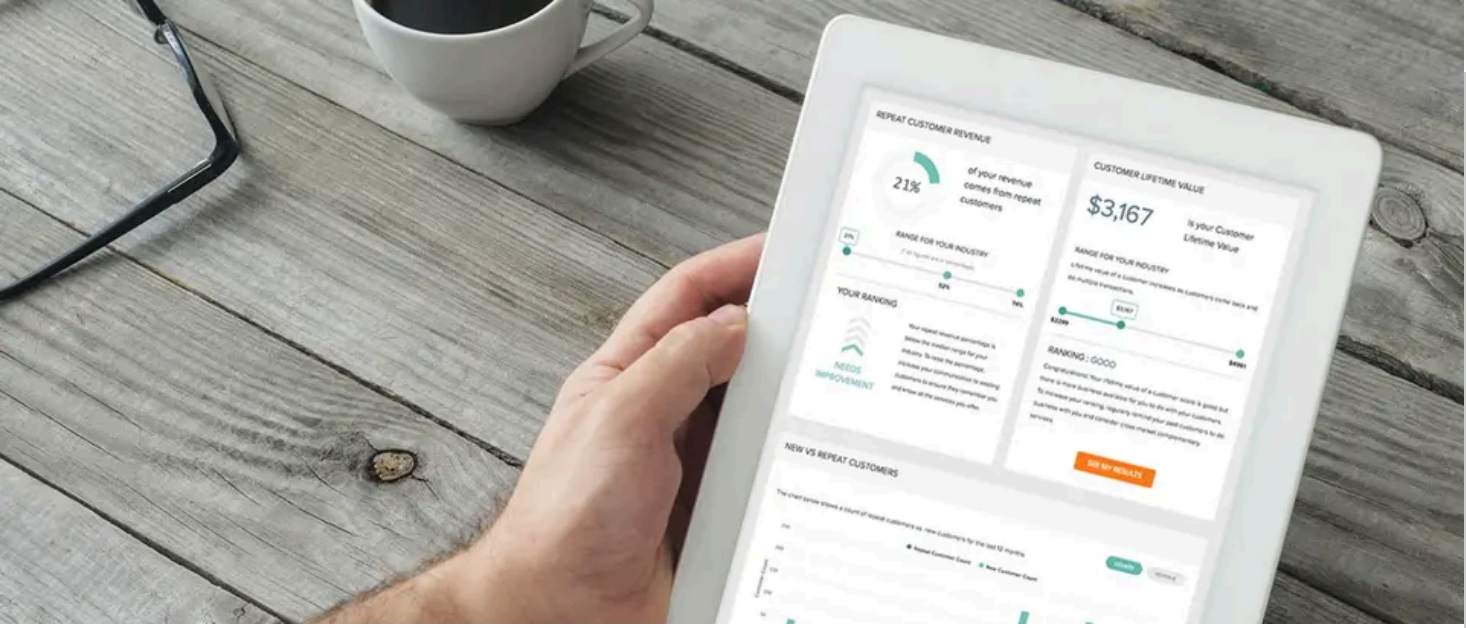
Review requests and customer marketing for home service businesses



Every plan, grade, refund rule and rival among customer review tools, read from Customer Lobby's own pages.

Made by Customer Lobby · checked Nov 13, 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 Customer Lobby's own pages, its app-store listings and our grades. Every fact in it is on Customer Lobby'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

1.6

GPA, above 1 of the 63 other customer review tools we grade

Customer Lobby started in 2008 as a review service and now sells customer retention marketing to HVAC, plumbing, electrical, carpet cleaning, auto and home improvement companies. It syncs with an invoicing system, requests reviews after each job and sends personalized emails, postcards and texts.

To get you started, here are **8 things to know about Customer Lobby**, taken from its own pages and our grades.

> "
>
> **It's built for service businesses such as HVAC and plumbing, not online stores.**
>
> From our report card of Customer Lobby

1 **Best for service businesses wanting reviews and marketing**

Customer Lobby requests reviews after each job and syncs with your invoicing system.

2 **Paid plans start at $299 a month**

As its pricing page puts it: $299 per month, plus $199 activation.

3 **It runs on Web**

Web.

4 **Review requests after every job**

Follows each transaction with a review request aimed at Google, Facebook and other chosen sites.

5 **Technician mobile app**

Lets techs ask for a review in the customer's home on the spot.

