Casework

THE BUYER'S GUIDE

AI Customer Support, Scored Honestly

Every AI tool a Shopify store on 3,000+ tickets a month would shortlist. Named, priced at your volume, scored on the same rules. Ours included, and where we lose.

Prices and facts as published on 30 October 2026.



BEFORE YOU START

Who this is for, and why you can trust a guide written by a seller

This guide is for you if:

- you run a Shopify store,
- your team answers 3,000 or more support tickets a month,
- and you are deciding which AI should answer your customers.

We sell one of the AI tools in this guide. It is called Casework. So we set ourselves 3 rules before we wrote a word:

1. **Every fact about what another tool does or costs comes from that company's own website or its own app store listing.** Each fact is dated. Appendix D gives the link, so you can check it yourself. What store owners say about a tool comes from their public reviews. We quote each one with its link.
2. **Every score comes from a rule printed in section 6.** You can apply the rule yourself and get the same score.
3. **We say so wherever another tool beats us.** And we name that tool.

Write to us at hey@casework.run about anything we got wrong. We fix it and send out a corrected guide.

Casework is not affiliated with, endorsed by or sponsored by any company named in this guide. Names are the trademarks of their owners.

SECTION 1

Fewer stores run AI than the ads suggest. And the AI closes fewer tickets than they promise.

Most of your tickets come by email. On Gorgias, the typical active store gets 85% of its tickets by email. So judge any AI first on how it answers email.

Source: Gorgias, "Email isn't dying, chat is doubling. But it's not that simple.", Ecom Lab, 19 May 2026.

Only about 20% of the stores that pay for Gorgias's AI have it working. That is Gorgias's own platform data. "Working" means the AI automated at least 5% of the store's tickets in a week.

Sources: Gorgias Ecom Lab, AI adoption report (1 April 2026) and AI adoption index (2 April 2026), January 2025 – January 2026.

The AI closes about 20% of the tickets it touches, by itself. Chatarmin, a company that sells AI support, measured 131 shops and 2.9 million tickets. Its AI touched 24% of the tickets. It closed 20% of those with no person involved. That is about 5% of all tickets.

Source: Chatarmin, "AI Customer Service Benchmark 2026", June 2025 – June 2026.

So why do vendors promise 80%? Chatarmin says why:

> "Because they usually count something else: 'AI replied' instead of 'AI resolved'."

Your customers still want a person within reach. In a Gartner survey of 5,728 customers, 64% said they would prefer companies did not use AI for service. In 2026, Gartner asked 3,566 customers. 87% said a way to reach a person is essential when a company uses AI.

Sources: Gartner press releases, 9 July 2024 (survey of December 2023) and 4 August 2026 (survey of February–March 2026).

What this means for you: the 50% to 80% in the ads is not what you will see in your inbox. Ask each company what its number counts, before you compare 2 tools. Section 3 shows you how.

SECTION 2

What your AI says, your company says

Your customer reads every AI reply as a reply from your store. Courts and companies now treat the AI's words as the company's own. 3 cases from 2026:

A shop in England: 80% off an £8,000 order

A customer talked a small online shop's chat bot from a 25% discount up to 80%. Then he placed an order of "£8,000+". He threatened to take the shop to court if it did not honour the price.

The owner wrote:

> "I'm going to be losing thousands on my material costs alone."

Source: the shop owner's own post on r/LegalAdviceUK, 6 February 2026. The shop is anonymous. How it ended is not on record.

A BMW dealer in Toronto: the bot's offer was honoured

CBC reports that the dealer's text-message bot, "Quinn", made a customer "a firm buy-back offer: $27,162.79". The dealer's real offer was "at best, $20,000". The dealer withdrew the bot's offer. The dealer reinstated the bot's offer after a CBC reporter called. The customer accepted. (The amounts are in Canadian dollars.)

The sales manager blamed a staff member's unclear message, which the bot misread:

> "The AI bot ran with that, misunderstood the message."

Source: CBC News, 11 June 2026.

A German appeal court: the company answers for its chatbot

A company with clinics in 6 cities ran a chatbot on its website. The bot called the company's doctors specialists in plastic surgery. They held no such title. A consumer group took the company to court.

The Higher Regional Court in Hamm ruled that the chatbot is "kein „Dritter“ im Sinne des Gesetzes", not a third party under the law. The company answers for what the bot says. That holds even if the company had given the bot only correct information.

Source: press release of the Oberlandesgericht Hamm, 12 May 2026, case 4 UKl 3/25 (the 6 clinics: Legal Tribune Online, the same day). An appeal to Germany's federal court is allowed, so the ruling is not yet final.

Also in 2026

- **United Airlines.** Its bot told a customer a $200 travel credit lasts 5 years. She says the real term was 1 year. United pointed to its disclaimer. It gave her a $200 travel certificate after a TV station asked.

  Source: NBC 5 Chicago, 16 September 2026.

- **Meta.** People talked Instagram's support AI into linking their own email address to other people's accounts. That is how they took over the accounts. A wrong action, not just a wrong sentence.

  Source: TechCrunch, 1 June 2026.

Rare, but costly. We read store owners' reviews and posts about these AI tools (Appendix C). Only 2 describe an AI promising something the store's policy forbids: 1 on the Shopify App Store, 1 on Reddit. Your store pays every time it happens.

And an EU law now applies. Under the EU AI Act, an AI that deals with people must tell them it is an AI, unless that is obvious. The rule took effect on 2 August 2026. The European Commission's draft guidance names email, the channel most of your tickets come by.

Source: Regulation (EU) 2024/1689, Article 50(1); Commission draft guidelines, 8 May 2026.

SECTION 3

The word on your invoice that each vendor counts its own way

Most AI support tools bill you for a "resolution". Others bill for an "outcome", a "conversation" or a "reply". It sounds simple. It is not, because each vendor decides what counts.

