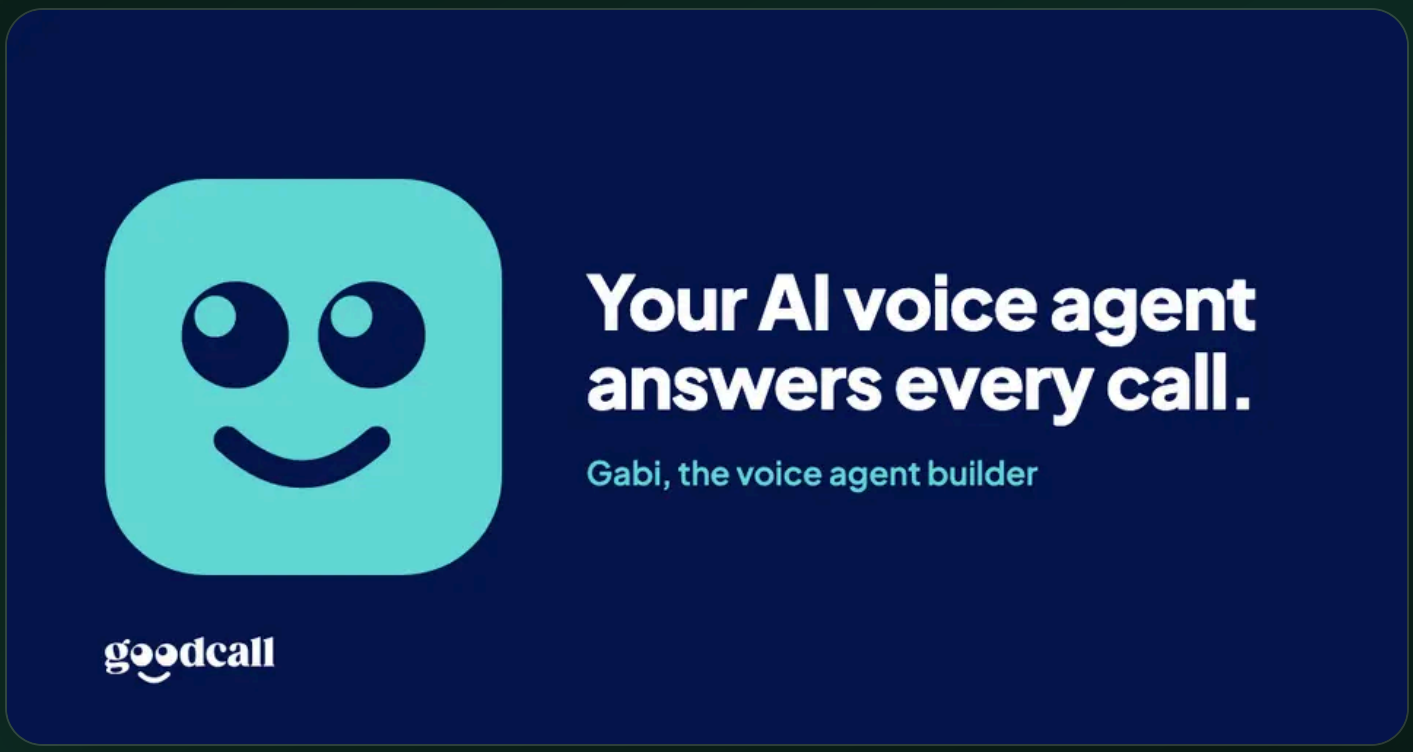
ToolGPA

NOVEMBER 2026

Goodcall

The Insider's Guide

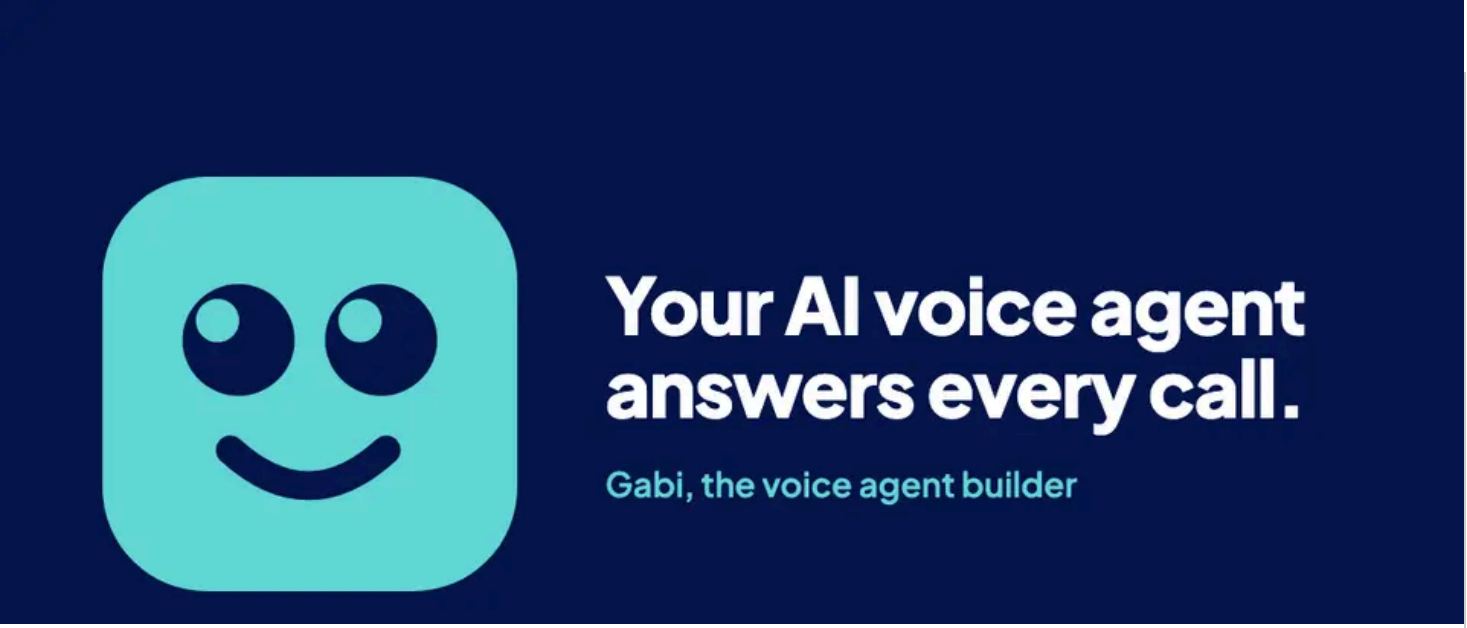
AI phone agent for small businesses, billed per customer



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

Made by Goodcall · 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 Goodcall's own pages, its app-store listings and our grades. Every fact in it is on Goodcall'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 11 of the 101 other AI agents we grade

Goodcall is an AI phone agent that answers a business's calls, takes messages and books appointments. Instead of charging by the minute it counts unique customers each month, and each plan includes a local number or lets you forward your existing one.

To get you started, here are **9 things to know about Goodcall**, taken from its own pages and our grades.

> **No store rating on record, and you set up workers, tools and a number or call forwarding before it answers anyone.**
>
> From our grade for ease of use

1 **Best for a small shop that wants calls answered**

Goodcall is an AI phone agent that answers calls, takes messages and books appointments, billed per unique customer rather than per minute.

2 **Paid plans start at $79 a month**

As its pricing page puts it: $79 per month for 100 unique customers.

3 **You can try it first**

Build and test a free demo agent; you pay only when you connect a phone number.

4 **It runs on Web**

Web.

5 **Per-customer billing**

A unique customer is one phone number, once a month. Minutes, calls and tokens are not metered, and spam and wrong numbers are not counted.

6 **Workers**

A worker is one specialist inside your agent, such as a booker, a message taker or a knowledge expert. Plans cap how many you add.

7 **Agent-powered edits**

You describe a change in plain English, such as new questions or a different greeting, and the assistant Gabi rewrites the agent. Unlimited on every plan.

8 **A 1.8 GPA, above 11 of 101**

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

9 **Keep it**

To replace Goodcall 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.

Goodcall at a glance

PRICING
Free trial, from $79 per month for 100 unique customers

FREE PLAN
No

FREE TRIAL
Build and test a free demo agent; you pay only when you connect a phone number.

