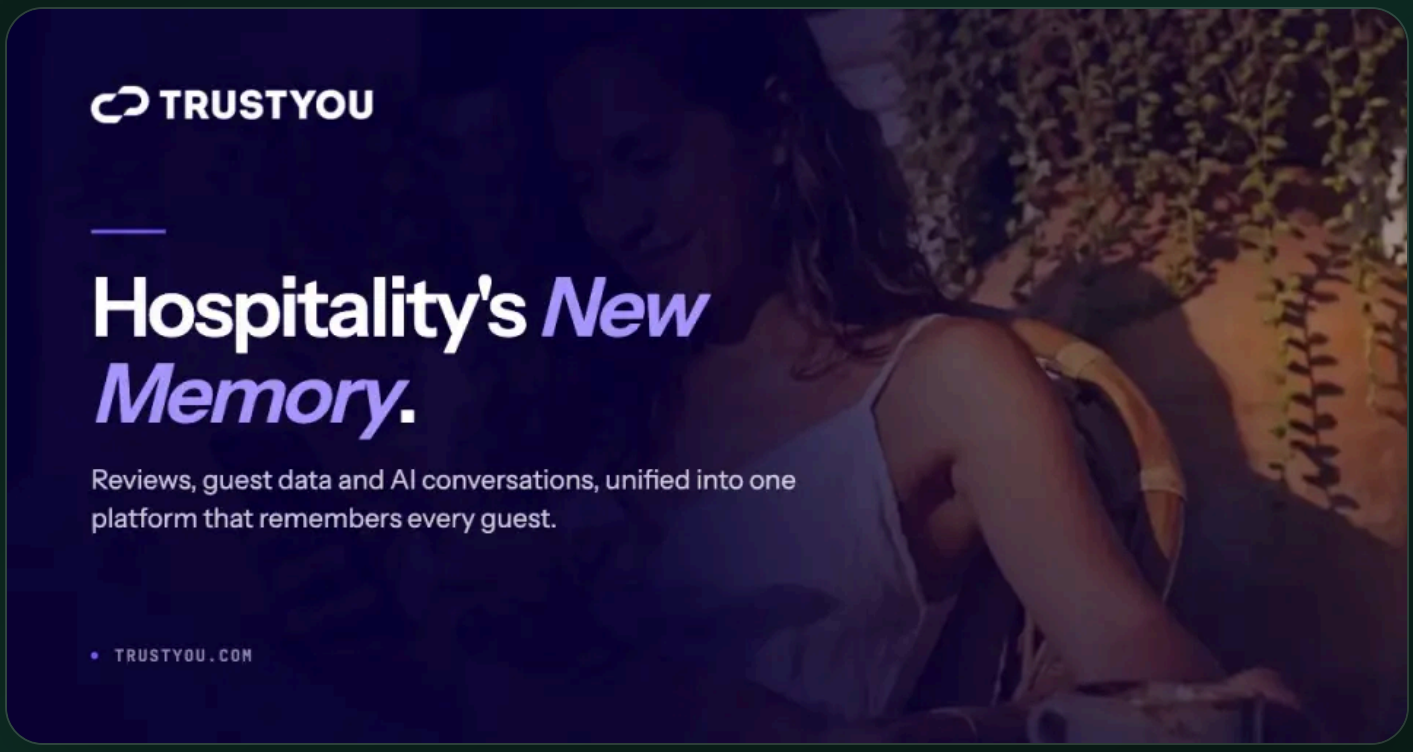
ToolGPA

NOVEMBER 2026

TrustYou

The Insider's Guide

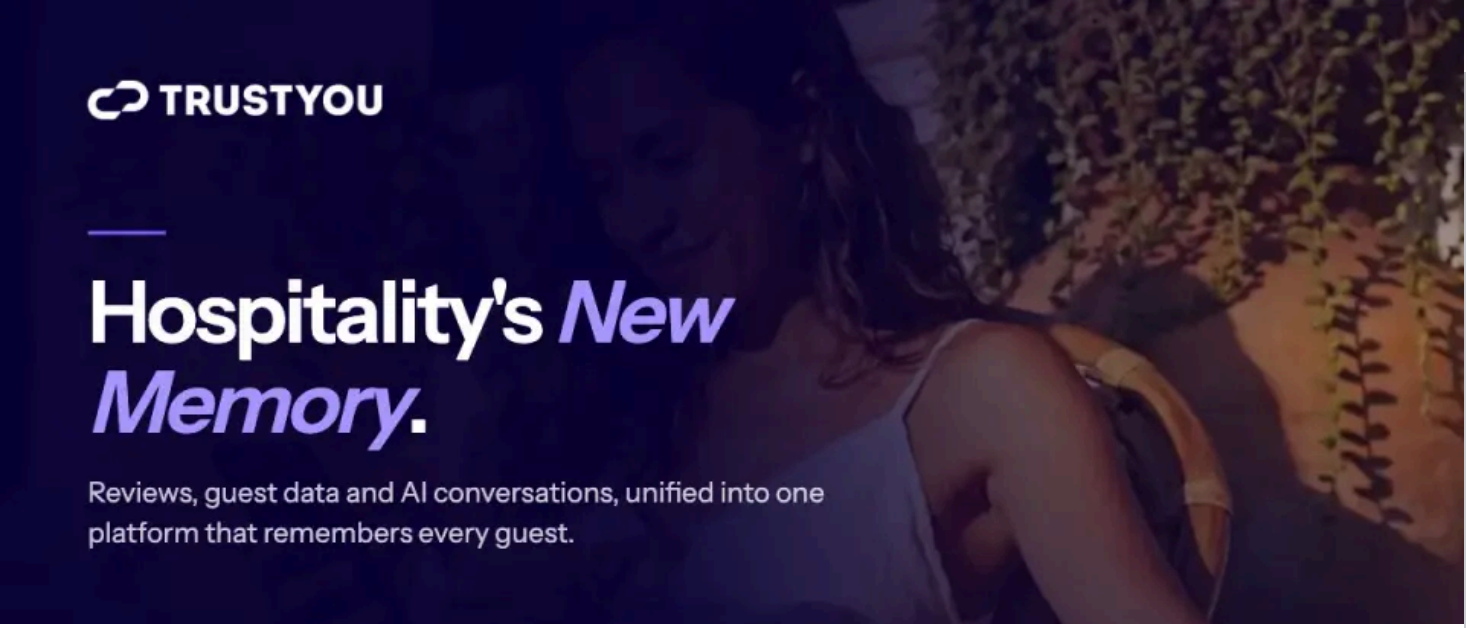
Hotel guest feedback, review replies and guest data, sold by demo



Every plan, grade, refund rule and rival among customer review tools, read from TrustYou's own pages.

Made by Trustyou GmbH · 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 TrustYou's own pages, its app-store listings and our grades. Every fact in it is on TrustYou'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 63 other customer review tools we grade

TrustYou is hospitality software with several products. Its Customer Experience Platform (CXP) collects reviews from 55+ sources and guest surveys, drafts AI replies and benchmarks against competitors. Other products cover a guest data platform, an AI guest-conversation agent and review data for travel platforms. Prices are not shown on its pricing page.

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

> **No price is published, the products are sold as separate modules, and it is for hotels, not online shops.**
>
> From our report card of TrustYou

1 **Best for hotel review replies and guest feedback**

TrustYou gathers hotel reviews in one inbox and drafts replies with AI.

2 **It runs on Web**

Web.

3 **Review inbox**

CXP gathers reviews from Google, Booking.com, Tripadvisor and 55+ sources alongside TrustYou survey responses, filterable by property, sentiment and language.

4 **ResponseAI replies**

Drafts on-brand replies to reviews in 23 languages for a person to edit and publish.

5 **Summaries and questions**

SummaryAI gives on-demand and weekly summaries, and Ask TrustYou answers plain-language questions about guest feedback.

6 **A 1.8 GPA, above 8 of 63**

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

7 **Keep it**

The plain part of TrustYou you could make: review collection, surveys and reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

TrustYou at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Trustyou GmbH	CATEGORY Customer Review Tools
OUR GRADE 1.8 GPA, weak	

The report card

Best for hotel review replies and guest feedback

TrustYou gathers hotel reviews in one inbox and drafts replies with AI. No price is published, the products are sold as separate modules, and it is for hotels, not online shops.