Here is what each one says, in its own words:

Tool	What you pay for	Does a customer who simply stops writing count as solved?
Gorgias AI Agent	"a customer request that gets fully resolved without agent involvement"	**Yes**: if no person is involved within 72 hours
Fin	"No further help is requested after Fin's last answer", and each ticket Fin passes to your team, the way you set it up	**Yes**: "If a customer disengages… for 24 hours… it is considered an assumed resolution"
Yuma	"A support ticket that Yuma handled from start to finish"	**Yes**: "the customer never wrote back. That's one full resolution"
Zendesk	A resolution that an AI "evaluates… to confirm that the customer's request was satisfactorily resolved"	**No**: silence alone is not billed
Re:amaze	"a conversation thread that is handled entirely by the AI Agent and does not escalate"	Not stated
eDesk	"AI Agent doing the work… when it actually answers your customer or takes real action"	**Yes**: "the outcome is counted as a resolution 72 hours after the AI Agent reply, provided the ticket did not reopen"
My AskAI	AI replies ("1 conversation credit = 2 AI replies")	Does not apply: you pay for every reply
Commslayer	"Each reply the AI agent sends… and so does each action it takes"	Does not apply: you pay for every reply
Siena, **Gladly**	"Automate tickets"; an "AI Resolution"	Not defined on their pages

Sources: each company's pricing page or help centre, read 30 October 2026.

3 things nobody puts in the quote

1 automated ticket. 2 charges. At Gorgias, "each AI Agent interaction also counts as a helpdesk ticket and is billed accordingly." You pay for the ticket, and again for the AI.

Source: Gorgias pricing FAQ and billing article, read 30 October 2026.

The "yes, that was helpful" button in your chat widget. A customer tracks an order and taps the button. Gorgias counts that tap as an "automated interaction". You pay the AI rate for it, if you pay for Gorgias's AI.

Sources: Gorgias billing article (its "Track and Manage Orders" example) and pricing FAQ, read 30 October 2026.

$13,500 a year for the plan. Then $14,000 more in overage. One store owner wrote that the AI feature "auto-bills you over and over... we were charged $14,000 on TOP of $13.5/year." Gorgias replied that "as outlined in the plan details, additional charges apply when usage exceeds the included volume". Gorgias also told the store that its team "reached out to you multiple times to provide visibility".

Source: Coldest, Shopify App Store review of Gorgias, 4 March 2026.

Why a published "85% resolution rate" may count customers who simply stopped writing

Gorgias publishes its own measured number. Its typical store's AI resolves 45% of the tickets it touches. Gorgias counts a ticket as resolved when it is "closed without a human agent message". By that definition, a customer who gave up and left counts too.

Source: Gorgias Ecom Lab, "The cheapest ticket is the one a human never touches", 28 April 2026.

16 tickets marked "resolved by Fin". The merchant checked every one. 9 were not. The post is on Intercom's own public forum. Intercom's staff replied about something else. They wrote about a billing change announced at an event: "We didn't communicate the billing logic accurately during the event, and that's on us." The billing rule stayed.

Source: Intercom community forum, thread "Fin's flawed resolution assumption", 27 May – 5 June 2025.

Yuma puts "64%" on its home page for Tediber. Its case study explains it: 4 months in, that's the share of tickets the AI was "involved in." Tediber's own review, written a month in, says 30% are closed with no human. Both pages are live right now.

Sources: Yuma home page and Tediber case study; Tediber's Shopify App Store review of Yuma, 20 March 2026; all read 30 October 2026.

The model answering your customers can change without you knowing

One vendor says that when one model maker has problems, its AI switches to another "automatically." So the model answering your customers today may not be the one answering them tomorrow. Most vendors don't even say which model it is.

Source: Yuma FAQ, read 30 October 2026. Of 15 AI tools we read, 13 do not say which model writes the replies. Fin (its "Apex 2.0" model) and Richpanel (you choose) do.

How to check any number before you compare it: ask the vendor 2 things in writing. What exactly counts as "resolved"? Does a customer who stops writing count?

SECTION 4

What store owners say about the AI itself

We read the reviews store owners leave for these tools on the Shopify App Store, G2, Trustpilot and Reddit. Most are about the helpdesk or the company. We left those out. **This section counts only the reviews about the AI.**

First, how much there is to go on. Only a small share of reviews is about the AI. On helpdesk listings, 12% of the 282 reviews were about the AI. We drew that sample the same way for every tool. On G2, 18% of the 388 were. Only 2 AI tools have a rating of their own with reviews behind it. Yuma has 5.0 from 9 reviews on the Shopify App Store. But 6 of the 9 came in a batch that looks requested. On G2, Yuma has 4.8 from 19. Fin has 4.5 from 3,845 reviews on G2, in a saved copy of G2's page from 7 May 2026. Siena has no rating anywhere. My AskAI's own listing has no reviews yet. Every other AI is rated only as part of its helpdesk. So those stars mostly tell you about the helpdesk, not the AI.

Our sample: the newest 30 reviews of every rating on 13 App Store listings, read 30 October 2026. Plus 388 G2 reviews, read in September 2026. We left out batches of reviews that look requested.

What they complain about

The bill for the AI.

> "At 1.50 USD per AI conversation I cannot justify switching it on - if customers actually use it, that is a four-figure bill at the end of the month."
>
> — GPerformance, Gorgias, App Store, 2 stars, 31 July 2026

> "we actually had to move the highest-performing bots out of Zendesk because they were resolving too many enquiries."
>
> — u/rafadb, r/Zendesk, 17 August 2026

The AI getting it wrong.

> "It started promising things to customers that we cannot do."
>
> — Topped Toys, Gorgias, App Store, 1 star, 4 January 2026

> "Shopify Inbox has the potential to be a useful customer-service tool, but its AI agent provided inaccurate product information that contributed to a costly customer-order issue... I disabled the AI functionality."
>
> — Signastyle Home, Shopify Inbox, App Store, 3 stars, edited 28 October 2026

Not being able to see or control what it does.

> "We had the impression that these corrections were simply not taken into account."
>
> — SiaLinda.com, Zipchat, App Store, 1 star, edited 22 March 2026. The store had corrected the AI's answers many times, the way the app tells you to. The reviewer also wrote that Zipchat "probably works very well with mainstream shops, but less well with niche shops like ours."

> "some answers seem wrong, and we can't see where the AI got its information."
>
> — Livettes Wallpaper, Gorgias, App Store, 2 stars, 3 March 2026. Gorgias replied on 6 March 2026 that a fix was on its way.

What the happy ones say

They name the person who set it up.