RUNS ON
Web

MADE BY
Goodcall

CATEGORY
AI Agents

OUR GRADE
1.8 GPA, weak

The report card

Best for a small shop that wants calls answered

Goodcall is an AI phone agent that answers calls, takes messages and books appointments, billed per unique customer rather than per minute. Starter is $79 a month for 100 customers with one team member and 30 days of call history, which puts it among the dearest plans in the category, and the call counts on each plan are only approximate.

TOOLGPA REPORT CARD — **Goodcall** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Starter is $79 a month, well past the $52 where this category's dearest tenth begins, and it covers just 100 unique customers. Extra customers cost 79 cents each.

SUBJECT	GRADE	COMMENT
Free plan and trial	C	You can build and test a demo agent for nothing, but you pay once you connect a number, so nothing real is free. It is a card-free try, not a free plan.
Features	C	Answers calls, takes messages, books appointments and runs plain-English edits. The listing's own gaps hold it at C: one external tool and one team member on Starter, and Zapier is the only integration.
Ease of use	C	No store rating on record, and you set up workers, tools and a number or call forwarding before it answers anyone.
Platforms and integrations	C	Web only, with a local number or forwarding from your own, and Zapier as the one listed integration.
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 Goodcall is for

- ✓ Fits if you run a one-person shop and miss calls while you work
- ✓ Works for businesses that want a flat monthly bill instead of per-minute charges

Who it is not for

- ✕ Pricey if you are small, as $79 a month is the entry price for just 100 customers
- ✕ Tight if you want a team on it, since Starter allows one team member and 30 days of call history
- ✕ Watch out: call counts are approximate and test runs are metered as AI usage you top up in $5 steps
- ✕ Watch out: only monthly prices are shown, with no yearly option

Good to know

Good for

- ✓ Solo operators and small shops that miss calls while working
- ✓ Businesses that want a predictable bill rather than per-minute charges

Worth knowing

- ⓘ Extra unique customers beyond the plan are billed at the plan's own rate, from 79¢ on Starter down to 15¢ on Scale.
- ⓘ Test runs are metered as AI usage; Starter gets a base allowance of about 100 and extra can be topped up $5 at a time.
- ⓘ The call counts on each plan are approximate, and Starter allows just 1 team member and 30 days of call history.
- ⓘ Only monthly prices appear on the pricing page; no annual billing option is shown.

What it costs

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

$79

A month to start

Goodcall is a paid product with a free trial, starting at $79 per month for 100 unique customers.

> **You can build and test a demo agent for nothing, but you pay once you connect a number, so nothing real is free.**
>
> From our grade for free plan and trial

STARTER

$79

per month for 100 unique customers

Then 79¢ per extra customer, about 150 calls a month, 5 workers, 1 external tool, 1 team member and 30-day call history.

GROWTH

$129

per month for 500 unique customers

Then 26¢ per extra customer, about 750 calls, 10 workers, 5 external tools, 5 team members and 90-day call history.

SCALE

$299

per month for 2,000 unique customers

Then 15¢ per extra customer, about 3,000 calls, 20 workers, 15 external tools, 10 team members and unlimited call history.

Trying it first

Build and test a free demo agent; you pay only when you connect a phone number.

Read from goodcall.com on Nov 12, 2026.

ENTERPRISE

Custom

For more than 2,000 customers a month, several connected systems or franchise groups; volume pricing, onboarding and an SLA.

What it does

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

1

Place it runs: Web

AI phone agent for small businesses, billed per customer. Here is what it does, as its own site describes it, and what it covers: AI features, AI agents, business phone line, appointment booking.

"

Answers calls, takes messages, books appointments and runs plain-English edits.

From our grade for features

Per-customer billing

A unique customer is one phone number, once a month. Minutes, calls and tokens are not metered, and spam and wrong numbers are not counted.

Workers

A worker is one specialist inside your agent, such as a booker, a message taker or a knowledge expert. Plans cap how many you add.

Agent-powered edits

You describe a change in plain English, such as new questions or a different greeting, and the assistant Gabi rewrites the agent. Unlimited on every plan.

Phone numbers

Every plan includes a local number, or you can keep your existing number by forwarding it to Goodcall.

External tools

An API, an MCP server or a code block counts as one external tool however many workers use it. A Zapier integration exists for existing agents.