TOOLGPA REPORT CARD	TrustYou	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No prices on the pricing page, which asks for a demo, so it cannot be compared with the $29 middle for review tools.
Free plan and trial	F	No free plan and no trial on the pages read.
Features	C	Review inbox, AI replies, summaries, benchmarking and guest data, but sold as separate modules and aimed at hotels only.
Ease of use	C	No store rating on record. Review sources and guest data have to be connected.
Platforms and integrations	B	Web, with Google, Booking.com, Tripadvisor and WhatsApp links. No desktop or phone apps.
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 TrustYou is for

- ✓ Fits if you run a hotel group and answer reviews on many sites
- ✓ Works for teams that want replies drafted from guest data

Who it is not for

- ✕ Skip it if you want a price list, as the pricing page shows none
- ✕ Not for you if you sell products, as it is built for hospitality
- ✕ Watch out: the products are separate modules, so a quote may cover only part
- ✕ Watch out: no free plan or trial is listed

Good to know

Good for

- ✓ Hotel groups that want reviews and surveys across many properties
- ✓ Hotels that want AI-drafted replies they can review before posting

Worth knowing

- ⓘ The pricing page lists CXP, CDP and TrustYou Agent tabs but shows no prices; a demo is requested instead.
- ⓘ It is aimed at hotels and other hospitality businesses, not online stores.
- ⓘ The products are separate modules, so a quote may cover only the part you need.

What it costs

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

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

> **No free plan and no trial on the pages read.**
>
> From our grade for free plan and trial

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

Hotel guest feedback, review replies and guest data, sold by demo. Here is what it does, as its own site describes it, and what it covers: AI features, surveys, reports, chatbots, review collection.

> **Review inbox, AI replies, summaries, benchmarking and guest data, but sold as separate modules and aimed at hotels only.**
>
> From our grade for features

Review inbox

CXP gathers reviews from Google, Booking.com, Tripadvisor and 55+ sources alongside TrustYou survey responses, filterable by property, sentiment and language.

ResponseAI replies

Drafts on-brand replies to reviews in 23 languages for a person to edit and publish.

Summaries and questions

SummaryAI gives on-demand and weekly summaries, and Ask TrustYou answers plain-language questions about guest feedback.

Benchmarking

Compares a property's scores with a competitive set, across a portfolio of properties.

Guest data and agent

CDP unifies guest data for direct booking, and TrustYou Agent handles guest conversations by web chat and WhatsApp.

Where it runs

Web

What it works with

Google
Booking.com
Tripadvisor
WhatsApp

TrustYou is made by Trustyou GmbH.

PART 04 · STANDING

Where it stands

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

8/63

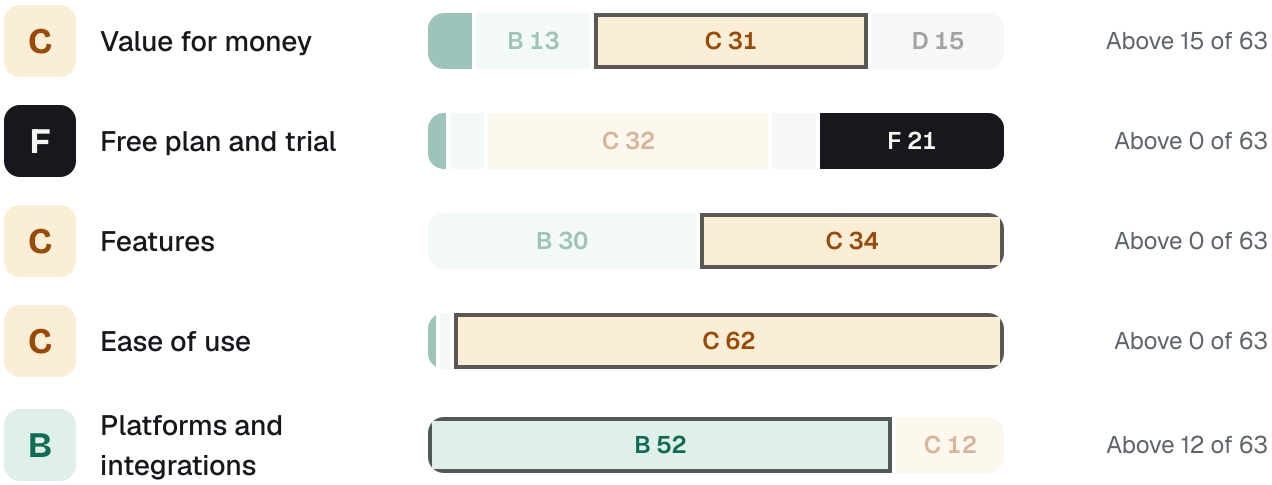
Other customer review tools it is graded above