> "Over the past couple of months we've been building out the AI agent with our CSM, Emely Tapia, and it now resolves a real share of inbound tickets before anyone on our team touches them"
>
> — Inkkas, Gorgias, App Store, 5 stars, 2 September 2026

> "we have worked closely with our account managers Stefan & Alessandro to really tailor it to our business needs"
>
> — HARBOUR LIFESTYLE, Gorgias, App Store, 5 stars, 25 September 2026

6 of the 8 recent 5-star Gorgias reviews about the AI thank a person or a team at Gorgias. One thing to know: a few names come up again and again. The people they name may have asked for those reviews.

And us? Casework has no public reviews yet. We are new. You can judge us on your own tickets instead (section 8).

SECTION 5

How to choose: 12 questions to ask any vendor

Sections 1 to 4 come down to 12 questions. Ask every vendor all 12. Section 6 scores each tool on them. The order: the real risks first, then the real benefits, then the price, then the rest.

The real risks

1. **Who decides what gets sent: the AI, or me?** Can it send something I never approved? Does a person get the ticket when the AI is not sure?
2. **What exactly am I billed for?** A customer who stops writing? A reply that did not solve anything? Spam? The same ticket billed 2 times?
3. **Can I test it on my own tickets before it answers anyone?** Does it have to pass a test first?
4. **What do you guarantee, in money?** Does the guarantee cover what the AI sends?

The real benefits

5. **Who builds it, and who is still there once it answers my customers?** A named person, or a help centre?
6. **Does it try to keep the sale before a refund, by my rules?**
7. **Does it work with the helpdesk I already have, and with the next one if I switch?**
8. **Which channels does its AI answer?** Email, chat, text messages, social messages, phone.

The price

9. **What will it cost at my volume, if it answers 50% of my tickets?**

The rest

10. **How long from signing until it answers real customers?**
11. **Can its emails say they were written by AI?**
12. **Which AI model writes the replies? Will you tell me before it changes?**

The 3 questions that show whether a tool will invent your refund policy

Ask these before you sign anything.

1. **Write in as a customer and ask for something your policy forbids.** A refund after 60 days. 50% off. Free shipping to the other side of the world. Do this in the free trial, on the tool itself. See what the AI answers.
2. **Ask: "What does your AI do when it is not sure?"** The answer you want: it hands the ticket to a person. Ask to see the setting.

3. **Ask: "Can I see why your AI gave a wrong answer? Can I stop it giving that answer again?"** Ask them to show you where the AI got its information for 1 real reply.

What to ask for in writing, even if you have already signed

- What counts as "resolved", and whether a customer who stops writing counts.
- A setting where the AI only writes drafts, or waits for your OK, and how to switch it on.
- A line in every AI email saying it was written by AI.
- Notice before the AI model changes.
- A monthly cap on AI charges. Commslayer and Gladly offer a spending cap. Zendesk lets you pause the AI instead of paying overage.
- The money-back terms. We found published money-back terms for only 1 other tool: Richpanel. Richpanel marks them as a first version, not yet final. (Ours are in clause 1 of our terms.)
- A named person to talk to once the AI answers your customers.

SECTION 6

Every tool, scored and priced

How we score

Each tool gets 0 to 5 points on each of the 12 questions, by the rules below. We score only what each company publishes on its own website, read on 30 October 2026. Where we read a company's page on another day, appendix A gives that day. A cell says "not published", and scores 0, when the company does not publish that fact.

Each question is weighted by how much it matters. The total is out of 100. We ranked the questions by what buyers and store owners say matters. The real risks come first, the real benefits second, then the price, then the rest. Below the scores, each weight comes with the evidence behind it. We also print each tool's 0 to 5 points on every question. So you can weight the questions your own way.

#	Question	Weight	How points are given
1	Who decides what gets sent	18	5: only replies you approved can be sent; everything else goes to a person 4: drafts first, you switch sending on 3: you can set it to drafts only 2: drafts for some tickets only 1: it sends on its own, within topics you pick 0: it sends on its own, no limits published
2	What you are billed for	11	1 point each: what you pay for is defined spam is free a customer who stops writing is never billed as solved no ticket is charged 2 times (say, as a helpdesk ticket and again as an AI answer) no prepaid block, no plan size bought in advance, no minimum term
3	Test on your own tickets first	8	5: runs on your real tickets with nothing sent, and must pass a test before it answers customers 4: runs on your real tickets with nothing sent 2: partly (past questions only, live on some tickets only, or a trial mode) 1: you can only try it on test questions 0: not published
4	Money-back guarantee	6	1 point each: the terms are published the guarantee pays money the guarantee covers what the AI sends no paid add-on needed the money comes without you filing a claim
5	A named person who builds it and stays	12	5: built for you, and a named person answers you within a stated time 4: built for you, with a named person after setup 3: built for you 2: onboarding help on some plans 1: you set it up yourself, with a support desk to ask 0: not published
6	Keeps the sale before a refund	9	1 point each: refund or return requests get an offer first cancellations get an offer first a retention ladder: more than one offer, each a step up, before the refund the offers come as a ready template or setting, not something you write yourself it reports offers made and money kept

#	Question	Weight	How points are given
7	Works with your helpdesk	9	5: any helpdesk, 5 or more named, or a connection built for you 4: 3 or 4 helpdesks named 3: 2 named 2: 1 named 0: only its own helpdesk
8	Channels its AI answers	4	1 point each: email chat text messages social messages phone
9	Price	15	The monthly bill at 5,000 tickets, with every AI answering 50%. 5: up to $500 4: up to $1,000 3: up to $1,750 2: up to $2,500 1: up to $3,500 0: more
10	Time to start, from the day you sign	4	5: under a day, on your own 4: within a week, or under a day with the company's team 3: within 30 days 2: within 60 days 1: longer 0: not published
11	Can say it is AI in its emails	2	5: it can add a line saying the email was written by AI 1: the company only advises that line 0: neither
12	Names the model	2	5: names it, or you choose 3: names the companies behind it 0: names none

SECTION 6

The scores

Each dot is 1 point, up to 5, by the rules on the pages before. Each question counts by its weight, and the total is out of 100.

