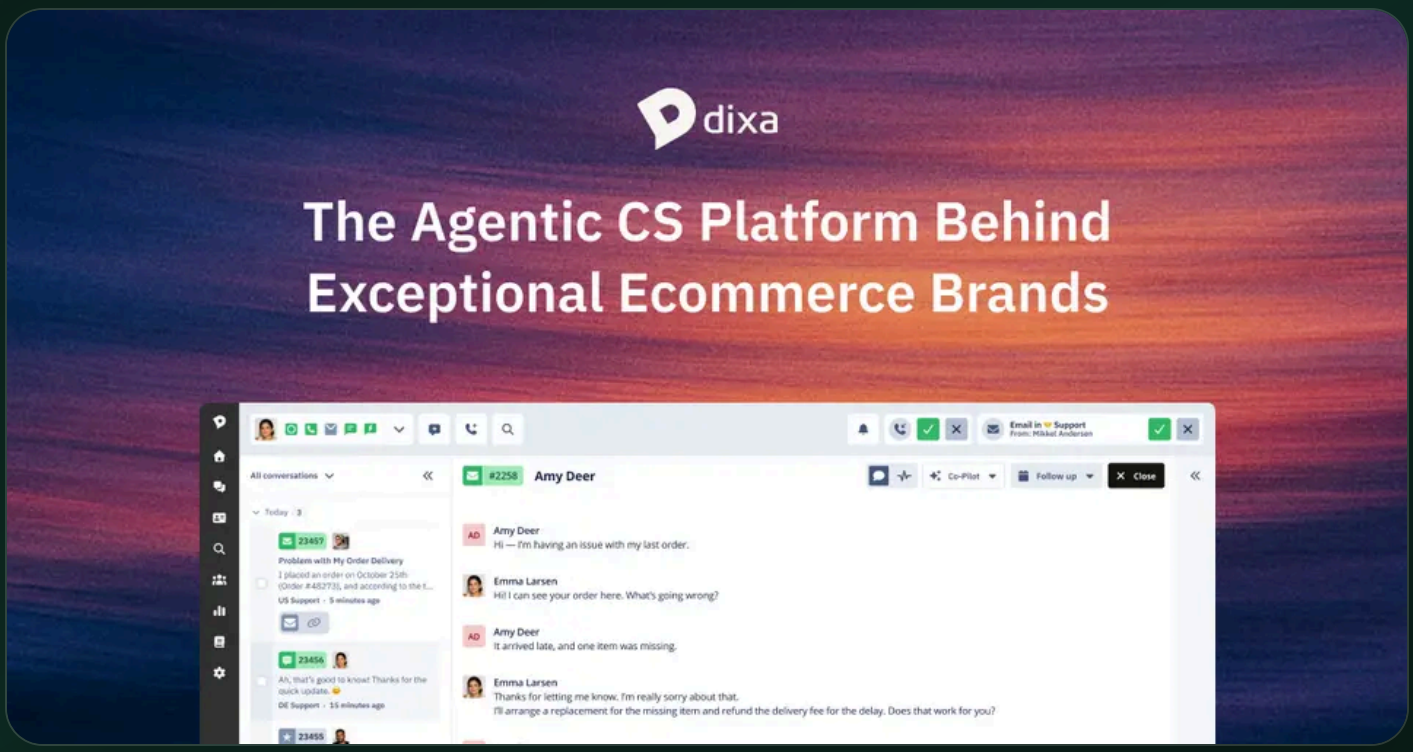
ToolGPA

NOVEMBER 2026

Dixa

The Insider's Guide

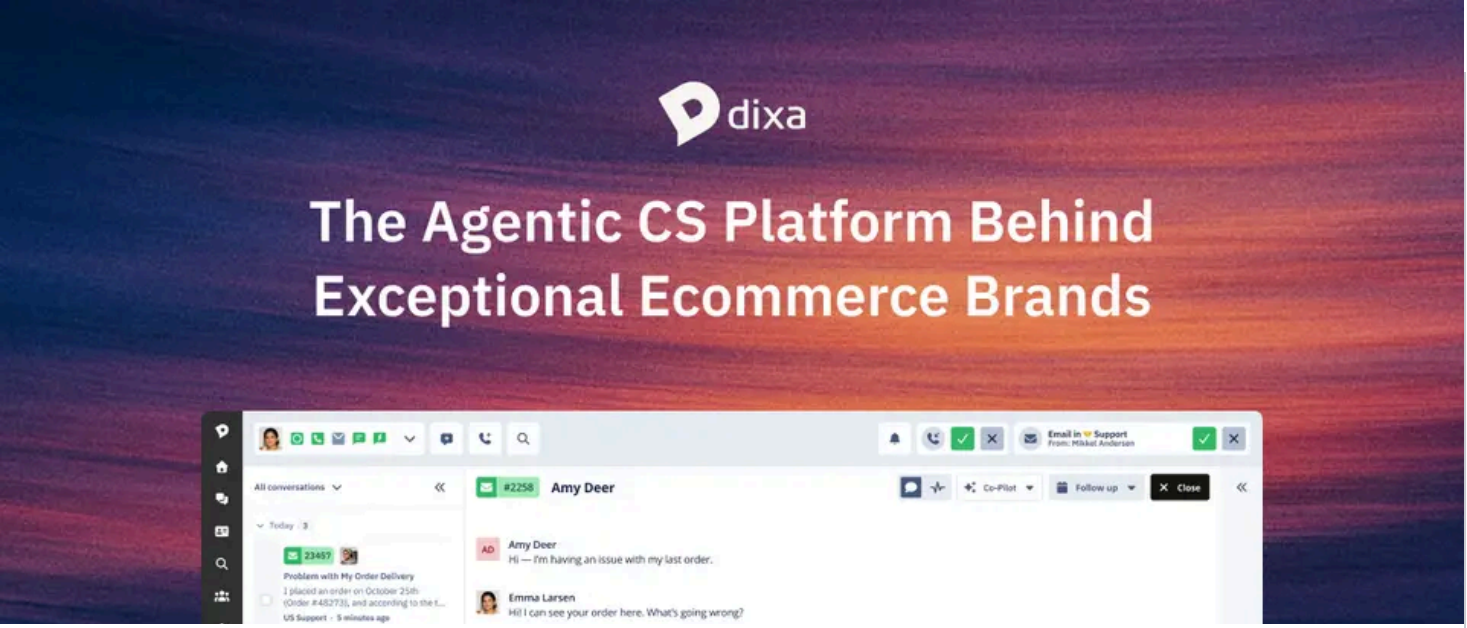
Customer service platform with phone, chat, email and an AI agent



Every plan, grade, refund rule and rival among help desk and live chat tools, read from Dixa's own pages.

Made by Dixa · checked Nov 12, 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 Dixa's own pages, its app-store listings and our grades. Every fact in it is on Dixa'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

1.8

GPA, above 6 of the 92 other help desk and live chat tools we grade

Dixa is a customer service platform that puts phone, email, chat, WhatsApp and social conversations in one agent workspace. It adds skills-based routing, a knowledge base, quality scoring and an AI agent called Mim. The vendor aims it at mid-market ecommerce brands and sells it through a demo rather than self-serve signup.

"

A guided rollout with routing and phone setup.

From our grade for ease of use

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

1 **Best for phone, chat and email in one workspace for a mid-sized store**

There is no free plan or trial, and the AI agent is billed per conversation on top.

2 **Paid plans start at about $54.74 a month for each person**

As its pricing page puts it: €49 per agent / month, billed annually.

3 **It runs on Web**

Web.

4 **One workspace for every channel**

Phone, email, chat, WhatsApp, Instagram, Facebook Messenger, SMS and contact forms feed a single agent screen with each customer's history.

5 **Routing and automation**

Conversations are routed by skill, language or priority, with a visual builder for rules. Skills-based routing and advanced automations sit on the Professional plan.

6 **Mim AI agent**

Mim answers routine questions on chat, email and messaging from the knowledge base and hands harder ones to a person with context. A voice version is in beta.

7 **A 1.8 GPA, above 6 of 92**

That is against the other help desk and live chat tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Dixa you would be making phone numbers and calls carried over the phone network. That is not a weekend's work, with an AI app builder or without one.

Dixa at a glance

PRICING
Paid, from €49 per agent / month, billed annually

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Dixa, since 2015

CATEGORY
Help Desks & Live Chat

OUR GRADE
1.8 GPA, weak

The report card

Best for phone, chat and email in one workspace for a mid-sized store

Dixa puts phone, email, chat and social in one workspace, from €49 an agent a month billed annually. There is no free plan or trial, and the AI agent is billed per conversation on top.

