ToolGPA

NOVEMBER 2026

Ribbon

The Insider's Guide

AI recruiter that interviews applicants and follows up by SMS



Every plan, grade, refund rule and rival among hiring and applicant tracking tools, read from Ribbon's own pages.

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

2.0
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 Ribbon's own pages, its app-store listings and our grades. Every fact in it is on Ribbon'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

2.0

GPA, above 54 of the 101 other hiring and applicant tracking tools we grade

Ribbon is an AI recruiter for frontline and multi-site hiring. It interviews each applicant on a phone or video call, scores the answers against a rubric the employer sets, reaches candidates by SMS, WhatsApp and email, and syncs results to the employer's applicant tracking system. The homepage says Ribbon has signed an agreement to be acquired by Dayforce.

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

> **No store rating on record, and the listing shows a rubric to write and an ATS to connect.**
>
> From our grade for ease of use

1 **Best for AI phone interviews for frontline applicants**

Ribbon interviews each applicant on a call, scores the answers against your rubric and syncs the result to your ATS.

2 **It runs on Web**

Web.

3 **AI interviews**

Two-way spoken interviews that adapt to answers, with live captions and recordings, in 10 languages according to the homepage.

4 **Scoring and ranking**

Custom rubrics score every candidate on the same criteria, and the ranked results go to recruiters, who make the final decision.

5 **Multichannel outreach**

Interview invites and automatic reminders by SMS, email and WhatsApp, so candidates can interview outside office hours.

6 **A 2.0 GPA, above 54 of 101**

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

7 **Keep it**

To replace Ribbon 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.

Ribbon at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Ribbon	CATEGORY Hiring & Applicant Tracking
OUR GRADE 2.0 GPA, fair	

The report card

Best for AI phone interviews for frontline applicants

Ribbon interviews each applicant on a call, scores the answers against your rubric and syncs the result to your ATS. It does that one job and nothing else, the pricing link came back as a not-found page, and the homepage says it has agreed to be acquired by Dayforce, so plans may change.

TOOLGPA REPORT CARD **Ribbon** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published, so we can't set it against the $74 to $149 a month this category charges. That leaves it at C.
Free plan and trial	D	A 7-day trial is shown on the homepage, but the page doesn't say whether it needs a card. A short trial with unknown terms is a D.
Features	C	AI interviews in 10 languages, rubric scoring, SMS, WhatsApp and email invites, integrity flags. It does the interview step fully, but that's a smaller job than a whole ATS.
Ease of use	C	No store rating on record, and the listing shows a rubric to write and an ATS to connect. That puts it at C.
Platforms and integrations	B	Web product with two-way sync to 60+ applicant tracking systems and an API. No desktop or phone app, so B.

Grade point average Fair, out of 4.0 **2.0**

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 Ribbon is for

- ✓ Fits if warehouse, retail or healthcare applicants need a first-round screen outside office hours
- ✓ Works for job boards and staffing agencies that want interviews inside their own workflow

Who it is not for

- ✗ Skip it if you need an ATS, because it interviews and scores but doesn't manage hiring
- ✗ Not for you if you want to see plan prices, as the pricing link returned a not-found page
- ✗ Watch out: the homepage says Ribbon has agreed to be acquired by Dayforce, so branding and plans may shift
- ✗ Watch out: the page mixes SOC 2 Type I and Type II wording, so confirm the security status
- ✗ Tight if you need a trial with clear terms: the card requirement isn't stated

Good to know

Good for

- ✓ Warehouse, retail, hospitality and healthcare employers screening many applicants
- ✓ Staffing agencies and job boards that want to add interviews to their own workflow
- ✓ Teams that want first-round screening to run outside recruiter hours

Worth knowing

- ⓘ The site's pricing link returned a not-found page when read, so no plan prices could be confirmed; the homepage also shows a Start for free button without stating its terms.
- ⓘ The homepage says Ribbon has signed an agreement to be acquired by Dayforce, so plans and branding may change.
- ⓘ The homepage shows both SOC 2 Type I and Type II wording, so confirm the security status with the vendor.

What it costs

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

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

> **A short trial with unknown terms is a D.**
>
> From our grade for free plan and trial

We could not confirm Ribbon’s current prices from its own site, so this guide lists no plans. ribbon.ai has them.

What it does

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

1

Place it runs: Web

AI recruiter that interviews applicants and follows up by SMS. Here is what it does, as its own site describes it, and what it covers: public API, AI features, AI agents, skills tests, whatsApp messaging.

> "
>
> **It does the interview step fully, but that's a smaller job than a whole ATS.**

From our grade for features

AI interviews

Two-way spoken interviews that adapt to answers, with live captions and recordings, in 10 languages according to the homepage.

Scoring and ranking

Custom rubrics score every candidate on the same criteria, and the ranked results go to recruiters, who make the final decision.

Multichannel outreach

Interview invites and automatic reminders by SMS, email and WhatsApp, so candidates can interview outside office hours.

ATS integrations

Two-way sync with 60+ applicant tracking systems; candidates get an automated follow-up when they finish.

Integrity checks

Flags off-screen activity and unusual response patterns for recruiters to review before a candidate moves on.

Ribbon API

An API and documentation for embedding the interviews in other products, aimed at job boards, marketplaces and expert networks.

Where it runs

Web

What it works with

Its own pages name no integrations.

Ribbon is made by Ribbon.

