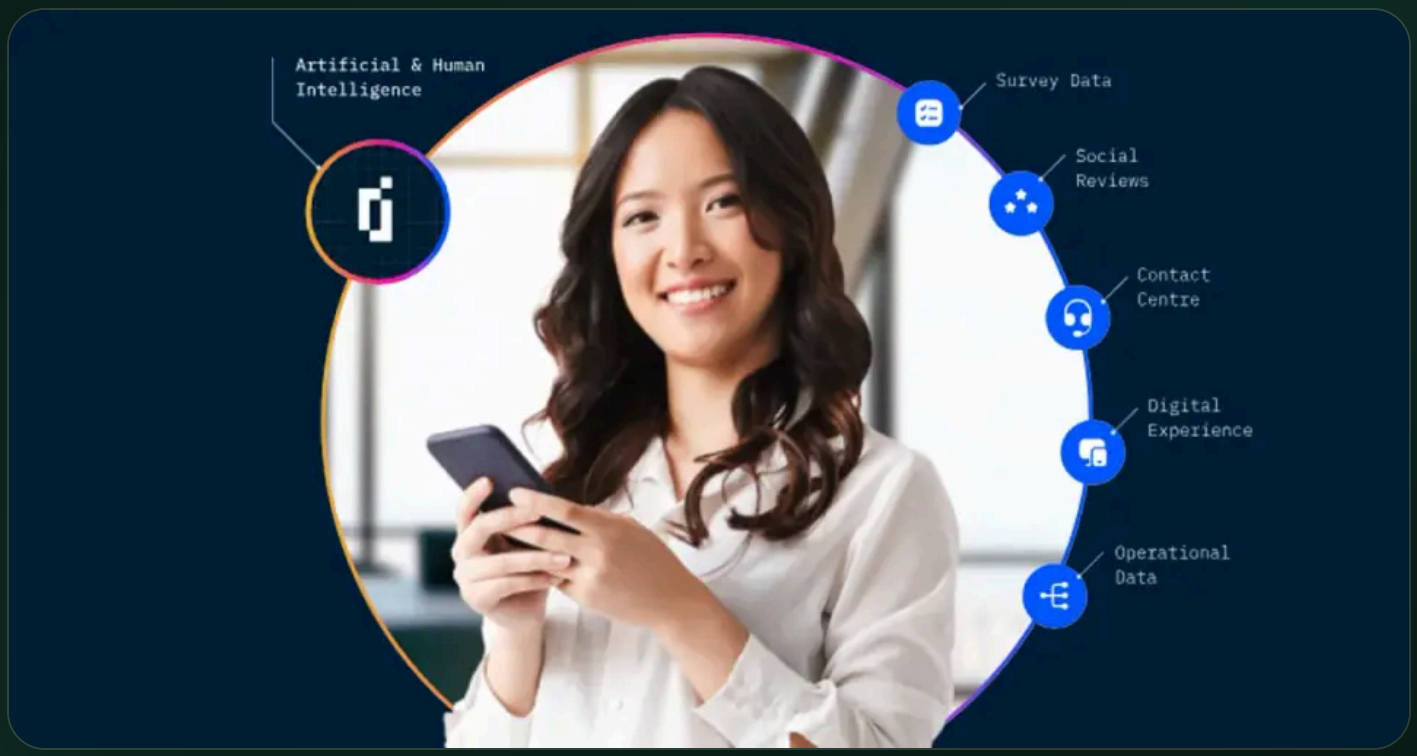
ToolGPA

NOVEMBER 2026

InMoment

The Insider's Guide

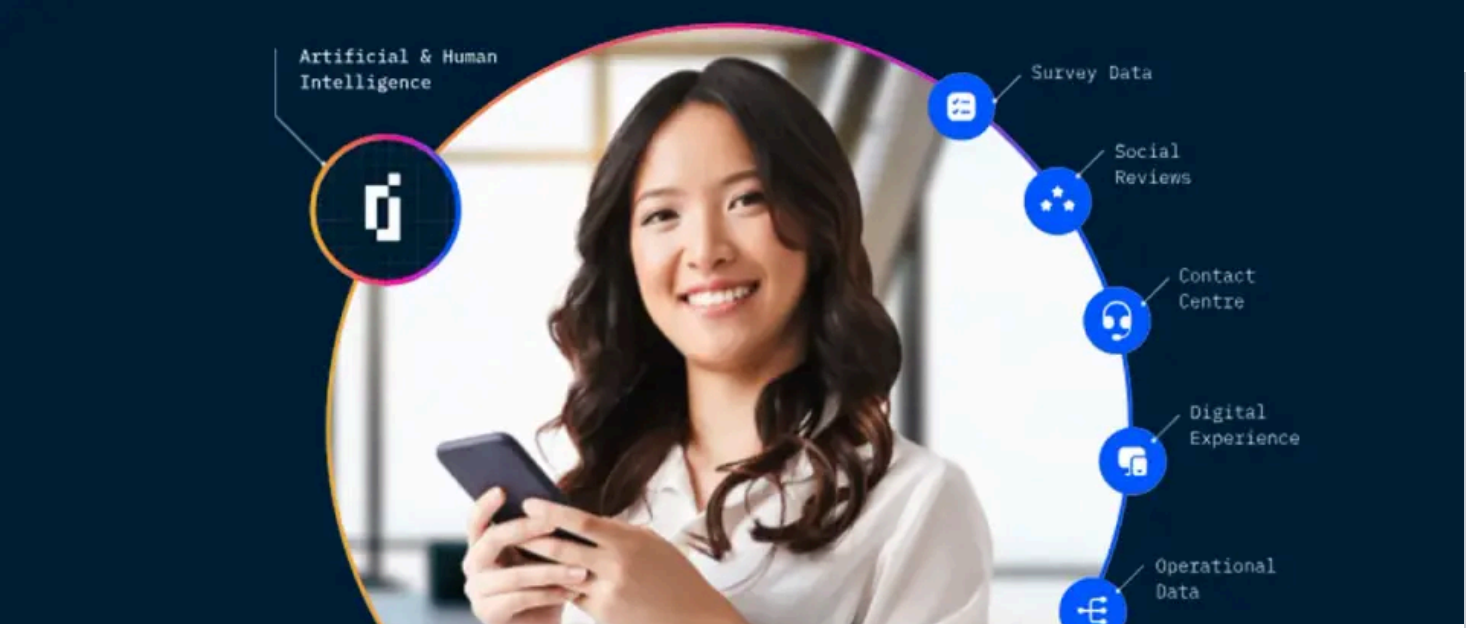
Customer experience platform for feedback and reviews



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

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

InMoment is an experience management platform for companies that want to gather customer and employee feedback and act on it. Its site covers feedback surveys, reputation management for ratings and reviews, conversational intelligence for contact centers, and market research. Services from its own experts are sold alongside the software.

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

> **No prices or plans are published and it starts with a demo request, so smaller teams will want something lighter.**
>
> From our report card of InMoment

1 **Best for customer and employee feedback at big companies**

InMoment covers surveys, reputation management, contact-centre conversation analysis and market research on one platform.

2 **It runs on Web**

Web.

3 **Customer feedback collection**

Gathers feedback from many channels, then reports, analyzes and drives follow-up on at-risk customers.

4 **Reputation management**

Brings social ratings and online reviews into the same platform as survey feedback.

5 **Conversational intelligence**

Looks at why customers contact a business, aimed at contact center leaders.

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 **Your call**

A form at its plainest is questions, a button and a table of answers.

InMoment at a glance

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

The report card

Best for customer and employee feedback at big companies

InMoment covers surveys, reputation management, contact-centre conversation analysis and market research on one platform. No prices or plans are published and it starts with a demo request, so smaller teams will want something lighter.

TOOLGPA REPORT CARD	InMoment	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No prices or plans are published, so it sits in the middle by default. Services from its own experts are sold separately from the platform.
Free plan and trial	F	Nothing free and no trial on the listing. Access starts with a demo request.
Features	B	Feedback surveys, reputation management, conversation intelligence, text analytics and employee and market research. The listing shows no gap in the core job.