6 **Customer marketing**

Uses each customer's history to send personalized emails, postcards and texts.

7 **A 1.6 GPA, above 1 of 63**

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

8 **Keep it**

To replace Customer Lobby you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

Customer Lobby at a glance

PRICING
Paid, from $299 per month, plus $199 activation

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Customer Lobby, since 2008

CATEGORY
Customer Review Tools

OUR GRADE
1.6 GPA, weak

The report card

Best for service businesses wanting reviews and marketing

Customer Lobby requests reviews after each job and syncs with your invoicing system. Its plans center on marketing to past customers, from $299 a month plus a $199 activation fee. It's built for service businesses such as HVAC and plumbing, not online stores.

TOOLGPA REPORT CARD

Customer Lobby

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Reviews is $299 a month plus $199 activation, and Essentials is $499. The category's dearest tenth starts at $250.
Free plan and trial	F	No free plan or trial is on record for this listing.
Features	C	Review requests after every job, a technician app, customer marketing, invoice sync and spend tracking. The marketing is most of what the price buys.
Ease of use	C	No rating on record, and it syncs with your invoice system before it works.
Platforms and integrations	B	Web, a technician mobile app and Google and Facebook review links.

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 Customer Lobby is for

- ✓ Fits if you run HVAC, plumbing, electrical or a similar service business
- ✓ Works for companies that want review requests tied to each invoice

Who it is not for

- ✕ Pricey if you only want reviews: $299 a month plus a $199 activation fee
- ✕ Watch out: each plan has a $199 one-time activation fee
- ✕ Skip it if you sell online, because it's built for service businesses, not online stores or healthcare
- ✕ Watch out: a page also lists Pro Marketing from $299, with exact pricing set in a demo

Good to know

Good for

- ✓ HVAC, plumbing and electrical companies that want repeat business and reviews together
- ✓ Service businesses that prefer a managed program with a dedicated success manager

Worth knowing

- ⓘ Pricing is high for a reviews tool because the plans center on marketing to past customers.
- ⓘ Each plan has a $199 one-time activation fee.
- ⓘ A page also lists a Pro Marketing price starting at $299 with exact pricing set in a demo.
- ⓘ Built for service businesses, not online stores or healthcare.

PART 02 · PRICING

What it costs

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

$299

A month to start

Customer Lobby is a paid product, starting at $299 per month, plus $199 activation.

> **No free plan or trial is on record for this listing.**

From our grade for free plan and trial

REVIEWS

$299

per month, plus $199 one-time activation

Unlimited review requests synced with your invoice system.

ESSENTIALS

$499

per month, plus $199 one-time activation

Review requests plus marketing to up to 230 customers a month with emails and postcards.

PRO

$999

per month, plus $199 one-time activation

Targets up to 510 customers a month and includes 500 promotional texts a month.

MASTER

$1,999

per month, plus $199 one-time activation

Targets up to 1,200 customers a month and includes 1,000 promotional texts a month.

Read from customerlobby.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Review requests and customer marketing for home service businesses. Here is what it does, as its own site describes it, and what it covers: email campaigns, sMS marketing, dashboards, review collection.

> **Review requests after every job, a technician app, customer marketing, invoice sync and spend tracking.**
>
> From our grade for features

Review requests after every job

Follows each transaction with a review request aimed at Google, Facebook and other chosen sites.

Technician mobile app

Lets techs ask for a review in the customer's home on the spot.

Customer marketing

Uses each customer's history to send personalized emails, postcards and texts.

Invoice system sync

Says it connects to more than 150 invoicing systems to choose which customers to contact.

Spend tracking

Ties marketing spend back to sold jobs in a dashboard.

Where it runs

Web

What it works with

Google

Facebook

Customer Lobby is made by Customer Lobby, and has been around since 2008.

Where it stands

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

1/63

Other customer review tools it is graded above

Customer Lobby's GPA of 1.6 is higher than 1 of the 63 other customer review tools we grade, and level with 6.

