

Software Plans and Pricing

Current as of August 2026

RightResponse AI pricing is designed for businesses, multi-location teams, and agencies that want to request, respond to, analyze, and act on customer reviews. Monthly software plans range from \$10 to \$44 per location. Higher tiers add more usage, AI-powered review requests, Google Maps rank tracking, competitor analysis, advanced automation, and Voice of Customer capabilities.

PAYGO

\$10 / location / month

Flexible usage for testing or focused needs. Buy credits and pay only for what you use.

- Access most Pro features with credits
- Review responses, requests, and surveys
- Auto-generate and auto-publish
- Map rank tracking and competitor analysis available
- Monthly location fee plus usage credits

Core

\$19 / location / month

Essential AI response management with basic review requests.

- 100 review responses per month
- 1,000 email review requests
- Auto-generate and auto-publish
- Essentials request templates
- Basic dashboard

MOST POPULAR

Pro

\$29 / location / month

More volume, AI-powered review requests, map rank tracking, and competitor analysis.

- 200 review responses per month
- 2,000 email requests plus 200 SMS segments
- Advanced dashboard
- AI-powered review requests
- Map rank tracking and competitor analysis

Pro+

\$44 / location / month

Advanced automation, Voice of Customer, and scale.

- 500 review responses per month
- 5,000 email requests plus 500 SMS segments
- All advanced response features
- Advanced automation and bulk processing
- Competitor Voice of Customer and historical automation

Enterprise & Agency

CONTACT US

Custom setup for complex organizations

Built for: multiple brands, regions, locations, or clients

Capabilities: advanced analytics, custom reporting, API access and integrations, granular permissions, bulk workflows, white-label portal, and agency reporting

MULTI-LOCATION Included monthly allowances are pooled across all locations in the account.

ANNUAL BILLING Two months free. A free trial is available.