Ease of use	C	No store rating on record. A multi-product platform with programs to set up, so there's a learning curve.
Platforms and integrations	C	Web on the listing, plus a mobile application mentioned. No integrations are named.

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 InMoment is for

- ✓ Fits if you run customer feedback and review management for a large organisation
- ✓ Makes sense if you also want contact-centre call analysis in the same place

Who it is not for

- ✗ Skip it if you want a simple form or poll builder, as it targets large organisations
- ✗ Not for you if you need to see prices first, because none are published
- ✗ Watch out: advisory and strategic services cost extra on top of the platform
- ✗ Tight if you want to try it yourself, since there's no trial, only a demo

Good to know

Good for

- ✓ Multi-location brands managing reviews and survey feedback together
- ✓ Contact center teams analyzing why customers call
- ✓ Enterprise CX teams that want advisory services with the software

Worth knowing

- ⓘ No prices or plans are published; access starts with a demo request.
- ⓘ It targets large organizations and is not a quick form or poll builder.
- ⓘ Strategic and advisory services are sold separately from the platform.

What it costs

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

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

> **No prices or plans are published, so it sits in the middle by default.**
>
> From our grade for value for money

We could not confirm InMoment's current prices from its own site, so this guide lists no plans. inmoment.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

Customer experience platform for feedback and reviews. Here is what it does, as its own site describes it, and what it covers: AI features, surveys, reports.

> **Feedback surveys, reputation management, conversation intelligence, text analytics and employee and market research.**
>
> From our grade for features

Customer feedback collection

Gathers feedback from many channels, then reports, analyzes and drives follow-up on at-risk customers.

Reputation management

Brings social ratings and online reviews into the same platform as survey feedback.

Conversational intelligence

Looks at why customers contact a business, aimed at contact center leaders.

Text analytics and AI

Natural language processing and AI are listed under the platform's enterprise architecture.