Where it runs

Web

What it works with

Zapier

Goodcall is made by Goodcall.

PART 04 · STANDING

Where it stands

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

11/101

Other AI agents it is graded above

Goodcall's GPA of 1.8 is higher than 11 of the 101 other AI agents we grade, and level with 14.

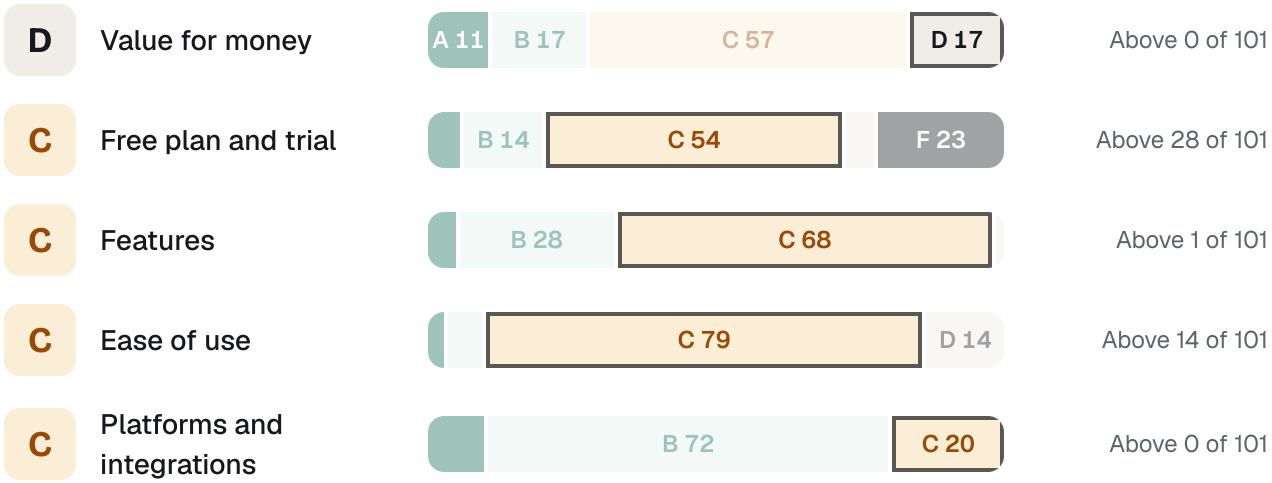
It stands best on free plan and trial (C, above 28 of 101) and worst on value for money (D, above 0).

Its paid plans start at $79 a month, against a middle price of $22.13 for the category: 60 of the 65 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 54 tools score higher and cost less.