	REAL RISK				REAL BENEFIT				PRICE	THE REST			
Tool	Who decides what is sent weight 18	What you are billed for weight 11	Test on your tickets first weight 8	Money-back guarantee weight 6	A named person weight 12	Keeps the sale weight 9	Works with your helpdesk weight 9	Channels weight 4	Price weight 15	Time to start weight 4	Can say it is AI weight 2	Names the model weight 2	Total
Casework	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●○○○○	●●○○○	●●○○○	●●●●●	●●●●●	85
Richpanel	●●●●○	●●○○○	●●●●○	●●●○○	●●●○○	●●●●○	○○○○○	●●●●●	●●●●○	●●●○○	○○○○○	●●●●●	64
My AskAI	●●●●○	●●●○○	●●●●○	●●○○○	●●○○○	○○○○○	●●●●●	●●○○○	●●●●○	●●●●●	○○○○○	●●●○○	62
Commslayer	●●●○○	●●○○○	●●●●○	○○○○○	●●●○○	●●○○○	○○○○○	●●●●○	●●●●●	●●●●○	●○○○○	●●●○○	55
Yuma	●●●○○	●●○○○	●●○○○	○○○○○	●●●●○	●●○○○	●●●●●	●●●●●	●○○○○	●●●○○	○○○○○	●●●○○	51
Fin	●○○○○	●●○○○	●●○○○	○○○○○	●○○○○	○○○○○	●●●●●	●●●●●	●●○○○	●●●●●	●●●●●	●●●●●	41
Gorgias AI Agent	●○○○○	●○○○○	●●●●○	●○○○○	●●○○○	●○○○○	○○○○○	●●●●○	●●○○○	●●●●●	●●●●●	●●●○○	36
eDesk	●○○○○	●●●○○	●●○○○	●●○○○	●●○○○	○○○○○	○○○○○	●●●○○	●●○○○	○○○○○	●●●●●	●●●○○	32
Siena	○○○○○	○○○○○	●○○○○	○○○○○	●●●●○	○○○○○	●●●●●	●●●●○	●○○○○	●●●●○	○○○○○	○○○○○	30
Zendesk AI agents	●○○○○	●●●●○	●○○○○	○○○○○	●○○○○	○○○○○	○○○○○	●●●●●	●○○○○	●●●●●	○○○○○	●●●○○	29
Re:amaze	○○○○○	●●●○○	●○○○○	○○○○○	●○○○○	○○○○○	○○○○○	●●●○○	●●○○○	●●●●●	●●●●●	●●●○○	26
Gladly	○○○○○	●○○○○	○○○○○	○○○○○	●●●○○	○○○○○	●●○○○	●●●○○	○○○○○	●●●●○	○○○○○	●●●○○	20

Every cell, with the company's own words and the link: Appendix A. Read on 30 October 2026.

Why each weight:

- **Who decides (18).** Wrong answers are among the top complaints in store owners' reviews of AI tools: 15 mentions. Customers' top fear about AI service is losing a way to reach a person (Gartner, 5,728 customers).
- **Billing (11).** Store owners complain about the AI's bill a little more often than about its wrong answers. We counted 19 mentions of the bill and 15 of wrong answers. "More expensive than expected" is the top product-related reason buyers regret a software purchase (Gartner Digital Markets, 3,500 software buyers).
- **Test first (8).** A trial is buyers' top factor in their final choice: 62% of them (the same survey).
- **Guarantee (6).** Sales promises missing from the contract come up among buyers' regrets.
- **A named person (12).** Happy store owners thank the person or team who set the AI up: 55% of the 31 happy reviews about the AI. 57% of software buyers count the vendor's support as a factor in their final choice.
- **Keeps the sale (9).** No buyer survey asks about it. It matters most when every refund hurts your margin. On the store group we run, 74.4% of the money customers asked back stayed with the store.
- **Your helpdesk (9).** Working with the tools you already have is the top reason buyers give for choosing support software (G2, 1,900+ buyers).
- **Channels (4).** Few store owners raise channels. And on Gorgias, the typical store gets 85% of its tickets by email.
- **Price (15).** Price is a top factor for 49% of software buyers (Gartner Digital Markets).
- **Time to start (4).** Most tools start within a month. Trouble during setup matters more than the days it takes.
- **Says it is AI (2).** Store owners rarely raise it. Shoppers do: nearly 75% want to know it is an AI (Salesforce, 15,015 shoppers).
- **Names the model (2).** We found no evidence that buyers ask about it.

Where we lose, in this table:

- **Channels.** We answer email only (question 8).
- **Time to start.** We start answering your customers 2 to 4 weeks after your setup begins. Setup begins within 4 weeks of your deposit, sooner if we have room. 5 tools start within a day, on your own (question 10).
- **Price.** We score 2 of 5: My AskAI, Commslayer and Richpanel cost less (question 9).

The 12 months in our contract bind us, not you. Your prices are fixed for 12 months, and you can leave whenever you want. Yuma asks for a 12-month commitment, paid upfront. Gorgias bills annual plans upfront.

Why each tool got each score, cell by cell, with the company's own words and the link: Appendix A.

What each costs a month, at your volume

Our assumptions, the same for every tool:

- **The AI answers 50% of tickets.** That is what the vendors themselves promise: Gorgias, Richpanel and Tidio promise 50%, and My AskAI 60%. On the same store group, 53.5% of tickets could be answered with a reply the store approved.
- **Prices** are each company's list prices, on annual billing where offered, as published on 30 October 2026.
- **Prices per team member are left out.** You pay them for the helpdesk, and this guide compares the AI only.

Monthly cost (USD)	3,000 tickets	5,000	7,500	10,000
Casework, with a retention ladder	**$1,470**	**$2,390**	**$3,536**	**$4,681**
Casework, without a retention ladder	**~$1,110**	**~$1,840**	**~$2,710**	**~$3,580**
AI you add to the helpdesk you have				
Fin	$1,485	$2,475	$3,712	$4,950
Siena	$2,100	$3,000	$4,125	$5,250
Yuma	$3,333	$3,333	$3,333	$7,500
My AskAI	$433	$633	$883	$1,133
AI that comes with its own helpdesk (AI charges only)				
Gorgias AI Agent	$1,350	$2,250	$3,375	$4,500
Zendesk AI agents	$2,100	$3,495	$5,250	$6,990
eDesk	$1,485	$2,475	$3,712	$4,950
Gladly	$2,250	$3,750	$5,625	$7,500
Re:amaze	$1,190	$1,980	$2,975	$3,961
Richpanel	$600	$1,000	$1,500	$2,000
Commslayer (its helpdesk and AI, one price)	$199	$374	$499	$799

The other tools' bills are lower when their AI answers fewer than 50% of tickets. Your team then answers the rest by hand.

