ToolGPA

NOVEMBER 2026

Rasa

The Insider's Guide

Platform for building and running conversational AI agents



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

Made by Rasa · checked Nov 13, 2026 · toolgpa.com

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

2.4

GPA, above 123 of the 178 other AI agents we grade

Rasa is a platform for product and engineering teams that build conversational AI agents. Its CALM approach combines LLM flexibility with structured flows and deterministic logic, and agents can be designed in code or in a visual no-code flow builder. A free Developer Edition license covers one bot with capped conversation volume, and Enterprise adds the full platform with premium support.

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

> **Building and running agents is engineering work, with Kubernetes as the documented route to scale.**
>
> From our grade for ease of use

1 **Best for building conversational AI agents**

Everything beyond that is Enterprise, sold through sales with no published price.

2 **There is a free plan**

Free Developer Edition license usable locally or in production: one bot per company, up to 1,000 external or 100 internal conversations a month, with community forum support.

3 **It runs on Web**

Web.

4 **CALM dialogue engine**

Combines LLM flexibility with structured flows, deterministic business logic and built-in recovery patterns.

5 **Visual and code-based building**

Assistants can be designed in code or in a no-code flow builder, with a custom actions server (Rasa SDK) and open prompt editing.

6 **Testing and analysis**

End-to-end testing, a try-your-assistant panel, a conversation view for analysis, and change observation with rollback.

7 **A 2.4 GPA, above 123 of 178**

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

8 **Keep it**

To replace Rasa 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.

Rasa at a glance

PRICING Free plan	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Rasa	CATEGORY AI Agents
OUR GRADE 2.4 GPA, fair	

The report card

Best for building conversational AI agents

Rasa is a platform for engineering teams that build conversational agents, with a free Developer Edition limited to one bot and 1,000 external conversations a month. Everything beyond that is Enterprise, sold through sales with no published price.

TOOLGPA REPORT CARD	Rasa	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	The free edition is a program you run yourself, which needs a server, so it is a C. Enterprise pricing is not published.
Free plan and trial	B	A free licence usable locally or in production, but only one bot per company and 1,000 external conversations a month. A small bot could live on that.
Features	B	CALM dialogue engine, visual and code building, testing, search and RAG, voice and channels. No gap shows in the core job, though the free edition is capped.
Ease of use	D	No rating on record. Building and running agents is engineering work, with Kubernetes as the documented route to scale.
Platforms and integrations	B	Web builder and self-hosted deployment, with Slack, WhatsApp, Kubernetes, Kafka and OpenTelemetry links. No desktop or phone app.
Grade point average		Fair, out of 4.0 **2.4**

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 Rasa is for

- ✓ Fits if you have engineers building a customer-facing chat or voice agent
- ✓ Works for small bots under 1,000 conversations a month

Who it is not for

- ✗ Tight if you grow: the free edition stops at one bot per company
- ✗ Skip it if you want a price list, because Enterprise is sold through sales
- ✗ Not for you if you lack engineers, since Kubernetes is the documented scale path
- ✗ Watch out: the AudioCodes phone connector is an extra purchase

Good to know

Good for

- ✓ Engineering teams that want to own their conversational agents and data
- ✓ Enterprises in finance, insurance, healthcare and telecom that need on-premises deployment
- ✓ Developers trying CALM on a single bot with the free edition

Worth knowing

- ⓘ The free Developer Edition is limited to one bot per company and 1,000 external conversations a month.
- ⓘ Enterprise pricing is not published and is sold through sales.
- ⓘ Building and running agents is engineering work; Kubernetes deployment is the documented scale path.
- ⓘ The AudioCodes IVR connector is sold as an additional purchase.

What it costs

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

2

plans to choose from

Rasa has a free plan.

> "
>
> **The free edition is a program you run yourself, which needs a server, so it is a C.**
>
> From our grade for value for money

FREE DEVELOPER EDITION

$0

One bot per company with up to 1,000 external or 100 internal conversations a month and community support.

ENTERPRISE

Custom

Full Rasa Platform with Basic or Premium Support, self-managed on premises or in a private cloud, or as a managed service; sold through sales.

The free plan

Free Developer Edition license usable locally or in production: one bot per company, up to 1,000 external or 100 internal conversations a month, with community forum support.

Read from rasa.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

Platform for building and running conversational AI agents. Here is what it does, as its own site describes it, and what it covers: self-hostable, workflow automation, AI agents, no-code, AI support agent, chatbots.

> **CALM dialogue engine, visual and code building, testing, search and RAG, voice and channels.**
>
> From our grade for features

CALM dialogue engine

Combines LLM flexibility with structured flows, deterministic business logic and built-in recovery patterns.

Visual and code-based building

Assistants can be designed in code or in a no-code flow builder, with a custom actions server (Rasa SDK) and open prompt editing.

Testing and analysis

End-to-end testing, a try-your-assistant panel, a conversation view for analysis, and change observation with rollback.

Enterprise search and RAG

Retrieves answers from a company's own data, with a response rephraser and multi-LLM management.

Voice and channels

Includes real-time voice infrastructure and REST and WebSocket channel connectors; an IVR connector to AudioCodes VoiceAI Connect is a paid extra.

Deployment and governance

Deploys on Kubernetes with Helm and adds SSO, role-based access control, PII management and Vault-based secrets.

Where it runs

Web

What it works with

Slack
WhatsApp
AudioCodes VoiceAI Connect
Kubernetes
Redis
Kafka
OpenTelemetry
Vault

Rasa is made by Rasa.