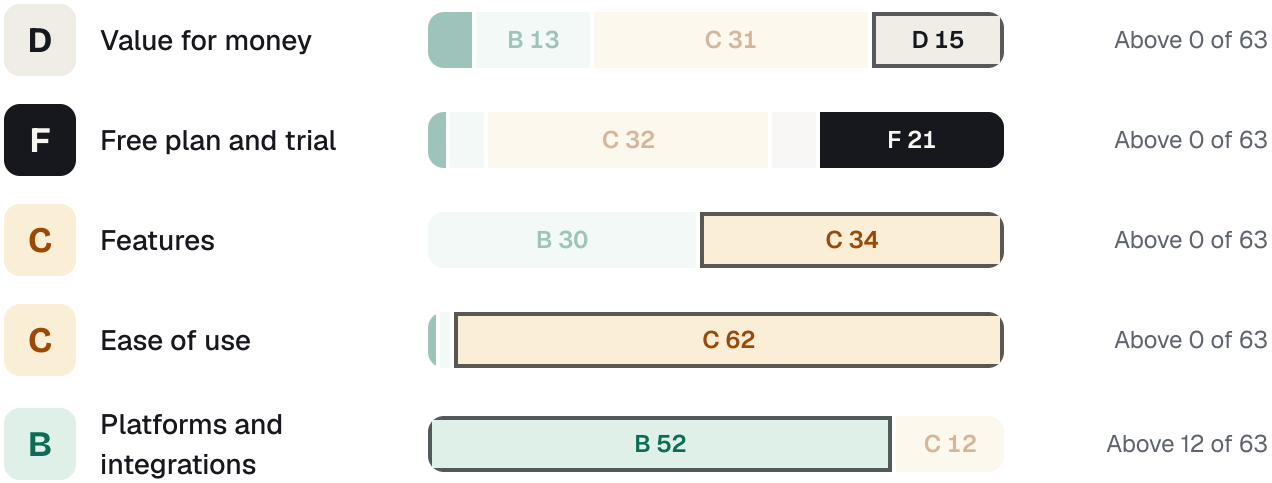
It stands best on platforms and integrations (B, above 12 of 63) and worst on free plan and trial (F, above 0).

Its paid plans start at $299 a month, against a middle price of $29 for the category: 47 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 22 tools score higher and cost less.

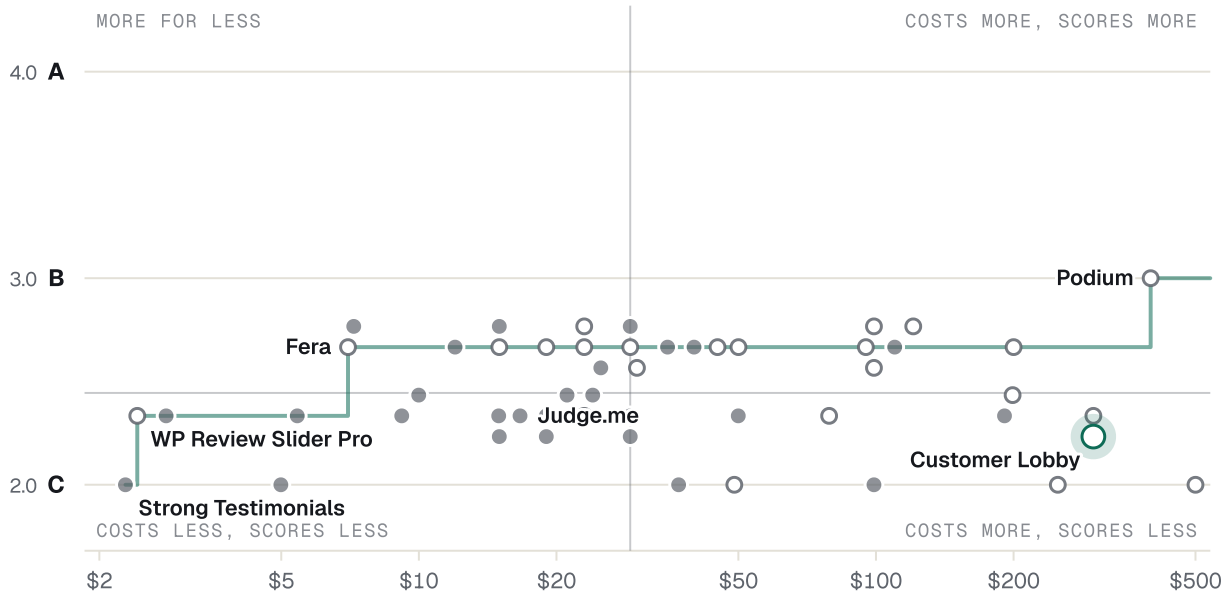
Each grade against the category

Every bar is all 64 customer review tools we grade, cut by the letter each got. Customer Lobby's own letter is outlined.