TOOLGPA REPORT CARD

Dixa

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	€49 an agent a month on Team and €139 on Professional, where IVR and skills routing sit, against a $29 middle.
Free plan and trial	F	No free plan and no self-serve trial; every rollout starts with a demo.
Features	B	All channels, routing, knowledge base, AI agents, call recording and analytics. Nothing in the listing is missing.
Ease of use	C	No store rating on record. A guided rollout with routing and phone setup.
Platforms and integrations	B	Web, with Shopify, Klaviyo, Braze, Ada and others listed.

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 Dixa is for

- ✓ Fits if you run a mid-market ecommerce brand handling phone, chat and email
- ✓ Makes sense if you want AI answers billed per conversation

Who it is not for

- ✕ Pricey if you are small: the entry price is €49 an agent, and Professional is €139
- ✕ Watch out: Mim, the AI agent, is €0.40 a conversation on top of seats
- ✕ Watch out: Copilot is €39, Quality Assurance €29 and Advanced Insights €29 per agent a month
- ✕ Skip it if you want dollar pricing, a free plan or a trial, as none is shown

Good to know

Good for

- ✓ Mid-market ecommerce brands handling phone, chat and email together
- ✓ Teams that want AI answers billed per conversation rather than per seat
- ✓ Support teams replacing a separate phone tool and help desk

Worth knowing

- ⓘ Prices are listed in euros; no US dollar list price was shown on the pricing page.
- ⓘ No free plan and no self-serve trial: the pricing page says every rollout is guided and starts with a demo, and it is aimed at mid-market teams.
- ⓘ Mim, the AI agent, is billed per conversation at €0.40 on top of seat fees, per the pricing page's FAQ.
- ⓘ Copilot (€39 per agent / month), Quality Assurance (€29) and Advanced Insights (€29) are add-ons, and voice transcription is €0.01 per minute.

PART 02 · PRICING

What it costs

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

~$54.74

A month to start, for each person

Dixa is a paid product, starting at €49 per agent / month, billed annually.

> **No free plan and no self-serve trial; every rollout starts with a demo.**

From our grade for free plan and trial

TEAM

€49

per agent / month, billed annually

All channels (phone, email, forms, chat, social), knowledge base, AI agents for chat, email and voice, intelligent routing, real-time analytics and call recording.

PROFESSIONAL

€139

per agent / month, billed annually

Adds IVR, customer callback, SLA alerts, routing with external data, skills-based routing, advanced automations, sandbox access and third-party AI agents.

ENTERPRISE

Custom

Adds single sign-on, advanced intent detection, advanced insights, custom agent roles, auto redaction, multiple organizations and higher API limits. Priced to volume and setup.

Read from dixa.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Customer service platform with phone, chat, email and an AI agent. Here is what it does, as its own site describes it, and what it covers: workflow automation, help desk, live chat, AI support agent, business phone line, whatsApp messaging.

> "
>
> **All channels, routing, knowledge base, AI agents, call recording and analytics.**

From our grade for features

One workspace for every channel

Phone, email, chat, WhatsApp, Instagram, Facebook Messenger, SMS and contact forms feed a single agent screen with each customer's history.

Routing and automation

Conversations are routed by skill, language or priority, with a visual builder for rules. Skills-based routing and advanced automations sit on the Professional plan.

Mim AI agent

Mim answers routine questions on chat, email and messaging from the knowledge base and hands harder ones to a person with context. A voice version is in beta.

Phone features

Call recording and voicemail are on every plan. IVR and customer callback need Professional.

Quality scoring and analytics

Real-time dashboards come with every plan. Scorecard-based quality review and AI-powered advanced insights are paid add-ons.

Copilot for agents

An add-on that suggests replies, fixes spelling, translates and summarizes conversations inside the agent workspace.

Where it runs

Web

What it works with

Shopify · Klaviyo · Braze · Ada · Assembled · Boost.ai · Chattermill · DigitalGenius

Dixa is made by Dixa, and has been around since 2015.

Where it stands

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

6/92

Other help desk and live chat tools it is graded above

Dixa's GPA of 1.8 is higher than 6 of the 92 other help desk and live chat tools we grade, and level with 19.