Employee experience and market research

Separate solution areas cover employee engagement surveys and market research.

Mobile application

A mobile app is listed for reading and acting on feedback away from a desk.

Where it runs

Web

What it works with

Its own pages name no integrations.

InMoment is made by InMoment.

PART 04 · STANDING

Where it stands

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

8/148

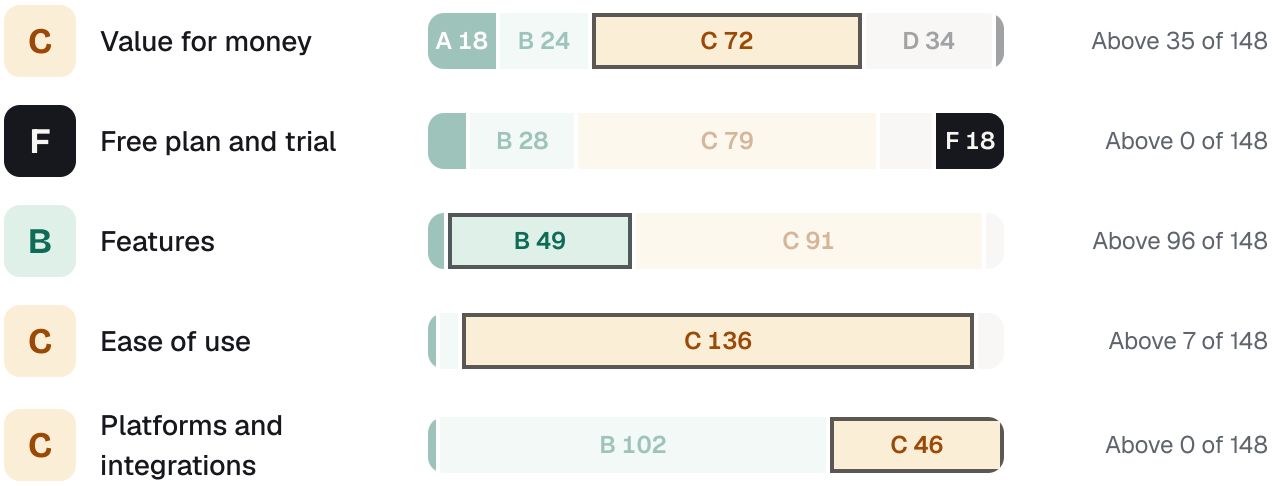
Other form and survey tools it is graded above

InMoment'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 features (B, above 96 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. InMoment'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.

Your call

A form at its plainest is questions, a button and a table of answers.

You could make the core of InMoment for yourself: surveys and reports. What you would give up is listed below. Whether that is worth the price is your call.

What you could make

- Surveys and reports: an app builder makes these well.
- It runs in a browser, which is where something home-made would run too.

What you could not

- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. InMoment'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



Medallia, Qualtrics, Forsta, QuestionPro and Alchemer

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

Medallia

1.8 GPA

Paid

Enterprise customer and employee experience feedback platform.

- Medallia also covers dashboards.

InMoment and Medallia compared in full

Qualtrics

2.2 GPA

Free plan · from $420/mo

Survey and experience research platform with a free account.

- Qualtrics has a free plan. InMoment does not.
- Qualtrics also covers forms and dashboards.

InMoment and Qualtrics compared in full

Forsta

2.0 GPA

Paid

Enterprise research and experience platform for surveys.

- Forsta also covers forms and dashboards.

InMoment and Forsta compared in full

2.4
GPA

QuestionPro

Free plan · from $99/mo

Survey and market research platform with a free plan.

- QuestionPro has a free plan. InMoment does not.
- Only QuestionPro lists iOS and Android apps.
- QuestionPro also covers templates.

InMoment and QuestionPro compared in full

2.4
GPA

Alchemer

Free plan · from $315/yr

Survey platform with advanced logic and market research questions.

- Alchemer has a free plan. InMoment does not.
- Alchemer also covers workflow automation.

InMoment and Alchemer compared in full

Quick answers

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

9

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 InMoment free?

No. InMoment is a paid product.

What platforms does InMoment work on?

InMoment is available on Web.

Does InMoment have an Android app?

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

Does InMoment have an iPhone app?

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

Is InMoment open source?

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

Who makes InMoment?

InMoment is made by a company of the same name.

What are the alternatives to InMoment?

The closest alternatives to InMoment in our directory are Medallia, Qualtrics, Forsta, QuestionPro and Alchemer.

How does InMoment compare with other form and survey tools?

InMoment'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 InMoment?

A form at its plainest is questions, a button and a table of answers. You could make the core of InMoment for yourself: surveys and reports.

Where this guide comes from

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

inmoment.com/

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

InMoment, kept up to date

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

toolgpa.com/tools/inmoment

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, "InMoment: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/inmoment
```

Know someone choosing between form and survey tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after InMoment, 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 InMoment'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. InMoment is a trademark of its owner, and this guide is not made, paid for or approved by InMoment. Prices and plans change: check inmoment.com before you buy.