ToolGPA

NOVEMBER 2026

Tars

The Insider's Guide

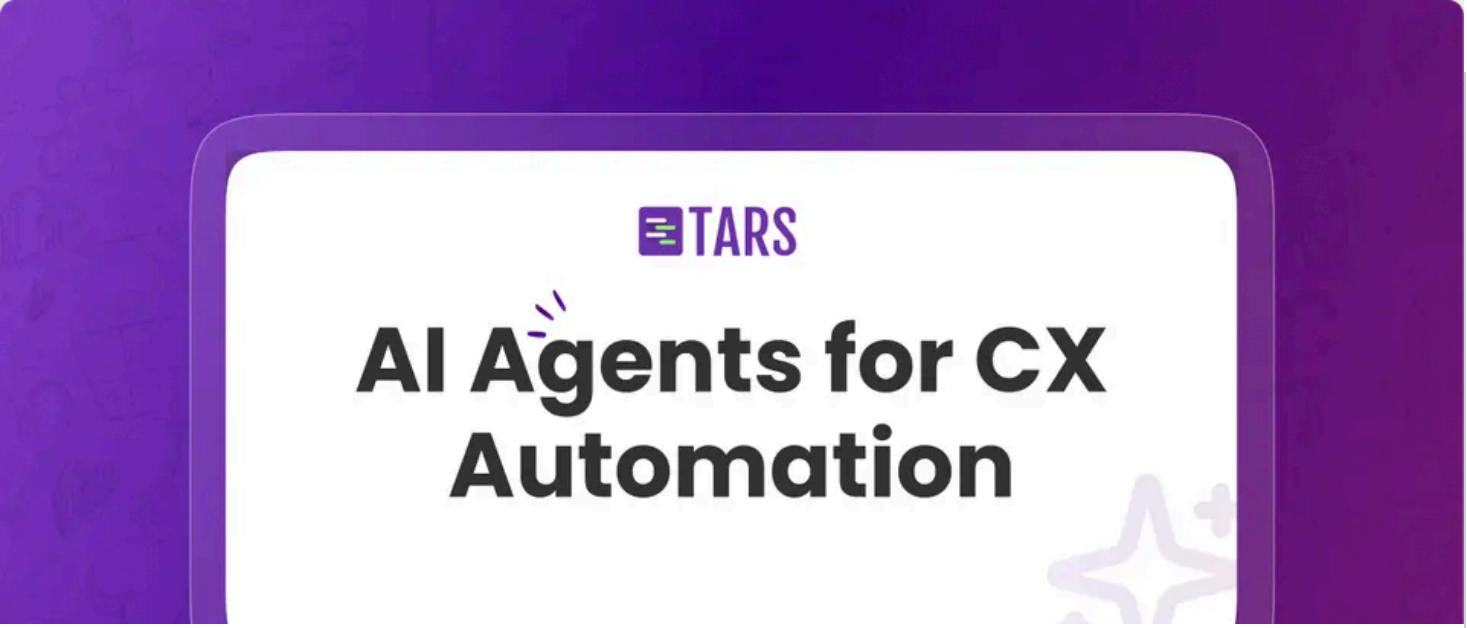
AI agent builder for customer support and lead capture



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

Made by Tars · 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 Tars's own pages, its app-store listings and our grades. Every fact in it is on Tars'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 6 of the 92 other help desk and live chat tools we grade

Tars is a platform for building AI agents that answer customer questions and capture leads on a website, WhatsApp and email. Agents are trained on knowledge bases, and a live chat add-on hands conversations to people. Plans are priced by monthly conversation volume.

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

> **Agents, knowledge bases and channels have to be built.**
>
> From our grade for ease of use

1 **Best for an AI agent builder for support and leads**

Tars builds AI agents for support and lead capture.

2 **Paid plans start at $499 a month**

As its pricing page puts it: $499 per month for 500 conversations.

3 **There is a free plan**

Freemium plan: $0 for 50 conversations per month, basic LLM models, up to 5 knowledge bases and 1 month of data retention.

4 **It runs on Web**

Web.

5 **AI agents for support**

Agents answer customer questions from trained knowledge bases, with separate builders for customer support and customer acquisition.

6 **Multichannel deployment**

The homepage describes one agent deployed across web, WhatsApp and email, keeping the conversation thread across them.

7 **Knowledge bases**

Agents are trained on knowledge bases, with 5 on the free plan, 20 on Premium and unlimited on Enterprise.

8 **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.

9 **Keep it**

To replace Tars 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.

Tars at a glance

PRICING Free plan, from $499 per month for 500 conversations	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Tars	CATEGORY Help Desks & Live Chat
OUR GRADE 1.8 GPA, weak	

The report card

Best for an AI agent builder for support and leads

Tars builds AI agents for support and lead capture. The free plan is 50 conversations a month, and Premium starts at $499 for 500.

TOOLGPA REPORT CARD — **Tars** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$499 a month for 500 conversations, far above the category's dearest tenth of $110.
Free plan and trial	C	A free plan with 50 conversations a month, basic models and community support.
Features	C	AI agents, channels, knowledge bases, live chat handover and analytics. Live chat is a paid add-on.
Ease of use	C	No store rating on record. Agents, knowledge bases and channels have to be built.
Platforms and integrations	C	Web only, with WhatsApp, Google Analytics and Facebook Pixel.