Why our price depends on your store

- We bill per customer message. A retention ladder is a series of offers, each a little better than the last, made before a refund. On that store group, the ladder makes up to 4 offers before a return and 2 before a cancellation. Each offer usually brings another message from the customer. So those conversations have more back-and-forth: 6.45 customer messages, against 1.98 on other tickets. Over all tickets, that is 2.37 billed messages a ticket.
- Those extra messages are the ones that keep the money. There, 74.4% of the money customers asked back stayed with the store, about $57 a request. At least $15 a request stayed because of the offer itself.
- A store without a retention ladder has fewer messages and a lower bill: about $1,110 a month at 3,000 tickets.
- Your quote uses your own message count. We measure it before we quote.

What each price covers:

- **Casework:** every customer message. The tickets we do not answer reach your team with the order found and the parcel checked. Spam and closed tickets cost $0.00. A person answers you on WhatsApp. You pay for each month after it ends.
- **Gorgias, Fin, Siena, Yuma, Zendesk, Re:amaze, Gladly, eDesk:** only the tickets the AI closes. Your team answers the rest from scratch. Gorgias, Fin, Yuma and eDesk also count a customer who stops writing.
- **Richpanel, My AskAI:** every ticket the AI replies to, solved or not.
- **Commslayer:** its own helpdesk and its AI, in one price. You have to move to its helpdesk.

Where we lose, in this table: My AskAI, Richpanel and Commslayer cost less at every volume. Re:amaze and Gorgias's own AI cost a little less than we do at every volume, for a store with a retention ladder. We cost less than both for a store without one.

Where we win: our bill does not rise as more tickets get answered. Theirs does. Ours is ~$0.73 per ticket answered without a retention ladder, and ~$0.95 with one. That is with every tool answering 50%. Gorgias is $0.90, Fin $0.99, Siena $1.05–1.40.

Our own figure, from the same store group. The bill comes to 26 to 27 cents for every dollar of team time Casework saves. (We count only the tickets we could answer with a reply the store approved. Each one saves 10 minutes of a person's time, at $20 an hour. That is our rule, and you can check it on your own tickets.)

Assumptions in full, and the arithmetic for every cell: Appendix B.

SECTION 7

Who should pick which

The scores are for a typical store. Yours has its own mix of tickets. Find the line that sounds like you.

WHEN ANOTHER TOOL FITS BETTER

Most of your support is live chat with shoppers, before they buy.
Tidio Lyro, Zipchat or Shopify Inbox. Chat bots built for that. Not us: we answer email only.

Tidio Lyro: priced by quote from 3,000 conversations a month. Zipchat: $300 a month for 3,000 replies on monthly billing. Shopify Inbox: free.

You want the AI to answer the phone too.
Fin, Yuma, Zendesk, Commslayer, Gladly or Richpanel. Each says its AI answers calls. Not us.

You want to start today, on your own, for the lowest price, and keep your helpdesk.
My AskAI. It starts as drafts your team sends. About $433 a month at 3,000 tickets, if its AI answers 50%. Not us: we take weeks, and we cost more.

You are ready to change helpdesk, and want the helpdesk and the AI on one bill.
Commslayer or Richpanel. Commslayer is $199 a month at 3,000 conversations. Not us: we work inside the helpdesk you already have.

You want the AI to write its own answers, and to decide what to send.
Gorgias's own AI if you are on Gorgias, or Fin on any helpdesk. Both can start within a day. Ask each the 2 questions in section 3 before you compare their numbers.

You answer fewer than 3,000 tickets a month.
Not us. We do not take stores below 3,000. Start with one of the tools above.

WHEN CASEWORK FITS

Every refund hurts your margin, for example because you dropship.
Casework, or Richpanel. Both make an offer before a refund, within your rules. Ours is a retention ladder. Our AI makes up to 4 offers before a return, each a little better than the last. It makes 2 before an unshipped order is cancelled. On the store group we run, 74.4% of the money customers asked back stayed with the store.

You answer mostly email, 3,000 or more tickets a month. A reply that breaks your policy is the one thing you cannot afford.
Casework. Nothing goes out that you did not approve. We build every reply from your own saved replies, filled in with the order and the parcel as they stand right now. (The one exception: answers written by AI, if you ask us for them in writing.) A person gets the ticket when our AI is not sure, with the order found and the parcel checked. Spam costs $0.00. A person answers you on WhatsApp.

SECTION 8

The one thing this guide cannot tell you

This guide scores every tool for a typical store. It cannot tell you how an AI would do on **your** tickets.

How many of your tickets could be answered with a reply you approved? What would it cost at your own message count? Which line in section 7 is yours?

Your free report answers all 3, on your own tickets.

- Send us up to 500 of your tickets, as an export you run yourself.
- We go through them ticket by ticket. We count which ones we could answer for you, and which we would not.
- You get how many we could answer, the price at your volume, and the quote.

We use your tickets for your report and your quote only.

GET MY FREE REPORT →

Not ready to send tickets? Get the 3-minute estimate instead: nothing to share.

TL;DR

1. **AI support does less than the ads say.** The AI closes about 20% of the tickets it touches, on its own. Promises of 80% usually count "AI replied", not "AI resolved".
2. **What your AI promises, your store pays for.** A German appeal court ruled that a chatbot is not a third party under the law. The company answers for what its chatbot says. An AI promising what your policy forbids is rare. But the bill is yours every time it happens. Since August 2026, EU law says an AI must tell customers it is an AI, unless that is obvious.
3. **What you pay depends on a word each company defines: "resolved".** Gorgias, Fin, Yuma and eDesk count a customer who simply stopped writing as resolved. At Gorgias, each automated ticket brings 2 charges. Ask each company in writing what counts, before you compare their prices.
4. **The person behind the AI matters as much as the AI.** Store owners complain about the bill, the wrong answers, and an AI they cannot see or control. The happy ones name the person who set it up.
5. **The question that matters most: who decides what gets sent, the AI or you?** Ask every company the same 12 questions. Write in as a customer and ask for something your policy forbids, before you sign.
6. **Casework leads on those 12 questions, with 85 of 100.** Next come Richpanel with 64 and My AskAI with 62. We lose on 3 questions: we answer email only, we take weeks to start, and My AskAI, Richpanel and Commslayer cost less. Most tools bill more as their AI answers more. We do not.
7. **There is no best tool, only the best tool for your store.**
    - Mostly live chat with shoppers: a chat bot, such as Tidio Lyro, Zipchat or Shopify Inbox.
    - The phone answered too: Fin, Yuma, Zendesk, Commslayer, Gladly or Richpanel.
    - The lowest price, starting today, on your own: My AskAI.
    - Every refund hurts your margin: Casework or Richpanel.
    - Mostly email, 3,000 or more tickets a month, and no room for a reply that breaks your policy: Casework.
8. **Only your own tickets can tell you which line is yours.** Send us up to 500 at casework.run/export. It is free. You get the share we could answer, the price at your volume, and the quote.