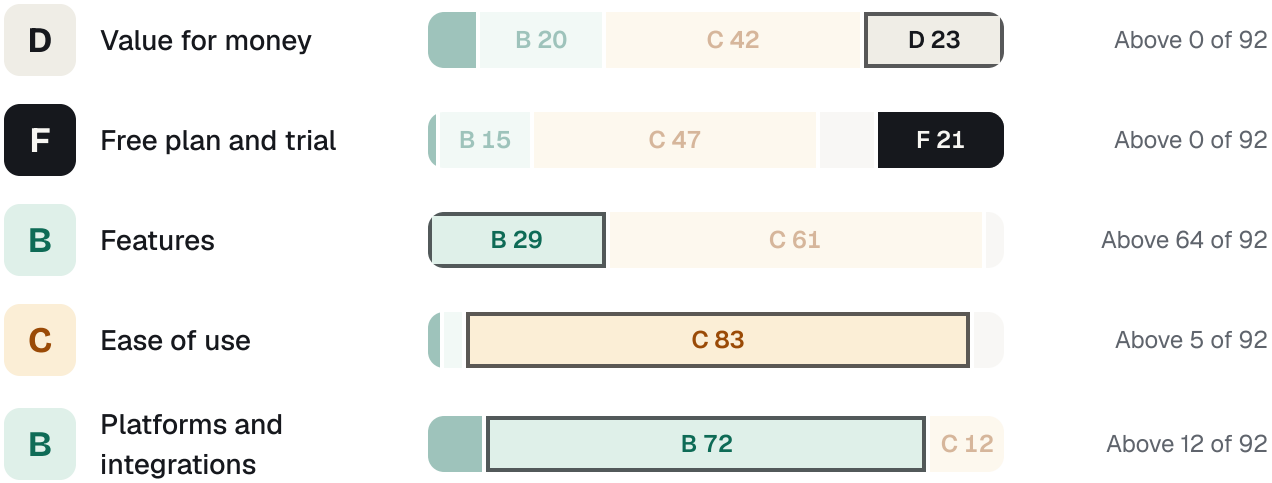
It stands best on features (B, above 64 of 92) and worst on free plan and trial (F, above 0).

Its paid plans start at about $54.74 a month for each person, against a middle price of $29 for the category: 60 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 5 tools score higher and cost less.

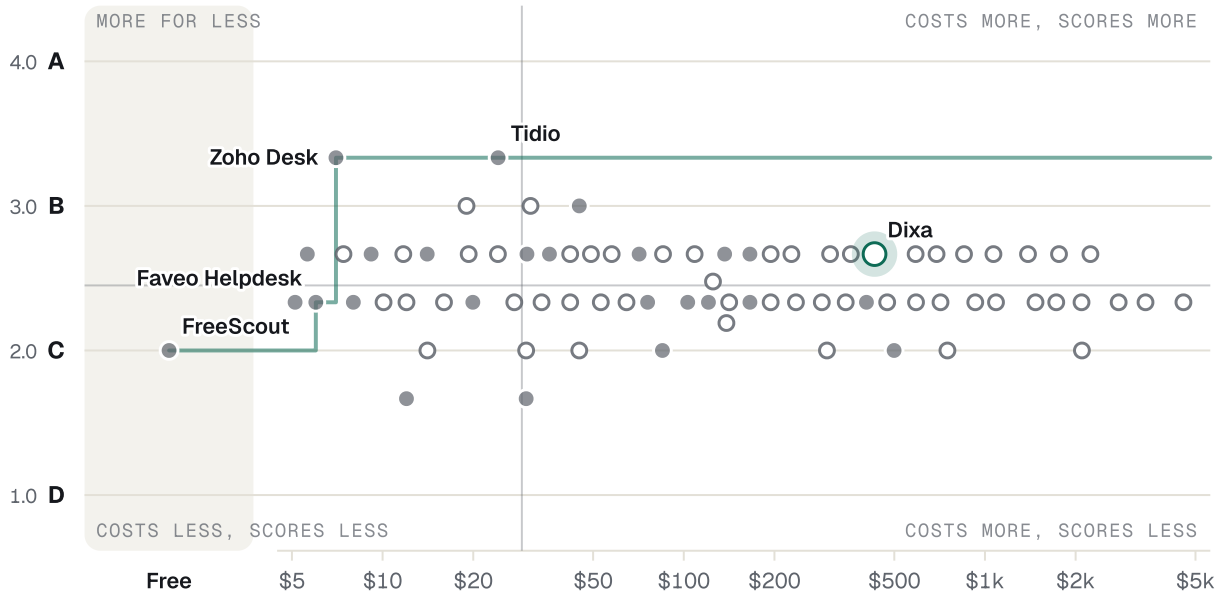
Each grade against the category

Every bar is all 93 help desk and live chat tools we grade, cut by the letter each got. Dixa's own letter is outlined.