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 Tars is for

- ✓ Fits if you want to try an AI agent on 50 conversations a month
- ✓ Works for a team that needs compliance such as SOC 2

Who it is not for

- ✕ Pricey if you pass 50 conversations, since Premium is $499 a month for 500
- ✕ Tight if you want live chat, as it is $600 a year a seat
- ✕ Watch out: a professional support service is listed at $5,000 a year per agent
- ✕ Skip it if you want HIPAA, SSO or role-based access, because they are Enterprise only
- ✕ Watch out: the page shows a 17% yearly discount toggle but no yearly figure

Good to know

Good for

- ✓ Mid-size businesses automating website and WhatsApp support
- ✓ Teams that want to try an AI agent on a free 50-conversation plan
- ✓ Regulated industries that need SOC 2 or HIPAA claims from the vendor

Worth knowing

- ⓘ Premium starts at $499 per month for 500 conversations; the page has a 17% yearly discount toggle but shows no separate yearly figure in its text.
- ⓘ Live chat is a paid add-on at $600 per year per seat, and a professional support service is listed at $5,000 per year per agent.
- ⓘ The free plan has only 50 conversations per month and community support.
- ⓘ HIPAA, SSO and role-based access are limited to Enterprise.

PART 02 · PRICING

What it costs

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

$499

A month to start. There is a free plan too

Tars has a free plan. Paid plans start at $499 per month for 500 conversations.

FREEMIUM

$0

50 conversations per month, basic LLM models, 5 knowledge bases, community support and 1 month of data retention.

PREMIUM

$499

per month for 500 conversations, billing basis not stated

Volume steps of 500 to 10K conversations, advanced LLM models, 20 knowledge bases, live chat support, ISO and SOC 2, 12 months retention.

ENTERPRISE

Custom

Configurable volume, unlimited knowledge bases, SSO, role-based access, HIPAA compliance and a dedicated account manager.

The free plan

Freemium plan: $0 for 50 conversations per month, basic LLM models, up to 5 knowledge bases and 1 month of data retention.

Read from hellotars.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

17% off with yearly billing

The pricing page has a Billed Yearly toggle labelled 17% off, though no yearly figure appears in the page text.

Stated on hellotars.com

What it does

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

1

Place it runs: Web

AI agent builder for customer support and lead capture. Here is what it does, as its own site describes it, and what it covers: AI features, AI agents, live chat, AI support agent, whatsApp messaging, chatbots.

"

AI agents, channels, knowledge bases, live chat handover and analytics.

From our grade for features

AI agents for support

Agents answer customer questions from trained knowledge bases, with separate builders for customer support and customer acquisition.

Multichannel deployment

The homepage describes one agent deployed across web, WhatsApp and email, keeping the conversation thread across them.

Knowledge bases

Agents are trained on knowledge bases, with 5 on the free plan, 20 on Premium and unlimited on Enterprise.

Live chat handover

Live chat lets a person take over a conversation. It is an add-on for Premium and Enterprise, listed at $600 per year per seat.

Analytics and evaluation

The platform menu lists AI analytics, AI evaluation and a categorizer for conversations.

Compliance

Premium lists ISO and SOC 2 compliance, and Enterprise adds HIPAA, as stated on the pricing page.

Where it runs

Web

What it works with

WhatsApp

Google Analytics

Facebook Pixel

Tars is made by Tars.

PART 04 · STANDING

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

Tars'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 free plan and trial (C, above 30 of 92) and worst on value for money (D, above 0).

Its paid plans start at $499 a month, against a middle price of $29 for the category: 76 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 69 tools score higher and cost less.