Price against what you get

Each dot is one of 51 customer review tools. Further left costs less; higher up scores better on features, ease of use and platforms. Customer Lobby is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

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 Customer Lobby you would be making newsletters sent to thousands of people that still reach the inbox. 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: 56 of the 63 other customer review tools grade higher. It costs $3,588 a year.

What you could make

- Review collection: an app builder makes this well.

What you could not

- × Newsletters sent to thousands of people that still reach the inbox.

- Texts to thousands of numbers, registered with the carriers.
- Connections that pull numbers from dozens of other services.

What this rests on. Customer Lobby'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



NiceJob, Birdeye, Podium, GatherUp and Broadly

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

2.4 GPA

NiceJob

Free trial · from $95/mo

Review requests and referrals for local service businesses.

- Customer Lobby also covers sMS marketing and dashboards.
- NiceJob also covers surveys.

Customer Lobby and NiceJob compared in full

2.0 GPA

Birdeye

Paid

Review management and AI agents for multi-location local businesses.

- Only Birdeye lists iOS and Android apps.
- Customer Lobby also covers email campaigns, sMS marketing and dashboards.
- Birdeye also covers AI agents, surveys, reports and chatbots.

Customer Lobby and Birdeye compared in full

2.0
GPA

Podium

From $399/mo

Google review requests by text, plus a lead inbox for local businesses.

- Only Podium lists iOS and Android apps.
- Only Podium lists a browser extension.
- Customer Lobby also covers email campaigns and dashboards.

Customer Lobby and Podium compared in full

2.4
GPA

GatherUp

Free trial · from $99/mo

Review requests, NPS surveys and review monitoring per location.

- Customer Lobby also covers email campaigns, sMS marketing and dashboards.
- GatherUp also covers surveys and reports.

Customer Lobby and GatherUp compared in full

1.6
GPA

Broadly

From $79/mo

Google reviews, AI receptionist and listings for local service firms.

- Only Broadly lists iOS and Android apps.
- Customer Lobby also covers email campaigns and dashboards.
- Broadly also covers AI agents, business texting and chatbots.

Customer Lobby and Broadly compared in full

Quick answers

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

12

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 Customer Lobby free?

No. Customer Lobby is a paid product, starting at $299 per month, plus $199 activation.

How much does Customer Lobby cost?

Customer Lobby lists 4 plans. Reviews: $299 per month, plus $199 one-time activation.

What platforms does Customer Lobby work on?

Customer Lobby is available on Web.

Does Customer Lobby have an Android app?

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

Does Customer Lobby have an iPhone app?

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

Is Customer Lobby open source?

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

What does Customer Lobby integrate with?

Customer Lobby's listing names Google and Facebook. A listing names up to eight integrations, so it may connect to more.

Who makes Customer Lobby?

Customer Lobby is made by a company of the same name. It dates from 2008.

What are the alternatives to Customer Lobby?

The closest alternatives to Customer Lobby in our directory are NiceJob, Birdeye, Podium, GatherUp and Broadly.

How does Customer Lobby compare with other customer review tools?

Customer Lobby's GPA of 1.6 is higher than 1 of the 63 other customer review tools we grade, and level with 6.

Is Customer Lobby good value for money?

ToolGPA grades Customer Lobby D for value for money. Its paid plans start at $299 a month, against a middle price of $29 for the category: 47 of the 50 others that charge start lower.

Could I make my own version of Customer Lobby?

To replace Customer Lobby you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

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

customerlobby.com/

customerlobby.com/we-know-what-works/

customerlobby.com/get-more-business/

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

Customer Lobby, kept up to date

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

toolgpa.com/tools/customer-lobby

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, "Customer Lobby: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/customer-lobby
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Know someone choosing between customer review tools?

Send them this guide: toolgpa.com/tools/customer-lobby/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded customer review tools after Customer Lobby, each with an Insider's Guide of its own.

Customer Review Tools Insider's Guide

Every one of the 64 customer review tools we grade, compared

Judge.me Insider's Guide

Product reviews for Shopify stores with a free plan and one paid tier

3.0 GPA

Rivyo Insider's Guide

Product reviews, loyalty points and referrals for Shopify stores

3.0 GPA

Common Ninja Insider's Guide

No-code embeddable widgets, including review and testimonial walls

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