Price against what you get

Each dot is one of 80 help desk and live chat tools. Further left costs less; higher up scores better on features, ease of use and platforms. Dixa 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 Dixa you would be making phone numbers and calls carried over the phone network. 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: 67 of the 92 other help desk and live chat tools grade higher. It costs $656.91 a year.

What you could make

- Help desk: an app builder makes this well.

What you could not

- × Phone numbers and calls carried over the phone network.

- The WhatsApp Business API, which Meta opens only through approved partners.
- An AI model answering your customers from your own help articles.
- Connections to other products, each kept working as those products change.
- A chat box on your site that reaches you the moment a customer types.
- It is priced for each person, which means accounts and billing for a team.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Dixa'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



Zendesk, Gladly, Kustomer, Gorgias and Freshdesk

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

2.4 GPA

Zendesk

Free trial · from $19/mo

Ticketing, messaging, help center and AI agents for support teams.

- Only Zendesk lists iOS and Android apps.
- Dixa also covers workflow automation, business phone line and whatsApp messaging.
- Zendesk also covers reports and help center.

Dixa and Zendesk compared in full

2.0 GPA

Gladly

Paid

Customer service and commerce AI built for retail brands.

- Dixa also covers business phone line.
- Gladly also covers shared inbox and sMS marketing.

Dixa and Gladly compared in full

2.0
GPA

Kustomer

Paid

CRM-style customer service platform with AI agents, sold via sales.

- Dixa also covers live chat, business phone line and whatsApp messaging.
- Kustomer also covers shared inbox, reports and help center.

Dixa and Kustomer compared in full

2.8
GPA

Gorgias

Free trial · from $10/mo

Ecommerce help desk priced by tickets, with a paid-per-use AI agent.

- Only Gorgias lists iOS and Android apps.
- Dixa also covers workflow automation, business phone line and whatsApp messaging.
- Gorgias also covers reports and help center.

Dixa and Gorgias compared in full

2.4
GPA

Freshdesk

Free trial · from $19/mo

Email ticketing help desk with a knowledge base and AI agents.

- Only Freshdesk lists iOS and Android apps.
- Dixa also covers workflow automation, live chat, business phone line and whatsApp messaging.
- Freshdesk also covers shared inbox, reports and help center.

Dixa and Freshdesk compared in full

PART 06 · QUESTIONS

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 Dixa free?

No. Dixa is a paid product, starting at €49 per agent / month, billed annually.

How much does Dixa cost?

Dixa lists 3 plans. Team: €49 per agent / month, billed annually.

What platforms does Dixa work on?

Dixa is available on Web.

Does Dixa have an Android app?

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

Does Dixa have an iPhone app?

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

Is Dixa open source?

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

What does Dixa integrate with?

Dixa's listing names Shopify, Klaviyo, Braze, Ada, Assembled, Boost.ai, Chattermill and DigitalGenius.

Who makes Dixa?

Dixa is made by a company of the same name. It dates from 2015.

What are the alternatives to Dixa?

The closest alternatives to Dixa in our directory are Zendesk, Gladly, Kustomer, Gorgias and Freshdesk.

How does Dixa compare with other help desk and live chat tools?

Dixa's GPA of 1.8 is higher than 6 of the 92 other help desk and live chat tools we grade, and level with 19.

Is Dixa good value for money?

ToolGPA grades Dixa D for value for money. Its paid plans start at about $54.74 a month for each person, against a middle price of $29 for the category: 60 of the 78 others that charge start lower.

Could I make my own version of Dixa?

To replace Dixa you would be making phone numbers and calls carried over the phone network.

Where this guide comes from

The prices, plans, platforms and features were read from Dixa'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 Dixa's own pages on 12 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 Dixa. Prices change, so check dixa.com before you buy.

dixa.com/pricing
dixa.com/integrations
dixa.com
dixa.com/about-us

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

Dixa, kept up to date

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

toolgpa.com/tools/dixa

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, "Dixa: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/dixa
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Know someone choosing between help desk and live chat tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded help desk and live chat tools after Dixa, each with an Insider's Guide of its own.

Help Desks & Live Chat Insider's Guide

Every one of the 93 help desk and live chat tools we grade, compared

Zoho Desk Insider's Guide

Low-cost ticketing help desk with a free plan for three users

3.4 GPA

Tidio Insider's Guide

Live chat, ticketing and the Lyro AI agent priced by conversations

3.2 GPA

ProProfs Live Chat Insider's Guide

Live chat with an AI agent, free for a single operator

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