TrustYou's GPA of 1.8 is higher than 8 of the 63 other customer review tools we grade, and level with 8.

It stands best on platforms and integrations (B, above 12 of 63) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 64 customer review tools we grade, cut by the letter each got. TrustYou'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

The plain part of TrustYou you could make: review collection, surveys and reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 47 of the 63 other customer review tools grade higher.

What you could make

- Review collection, surveys and reports: an app builder makes these well.

What you could not

- A chatbot builder hooked into the messaging apps.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. TrustYou'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



Revinate, GuestRevu, Customer Alliance, ReviewPush and Birdeye

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

1.6 GPA

Revinate

Paid

Hotel guest data, marketing and reputation software sold by demo.

- TrustYou also covers reports.
- Revinate also covers marketing automation and email campaigns.

TrustYou and Revinate compared in full

2.4 GPA

GuestRevu

Free plan · from $34.99/mo

Guest surveys and online review management priced per hotel property.

- GuestRevu has a free plan. TrustYou does not.
- TrustYou also covers chatbots.

TrustYou and GuestRevu compared in full

1.8
GPA

Customer Alliance

From €108/mo

Guest review and survey platform for hotels.

- TrustYou also covers chatbots.
- Customer Alliance also covers dashboards.

TrustYou and Customer Alliance compared in full

2.0
GPA

ReviewPush

Free trial · from $49/mo

Review requests, monitoring and replies for local businesses.

- TrustYou also covers surveys and chatbots.
- ReviewPush also covers sMS marketing and dashboards.

TrustYou and ReviewPush compared in full

2.0
GPA

Birdeye

Paid

Review management and AI agents for multi-location local businesses.

- Only Birdeye lists iOS and Android apps.
- Birdeye also covers AI agents.

TrustYou and Birdeye 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 TrustYou free?

No. TrustYou is a paid product.

What platforms does TrustYou work on?

TrustYou is available on Web.

Does TrustYou have an Android app?

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

Does TrustYou have an iPhone app?

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

Is TrustYou open source?

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

What does TrustYou integrate with?

TrustYou's listing names Google, Booking.com, Tripadvisor and WhatsApp.

Who makes TrustYou?

TrustYou is made by Trustyou GmbH.

What are the alternatives to TrustYou?

The closest alternatives to TrustYou in our directory are Revinate, GuestRevu, Customer Alliance, ReviewPush and Birdeye.

How does TrustYou compare with other customer review tools?

TrustYou's GPA of 1.8 is higher than 8 of the 63 other customer review tools we grade, and level with 8.

Could I make my own version of TrustYou?

The plain part of TrustYou you could make: review collection, surveys and reports.

Where this guide comes from

The prices, plans, platforms and features were read from TrustYou'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 TrustYou'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 Trustyou GmbH. Prices change, so check trustyou.com before you buy.

trustyou.com/pricing/
trustyou.com

trustyou.com/cxp/

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

TrustYou, kept up to date

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

toolgpa.com/tools/trustyou

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

Know someone choosing between customer review tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded customer review tools after TrustYou, each with an Insider's Guide of its own.

Customer Review Tools Insider's Guide

Every one of the 64 customer review tools we grade, compared

Judge.me Insider's Guide

Product reviews for Shopify stores with a free plan and one paid tier

3.0 GPA

Rivyo Insider's Guide

Product reviews, loyalty points and referrals for Shopify stores

3.0 GPA

Common Ninja Insider's Guide

No-code embeddable widgets, including review and testimonial walls

2.8 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 TrustYou'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. TrustYou is a trademark of its owner, and this guide is not made, paid for or approved by Trustyou GmbH. Prices and plans change: check trustyou.com before you buy.