APPENDIX

How we checked everything

A. Why each tool got each score

We read every vendor page on 30 October 2026. On 31 October, we checked every cell again against the saved copy. On 3 November 2026, we read the pages again. A cell that rests on a page read on another day gives that day. An address marked "Wayback" rests on the Internet Archive's copy of the page from that day. Quotes are the company's own words, 40 words at most. "..." marks a cut.

Question	Points	The fact that decides it	Where to check
Casework: 85 points in total			
1 Who decides	5	"Our system builds every reply and every draft from a template you approved ... except answers written by AI that you ask for" (1.2); hand-offs: "it sends the ticket to your team with a brief attached" (4.2)	casework.run/terms#c1-2, #c4-2
2 Billed for	5	"We bill a message from your customer when our system reads it in full and then does one of 2 things" (4.2); "spam, automatic notifications and out-of-office replies" at $0.00 (4.3); "nothing is paid in advance" (4.3); "You can end the contract whenever you want, by written notice" (6.3)	casework.run/terms#c4-2, #c4-3, #c6-3
3 Test first	5	Shadow mode: "watches and writes nothing at all."; "Your setup passes when at least 90 in 100 are right, and 3 more things hold"	casework.run (Shadow); /terms 3.2
4 Guarantee	5	"You pay no service plan and no AI fee for any month in which our system writes a sentence you did not approve into a reply or a draft"; "You never fill in a claim."	/terms 1.2, 1.4 (also 1.1 setup refund, 1.3 plan free)
5 Named person	5	"Message the person who built your setup on WhatsApp, any day from 11:00 to 23:00 Central European time ... You get a human answer within the hour."	casework.run/terms#c1-3
6 Keeps the sale	5	"Offer a discount or store credit first ... We make it every time your rules allow." A retention ladder: up to 4 offers before a return, 2 before an unshipped order is cancelled; money kept reported every month.	casework.run; our build standard
7 Your helpdesk	5	"No. The AI works inside the helpdesk you already have ... Gorgias is connected today. For any other helpdesk, we build the connection during your setup."	casework.run (FAQ)
8 Channels	1	Email only: "Every email is read and filed into one of your categories."	casework.run
9 Price	2	Monthly bill at 5,000 tickets, AI answering 50%: $2,114 (the average with and without a retention ladder)	Appendix B

Question	Points	The fact that decides it	Where to check
10 Time to live	2	Live 2–4 weeks after the build starts; the build starts "within 4 weeks of your deposit", sooner when a slot is free: up to 8 weeks from signing	casework.run/terms#c3-1
11 Says it is AI	5	Every reply we build ends with a short line saying it was written with AI; the client can remove it	our build standard
12 Model	5	Anthropic's Claude Sonnet 5.5 today; terms: "Your contract names the AI model your setup uses."	casework.run/terms#c1-1; casework.run/dpa#companies
Richpanel: 64 points in total			
1 Who decides	4	"Start with your team approving every reply. Choose which actions run on their own."	richpanel.com/ai-agents · read 2026-11-03
2 Billed for	2	"AI uses tokens, billed at $0.50 per credit annually." · "About $0.20 covers a whole conversation, not each reply." · "AI starts at $200 per month, with top-ups in $100 blocks." Richpanel is testing 2 pricing pages. The other one shows "$0.20 per AI-handled conversation", billed annually.	richpanel.com/pricing · Wayback 2026-10-23 and read 2026-11-04
3 Test first	4	"Before launch, we run the AI on your own tickets and review the wrong answers and the handoffs with your team."	richpanel.com/ai-safety
4 Guarantee	3	"the customer may claim a full refund of the Richpanel subscription fees paid for that 30-day period" (if its AI resolves less than 50%; the terms' status: "v1 — final terms subject to written counsel sign-off before commercial reliance")	richpanel.com/trust/guarantee-terms (2026-07-07)
5 Named person	3	"Live in 2 weeks. We do the white-glove migration." · "We move everything and get you live."	richpanel.com/migration
6 Keeps the sale	4	"The AI asks why first, then offers the right out. A cancel screen offers one." (that is, a plain cancel screen does); compare page: "Subscription save flow": "Templated" · "AI probes before cancel, offers stepwise discounts"	richpanel.com/ltv; /compare/gorgias · read 2026-11-03
7 Your helpdesk	0	"A full replacement. Richpanel is the helpdesk"	richpanel.com/compare/gorgias
8 Channels	5	Email, chat, SMS, social; phone "Yes. Phone is built in, and AI voice agents answer calls."	richpanel.com/ai-agents · read 2026-11-03
9 Price	4	Monthly bill at 5,000 tickets, AI answering 50%: $1,000	Appendix B
10 Time to live	3	"2 weeks": "Typical time to live for growing teams"; "About 4 weeks. A proof of concept on your data during the demo, a 2 week pilot, then full rollout."	richpanel.com/migration; richpanel.com/ai-agents · read 2026-11-03
11 Says it is AI	0	not published	—