Where it stands

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

54/101

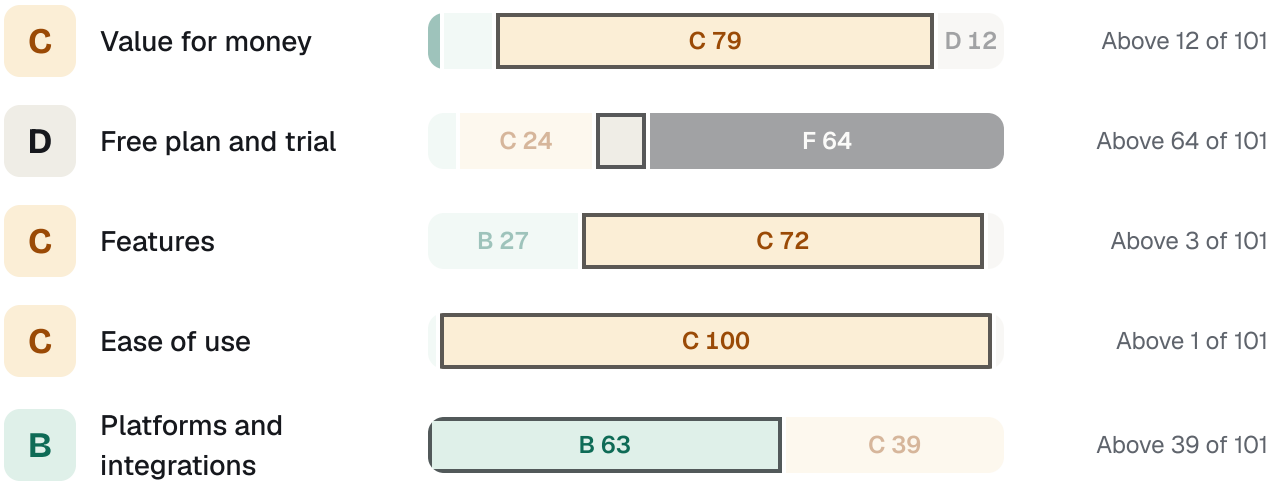
Other hiring and applicant tracking tools it is graded above

Ribbon's GPA of 2.0 is higher than 54 of the 101 other hiring and applicant tracking tools we grade, and level with 21.

It stands best on platforms and integrations (B, above 39 of 101) and worst on free plan and trial (D, above 64).

Each grade against the category

Every bar is all 102 hiring and applicant tracking tools we grade, cut by the letter each got. Ribbon'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 Ribbon 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.

What you could not

- An AI agent, with the models and the safeguards behind it.
- The WhatsApp Business API, which Meta opens only through approved partners.
- A library of tested questions with scores to compare candidates by.
- An API that other software can build on.
- Sharing with other people, which means accounts and invitations.

What this rests on. Ribbon'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



Sapia.ai, Humanly, Paradox, HireVue and Willo

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

1.4 GPA

Sapia.ai

Paid

Chat-based AI interviews for high-volume hiring, priced per hire.

- Ribbon also covers whatsApp messaging.
- Sapia.ai also covers dashboards.

Ribbon and Sapia.ai compared in full

2.0 GPA

Humanly

Paid

AI recruiter, interviewer and ATS for hourly and high-volume hiring.

- Ribbon also covers skills tests and whatsApp messaging.
- Humanly also covers transcription, workflow automation, applicant tracking and sMS marketing.

Ribbon and Humanly compared in full

1.8 GPA

Paradox

Paid

Conversational ATS and hiring assistant for high-volume employers.

- Ribbon also covers AI agents, skills tests and whatsApp messaging.
- Paradox also covers reports, applicant tracking and chatbots.

Ribbon and Paradox compared in full

1.6 GPA

HireVue

Paid

AI-assisted video interviewing and assessments for hiring teams.

- Ribbon also covers AI agents and whatsApp messaging.

Ribbon and HireVue compared in full

2.0 GPA

Willo

From $59/mo

Asynchronous video interviews and candidate screening.

- Ribbon also covers AI agents, skills tests and whatsApp messaging.
- Willo also covers transcription.

Ribbon and Willo compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Ribbon free?

No. Ribbon is a paid product.

What platforms does Ribbon work on?

Ribbon is available on Web.

Does Ribbon have an Android app?

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

Does Ribbon have an iPhone app?

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

Is Ribbon open source?

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

Does Ribbon have an API?

Yes. Ribbon offers a public API, according to its own site.

Who makes Ribbon?

Ribbon is made by a company of the same name.

What are the alternatives to Ribbon?

The closest alternatives to Ribbon in our directory are Sapia.ai, Humanly, Paradox, HireVue and Willo.

How does Ribbon compare with other hiring and applicant tracking tools?

Ribbon's GPA of 2.0 is higher than 54 of the 101 other hiring and applicant tracking tools we grade, and level with 21.

Could I make my own version of Ribbon?

To replace Ribbon 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 Ribbon'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 Ribbon'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 Ribbon. Prices change, so check ribbon.ai before you buy.

ribbon.ai/

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

Ribbon, kept up to date

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

toolgpa.com/tools/ribbon

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, "Ribbon: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/ribbon
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Know someone choosing between hiring and applicant tracking tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded hiring and applicant tracking tools after Ribbon, each with an Insider's Guide of its own.

Hiring & Applicant Tracking Insider's Guide

Every one of the 102 hiring and applicant tracking tools we grade, compared

Manatal Insider's Guide

Low-cost per-user ATS and recruitment CRM with AI candidate matching

2.8 GPA

Breezy HR Insider's Guide

Flat-priced applicant tracking with a free one-job plan

2.6 GPA

JOIN Insider's Guide

Multiposting and applicant management priced per open job

2.6 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 Ribbon'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. Ribbon is a trademark of its owner, and this guide is not made, paid for or approved by Ribbon. Prices and plans change: check ribbon.ai before you buy.