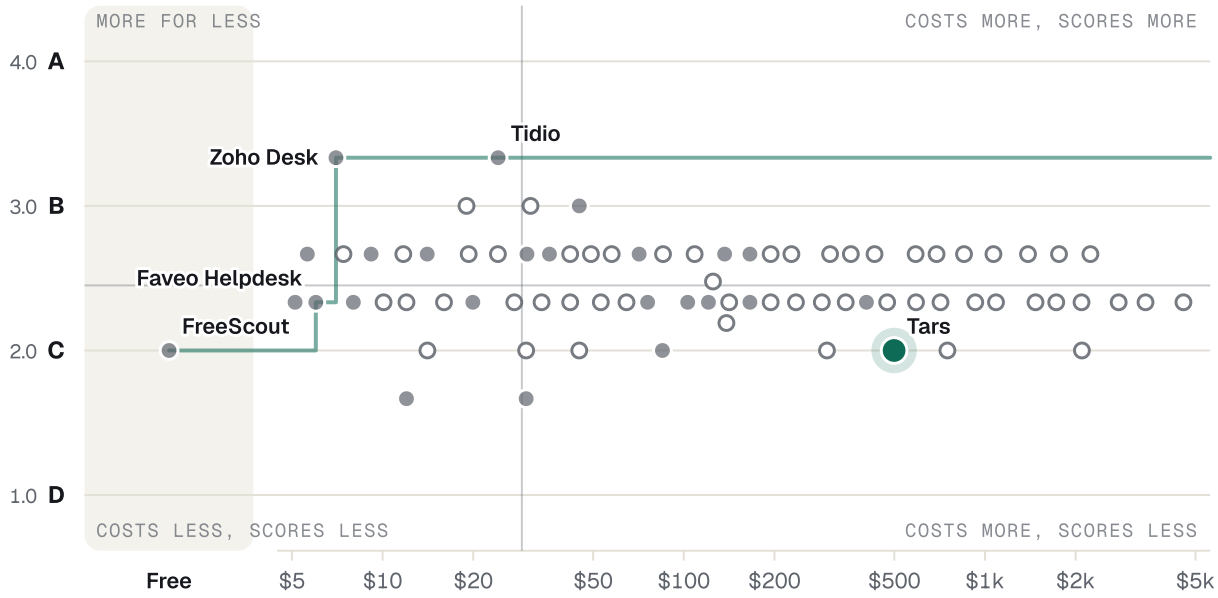
Each grade against the category

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

D	Value for money	B 20 · C 42 · **D 23**	Above 0 of 92
C	Free plan and trial	B 15 · **C 47** · F 21	Above 30 of 92
C	Features	B 29 · **C 61**	Above 3 of 92
C	Ease of use	**C 83**	Above 5 of 92
C	Platforms and integrations	B 72 · **C 12**	Above 0 of 92

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. Tars 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 Tars 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: 67 of the 92 other help desk and live chat tools grade higher. It costs $5,988 a year.

What you could not

- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ An AI model answering your customers from your own help articles.

- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ A chatbot builder hooked into the messaging apps.
- ✕ A chat box on your site that reaches you the moment a customer types.
- ✕ What a company asks for before it lets staff use something: SOC 2 and HIPAA.

What this rests on. Tars'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



Chatbase, Botsonic, Tidio, Kommunicate and Intercom

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

Chatbase

2.0 GPA

Free trial · from $32/mo

Build AI support agents trained on your content, priced by credits.

- Tars has a free plan. Chatbase does not, though it has a free trial.
- Tars also covers AI agents, live chat, whatsApp messaging and chatbots.
- Chatbase also covers help desk.

Tars and Chatbase compared in full

Botsonic

2.2 GPA

Free trial · from $16/mo

No-code AI chatbot builder trained on your own content.

- Tars has a free plan. Botsonic does not, though it has a free trial.
- Tars also covers live chat.

Tars and Botsonic compared in full

3.2
GPA

Tidio

Free plan · from $24.17/mo

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

- Only Tidio lists macOS, Windows, iOS and Android apps.
- Tars also covers AI agents, whatsApp messaging and chatbots.
- Tidio also covers help desk.

Tars and Tidio compared in full

2.2
GPA

Kommunicate

Free trial · from $34/mo

AI agents for chat, email and voice with live chat hand-off.

- Tars has a free plan. Kommunicate does not, though it has a free trial.
- Tars also covers AI agents, whatsApp messaging and chatbots.
- Kommunicate also covers help desk.

Tars and Kommunicate compared in full

2.4
GPA

Intercom

Free trial · from $29/mo

Helpdesk with live chat and the Fin AI agent priced per outcome.

- Tars has a free plan. Intercom does not, though it has a free trial.
- Only Intercom lists iOS and Android apps.
- Tars also covers AI agents, whatsApp messaging and chatbots.

Tars and Intercom compared in full

Quick answers

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

13

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 Tars free?

Tars has a free plan. Freemium plan: $0 for 50 conversations per month, basic LLM models, up to 5 knowledge bases and 1 month of data retention.

How much does Tars cost?

Tars lists 3 plans. Freemium: $0.

What platforms does Tars work on?

Tars is available on Web.

Does Tars offer any discounts?

Tars publicly lists the following: 17% off with yearly billing.

Does Tars have an Android app?

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

Does Tars have an iPhone app?

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

Is Tars open source?

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

What does Tars integrate with?

Tars's listing names WhatsApp, Google Analytics and Facebook Pixel. A listing names up to eight integrations, so it may connect to more.

Who makes Tars?

Tars is made by a company of the same name.

What are the alternatives to Tars?

The closest alternatives to Tars in our directory are Chatbase, Botsonic, Tidio, Kommunicate and Intercom.

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

Tars'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 Tars good value for money?

ToolGPA grades Tars D for value for money. Its paid plans start at $499 a month, against a middle price of $29 for the category: 76 of the 78 others that charge start lower.

Could I make my own version of Tars?

To replace Tars 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 Tars'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 Tars'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 Tars. Prices change, so check hellotars.com before you buy.

hellotars.com/pricing

hellotars.com/

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

Tars, kept up to date

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

toolgpa.com/tools/tars

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, "Tars: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/tars
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Know someone choosing between help desk and live chat tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded help desk and live chat tools after Tars, 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 Tars'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. Tars is a trademark of its owner, and this guide is not made, paid for or approved by Tars. Prices and plans change: check hellotars.com before you buy.