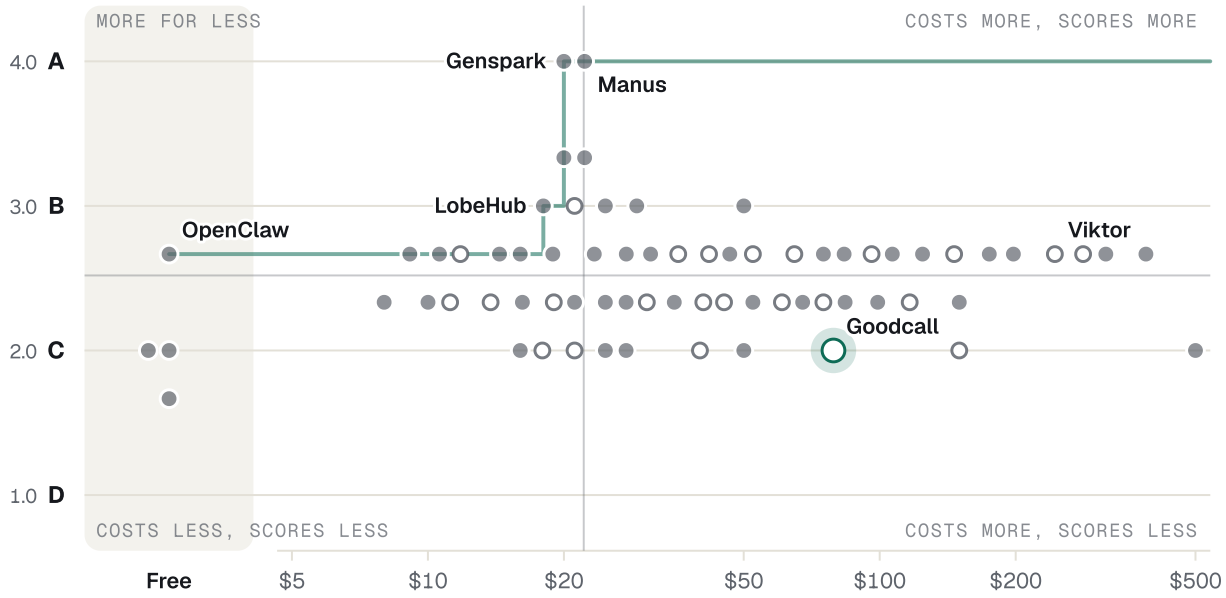
Each grade against the category

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



Price against what you get

Each dot is one of 70 AI agents. Further left costs less; higher up scores better on features, ease of use and platforms. Goodcall 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 Goodcall 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: 76 of the 101 other AI agents grade higher. It costs $948 a year.

What you could make

- Appointment booking: an app builder makes this well.

What you could not

- An AI agent, with the models and the safeguards behind it.

	× Phone numbers and calls carried over the phone network.

What this rests on. Goodcall'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



Smith.ai, Dialzara, Retell AI, Synthflow and Thoughtly

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

2.0 GPA

Smith.ai

Free plan · from $150/mo

Phone answering by an AI receptionist, with live agents as an option.

- Smith.ai has a free plan. Goodcall does not, though it has a free trial.
- Smith.ai also covers AI support agent.

Goodcall and Smith.ai compared in full

2.0 GPA

Dialzara

Free trial · from $29/mo

AI receptionist that answers small-business phone calls.

- Dialzara also covers chatbots.

Goodcall and Dialzara compared in full



2.4
GPA

Retell AI

Free trial · from $0

Pay-per-minute platform for AI phone and chat agents.

- Goodcall also covers business phone line and appointment booking.
- Retell AI also covers chatbots.

Goodcall and Retell AI compared in full



1.8
GPA

Synthflow

Paid

Enterprise AI voice agents sold on annual contracts.

- Goodcall also covers appointment booking.

Goodcall and Synthflow compared in full



1.8
GPA

Thoughtly

Paid

AI voice, SMS and email agents for inbound lead conversion.

- Goodcall also covers business phone line and appointment booking.
- Thoughtly also covers workflow automation and voice cloning.

Goodcall and Thoughtly 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 Goodcall free?

No, Goodcall is a paid product, but you can try it first. Build and test a free demo agent; you pay only when you connect a phone number.

How much does Goodcall cost?

Goodcall lists 4 plans. Starter: $79 per month for 100 unique customers.

What platforms does Goodcall work on?

Goodcall is available on Web.

Does Goodcall have an Android app?

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

Does Goodcall have an iPhone app?

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

Is Goodcall open source?

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

What does Goodcall integrate with?

Goodcall's listing names Zapier. A listing names up to eight integrations, so it may connect to more.

Who makes Goodcall?

Goodcall is made by a company of the same name.

What are the alternatives to Goodcall?

The closest alternatives to Goodcall in our directory are Smith.ai, Dialzara, Retell AI, Synthflow and Thoughtly.

How does Goodcall compare with other AI agents?

Goodcall's GPA of 1.8 is higher than 11 of the 101 other AI agents we grade, and level with 14.

Is Goodcall good value for money?

ToolGPA grades Goodcall D for value for money. Its paid plans start at $79 a month, against a middle price of $22.13 for the category: 60 of the 65 others that charge start lower.

Could I make my own version of Goodcall?

To replace Goodcall 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 Goodcall'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 Goodcall'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 Goodcall. Prices change, so check goodcall.com before you buy.

goodcall.com/pricing

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

Goodcall, kept up to date

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

toolgpa.com/tools/goodcall

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:

```
ToolGPA, "Goodcall: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/goodcall
```

Know someone choosing between AI agents?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI agents after Goodcall, 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 Goodcall'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. Goodcall is a trademark of its owner, and this guide is not made, paid for or approved by Goodcall. Prices and plans change: check goodcall.com before you buy.