Question	Points	The fact that decides it	Where to check
12 Model	5	"AI conversations from $0.20 each, on your choice of GPT-5.6, Gemini, Opus 5, Sonnet 5 or Kimi."	apps.shopify.com/customer-support
My AskAI: 62 points in total			
1 Who decides	4	"by default it will create Internal Note responses for both, but you can also enable Direct replies" (email and chat on Gorgias)	support.myaskai.com/features/channels/gorgias
2 Billed for	3	"1 conversation credit = 2 AI replies, the average per ticket. A ticket solved in 1 reply uses 0.5 credits; one that needs 3 replies uses 1.5." · "1,000 tickets/month included"	myaskai.com/pricing
3 Test first	4	"by default it will create Internal Note responses for both" (email and chat on Gorgias)	support.myaskai.com/features/channels/gorgias
4 Guarantee	2	"60% AI resolution. Or your money back."; refunds page: "we do not generally offer refunds"; "Refunds will be given to users who request them within the EU or UK within 14 days of the first purchase"	myaskai.com/pricing; support.myaskai.com refunds · read 2026-11-03
5 Named person	2	"can be set-up in minutes with no technical know-how" · Enterprise: "Priority live chat or email support (<3 hours) + private Slack channel" · "White glove setup & onboarding" · "Dedicated success manager"	myaskai.com/pricing · read 2026-11-03
6 Keeps the sale	0	"Let your AI agent call your APIs to take actions, e.g. refunds and cancellations."	myaskai.com/pricing
7 Your helpdesk	5	"Connect to Zendesk, Gorgias, Intercom or any helpdesk - keep your existing tools"; Enterprise: "Custom integrations & APIs"	apps.shopify.com/my-askai-ai-support-agent; myaskai.com/pricing
8 Channels	2	"reply separately to both email tickets or chat tickets"	support.myaskai.com/features/channels/gorgias
9 Price	4	Monthly bill at 5,000 tickets, AI answering 50%: $633	Appendix B
10 Time to live	5	"can be set-up in minutes with no technical know-how"	myaskai.com/pricing
11 Says it is AI	0	not published	—
12 Model	3	"We predominantly use OpenAI models ... however for certain tasks we may use Google or Anthropic models where performance is superior."	support.myaskai.com/faq/general/large-language-models-llms
Commslayer: 55 points in total			
1 Who decides	3	"Switch on Require approval before AI actions ... The AI agent then writes its replies and plans its actions, and each one waits for a teammate's decision."	docs.commslayer.com/en/articles/1754638234-enable-ai-agent-without-blowing-up-your-support-inbox

Question	Points	The fact that decides it	Where to check
2 Billed for	2	What you pay for is defined; each AI reply is also an "AI message" with its own allowance (charged 2 ways); plan sizes bought in advance; spam not stated free	commslayer.com/pricing
3 Test first	4	"Switch on Require approval before AI actions … The AI agent then writes its replies and plans its actions, and each one waits for a teammate's decision"; "how the AI handles real tickets without any risk of bad responses reaching customers"	docs.commslayer.com/en/articles/1754638234-enable-ai-agent-without-blowing-up-your-support-inbox
4 Guarantee	0	none (0 hits for "guarantee" or "money back")	commslayer.com/pricing
5 Named person	3	"Migration is free. … every plan includes email and chat support. Scale also includes hands-on AI agent setup and a shared Slack channel with our team."	commslayer.com/pricing (FAQ)
6 Keeps the sale	2	"Cancel subscription: offer discount first"; actions "Offer a configured retention discount", "Refund to store credit"; "Saves cancels with the discount rules you set" One configured discount, not a ladder.	commslayer.com/ai-support-agent-for-shopify
7 Your helpdesk	0	"Move from Gorgias when you're ready … You pick the day you switch"	commslayer.com/gorgias-ai-agent-with-claude
8 Channels	4	"An email, live chat, or DM thread that gets at least one reply, from your team or the AI agent" · "Voice AI": "Answers the phone" · SMS: "On the roadmap … coming soon"	commslayer.com/pricing
9 Price	5	Monthly bill at 5,000 tickets, AI answering 50%: $374	Appendix B
10 Time to live	4	"you're up and running within 24 hours … Gorgias keeps answering your customers while you train and test the AI agent in Commslayer. You pick the day you switch, and our team helps with the move"	commslayer.com/gorgias-ai-agent-with-claude
11 Says it is AI	1	"Configure your agent's name and signature to make it obvious that responses come from AI … Recommended format: … 'This response was generated by AI.'"	docs.commslayer.com/en/articles/1754638234-enable-ai-agent-without-blowing-up-your-support-inbox
12 Model	3	"OpenAI": "Cloud-based services for application functionality and data processing" · "Legal Entity": "OpenAI Ireland Limited"	commslayer.com/sub-processors
Yuma: 51 points in total			
1 Who decides	3	"You choose how much of each playbook goes live. Start a new playbook on 10% … the rest handled as drafts … Set it to zero to pause."	yuma.ai/faq
2 Billed for	2	"Counted once when resolved, not per action." · "the customer never wrote back. That's one full resolution" · "Every plan carries a 12-month commitment"	yuma.ai/pricing

Question	Points	The fact that decides it	Where to check
3 Test first	2	"free 30-day trial on your live tickets"; "live on 10% of matching conversations, with the rest handled as drafts your team reviews"	yuma.ai/faq
4 Guarantee	0	"30% automation in 30 days*" — "*...depends on your internal processes and how quickly we can integrate and ramp"	yuma.ai/pricing
5 Named person	4	"Yuma's team handles the full setup" · "Dedicated account & technical AM" (Growth) · "Slack support" (Starter)	yuma.ai/faq; yuma.ai/pricing
6 Keeps the sale	2	"match each reason to one save offer like a skip, pause or swap, apply it in Recharge or Skio, and always honor a firm request to cancel"	yuma.ai/blogs/save-subscription-cancellations-with-ai (2026-10-05) · read 2026-10-31
7 Your helpdesk	5	"integrate natively with Gorgias, Zendesk, Kustomer, and Salesforce Service Cloud"; "inside Gorgias, Zendesk, Gladly and other helpdesks"	yuma.ai/faq
8 Channels	5	"Inbound: email, live chat, SMS, WhatsApp, contact forms, Instagram DMs ... Facebook Messenger ... And phone calls, with Yuma Voice."	yuma.ai/faq
9 Price	1	Monthly bill at 5,000 tickets, AI answering 50%: $3,333	Appendix B
10 Time to live	3	"Every contract starts with a free 30-day trial on your live tickets" · "30% automation in 30 days*" ("*... we'll agree a realistic timeline together during onboarding")	yuma.ai/faq; yuma.ai/pricing
11 Says it is AI	0	not published	—
12 Model	3	"Yuma works with multiple AI providers as backup, including OpenAI, Anthropic, and Google."	yuma.ai/faq
Fin: 41 points in total			
1 Who decides	1	"Procedure handoff: Fin completes a Procedure you've configured to hand off to a human."	fin.ai/pricing (FAQ)
2 Billed for	2	"Resolution: No further help is requested after Fin's last answer." · "You will only be charged at most once per conversation" · "50 outcomes per month minimum"	fin.ai/pricing; fin.ai/help/en/articles/13975800
3 Test first	2	"Generate from conversations - Generate up to 50 questions based on your past conversations." (Procedures and actions are not run in a test)	fin.ai/help/en/articles/13975772 · read 2026-10-31
4 Guarantee	0	none ("Never pay if Fin can't answer" is a billing rule)	fin.ai/pricing
5 Named person	1	"No setup, integration, or platform fees." · "Set up in under an hour"	fin.ai/pricing
6 Keeps the sale	0	"handles returns, exchanges, and order updates in the same interaction"; Procedures: "issues refunds instantly"	fin.ai/ecommerce; fin.ai/procedures · read 2026-10-31