Where it stands

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

123/178

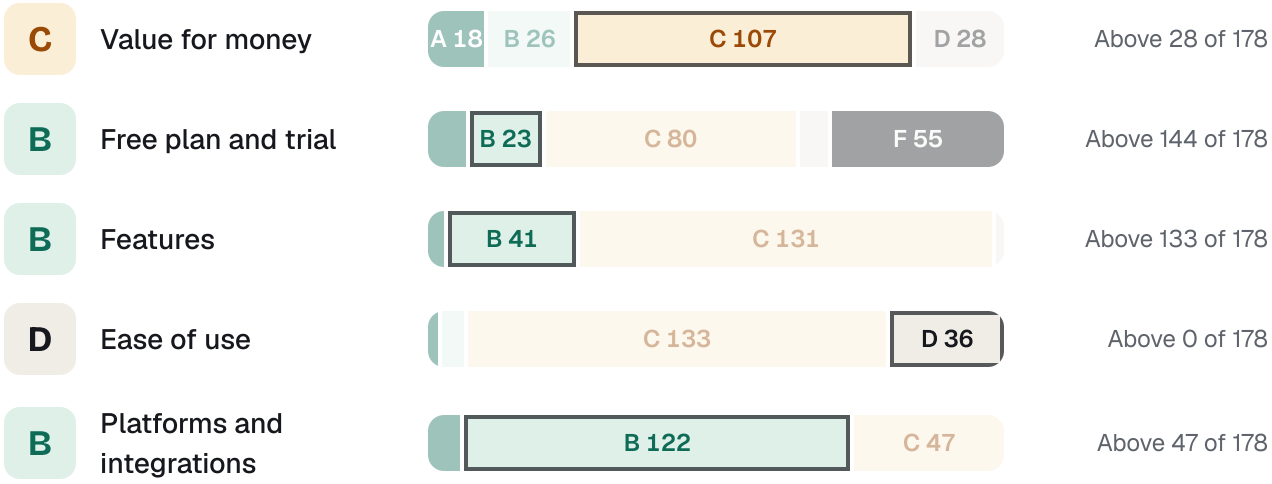
Other AI agents it is graded above

Rasa's GPA of 2.4 is higher than 123 of the 178 other AI agents we grade, and level with 15.

It stands best on free plan and trial (B, above 144 of 178) and worst on ease of use (D, above 0).

Each grade against the category

Every bar is all 179 AI agents we grade, cut by the letter each got. Rasa'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 Rasa 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.

It is one of the better ones too: its GPA of 2.4 is higher than 123 of the 178 other AI agents we grade.

What you could not

- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ A builder that other people can use without writing code.
- ✕ An AI model answering your customers from your own help articles.
- ✕ Connections to other products, each kept working as those products change.
- ✕ A chatbot builder hooked into the messaging apps.
- ✕ What a company asks for before it lets staff use something: single sign-on and roles and permissions.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Rasa'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



Botpress, Voiceflow, Kore.ai, Cognigy and Dify

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

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Botpress

Free plan · from $150/mo

AI agent builder and helpdesk priced by conversation volume.

- Rasa is self-hostable, according to its own site.
- Rasa also covers workflow automation and no-code.
- Botpress also covers whatsApp messaging.

Rasa and Botpress compared in full

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Voiceflow

Free trial

Platform to build and ship chat and voice AI agents.

- Rasa has a free plan. Voiceflow does not, though it has a free trial.
- Rasa is self-hostable, according to its own site.
- Rasa also covers workflow automation and no-code.

Rasa and Voiceflow compared in full



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Kore.ai

Paid

Enterprise agent platform for service, work and process automation.

- Rasa has a free plan. Kore.ai does not.
- Rasa is self-hostable, according to its own site.
- Rasa also covers no-code.

Rasa and Kore.ai compared in full



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Cognigy

Paid

Enterprise AI agents for voice and chat in the contact center.

- Rasa has a free plan. Cognigy does not.
- Rasa is self-hostable, according to its own site.
- Rasa also covers workflow automation and no-code.

Rasa and Cognigy compared in full



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Dify

Free plan · from $590/yr

Open-source platform for building AI agents and agentic workflows.

- Dify is open source, according to its own site.
- Rasa also covers AI support agent and chatbots.

Rasa and Dify 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 Rasa free?

Rasa has a free plan. Free Developer Edition license usable locally or in production: one bot per company, up to 1,000 external or 100 internal conversations a month, with community forum support.

How much does Rasa cost?

Rasa lists 2 plans. Free Developer Edition: $0.

What platforms does Rasa work on?

Rasa is available on Web.

Does Rasa have an Android app?

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

Does Rasa have an iPhone app?

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

Is Rasa open source?

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

Can Rasa be self-hosted?

Yes. Rasa's own site says it can be run on a server of your own.

What does Rasa integrate with?

Rasa's listing names Slack, WhatsApp, AudioCodes VoiceAI Connect, Kubernetes, Redis, Kafka, OpenTelemetry and Vault.

Who makes Rasa?

Rasa is made by a company of the same name.

What are the alternatives to Rasa?

The closest alternatives to Rasa in our directory are Botpress, Voiceflow, Kore.ai, Cognigy and Dify.

How does Rasa compare with other AI agents?

Rasa's GPA of 2.4 is higher than 123 of the 178 other AI agents we grade, and level with 15.

Could I make my own version of Rasa?

To replace Rasa 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 Rasa'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 Rasa'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 Rasa. Prices change, so check rasa.com before you buy.

rasa.com

rasa.com/pricing

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

Rasa, kept up to date

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

toolgpa.com/tools/rasa

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, "Rasa: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/rasa
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Know someone choosing between AI agents?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI agents after Rasa, each with an Insider's Guide of its own.

AI Agents Insider's Guide

Every one of the 179 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 Rasa'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. Rasa is a trademark of its owner, and this guide is not made, paid for or approved by Rasa. Prices and plans change: check rasa.com before you buy.