Question	Points	The fact that decides it	Where to check
7 Your helpdesk	5	"Fin AI Agent works seamlessly with any helpdesk, including Salesforce, HubSpot..."; "You can use Fin with:" · "Intercom" · "Salesforce" · "HubSpot" · "Freshworks" · "Dixa" · "Front" · "Zoho" · "Sprinklr" · "Gorgias"	fin.ai/pricing
8 Channels	5	"Deploy Fin on every channel.": "Voice" · "Email" · "Messenger" · "Slack" · "WhatsApp" · "SMS" · "Instagram" · "Facebook Messenger"	fin.ai/pricing
9 Price	2	Monthly bill at 5,000 tickets, AI answering 50%: $2,475	Appendix B
10 Time to live	5	"Key features include: Set up in under an hour"	fin.ai/pricing
11 Says it is AI	5	"display an 'AI Agent' footer directly below your AI Agent's signature on every email ... it's on by default for all customers."	intercom.com/help/en/articles/11712008
12 Model	5	"Apex 2.0 is our most capable answer generation model to date."	fin.ai/cx-models
Gorgias AI Agent: 36 points in total			
1 Who decides	1	"Pick the intents AI Agent owns. Everything else goes to your team" · "You set the confidence threshold."	gorgias.com/ai-agent
2 Billed for	1	"An interaction is considered automated if the customer does not require the involvement of a human agent within 72 hours" · "one ticket can count toward your usage for both helpdesk tickets and automated interactions"	docs.gorgias.com/en-US/how-youre-billed-for-using-gorgias-199385
3 Test first	4	"Sandbox mode runs AI Agent against real tickets. You see every response before it goes live."	gorgias.com/ai-agent
4 Guarantee	1	"Automate 50% of your support in 50 days with premium 50-in-50 implementation" · "Get your money back if we miss"	gorgias.com/onboarding
5 Named person	2	"Your CX team sets up, trains, and optimizes AI Agent themselves" · "Access to a Customer Success Manager depends on your annual Shopify GMV."	gorgias.com/ai-agent; gorgias.com/pricing (FAQ)
6 Keeps the sale	1	"Common use cases": "Offer a discount before canceling a subscription." · "Only issue a refund if delivery issues can't be resolved." You build it yourself; one offer, not a ladder.	updates.gorgias.com/publications/you-can-now-control-ai-agent-actions-directly-in-guidance (2025-09-08) · read 2026-10-31
7 Your helpdesk	0	"Each AI Agent interaction also counts as a helpdesk ticket and is billed accordingly."	gorgias.com/pricing
8 Channels	4	"AI Agent can handle conversations over email, chat, SMS, and social channels including Instagram DMs, Facebook Messenger, and WhatsApp."	docs.gorgias.com/en-US/ai-agent-explained-497772
9 Price	2	Monthly bill at 5,000 tickets, AI answering 50%: $2,250	Appendix B

Question	Points	The fact that decides it	Where to check
10 Time to live	5	"No engineers, no heavy lift. Live in under an hour."	gorgias.com/ai-agent
11 Says it is AI	5	"Email — add a signature in AI Agent > Email. When enabled, this text appears at the end of every email AI Agent sends."	docs.gorgias.com/en-US/change-ai-agents-name-5415443
12 Model	3	"AI Agent uses a combination of multiple secure LLM providers, including OpenAI, Anthropic, and internally fine-tuned LLMs."	docs.gorgias.com/en-US/security-and-privacy-faq-for-gorgias-ai-agent-1997987
eDesk: 32 points in total			
1 Who decides	1	"The AI Agent will only answer when confident and the procedure is enabled."	support.edesk.com/ai-agent-faq (AI Agent FAQ) · read 2026-10-31
2 Billed for	3	"the outcome is counted as a resolution 72 hours after the AI Agent reply, provided the ticket did not reopen": silence bills	support.edesk.com/ai-agent-faq (AI Agent FAQ) · read 2026-10-31; edesk.com/pricing
3 Test first	2	"Throughout your 14-day trial period, eDesk is in Safe Mode ... messages are not stored or sent."	edesk.com/pricing
4 Guarantee	2	"If eDesk doesn't start reducing your support workload within 30 days, you don't pay."	edesk.com/pricing
5 Named person	2	"Assisted onboarding": "Getting set-up with eDesk is seamless, however our team is on hand to guide you through the set-up process." (Professional and Enterprise only; Essential and Growth: "Not included")	edesk.com/pricing · read 2026-11-03
6 Keeps the sale	0	none on the pages read (pricing, the AI Agent FAQ, the AI Agent overview, the procedure gaps article)	—
7 Your helpdesk	0	"Centralized support workspace" (eDesk is the helpdesk)	edesk.com/pricing
8 Channels	3	"Email, live chat & social channels": "Included" · "AI Agent included": "$0.99 per outcome" · "For teams automating support across multiple channels at scale"	edesk.com/pricing · read 2026-10-30 and 2026-11-03
9 Price	2	Monthly bill at 5,000 tickets, AI answering 50%: $2,475	Appendix B
10 Time to live	0	not published	—
11 Says it is AI	5	"Select the Include disclaimer in email replies toggle to turn it on." · "By default, eDesk provides the following compliant disclosure: This reply was written by AI."	support.edesk.com/ai-disclosure
12 Model	3	"We utilize OpenAI's GPT models to enhance customer support by understanding customer queries, summarizing long-form messages, and inferring emotions from message tones."	edesk.com/ai

Question	Points	The fact that decides it	Where to check
Siena: 30 points in total			
1 Who decides	0	not published (a limit): "our agents meet the highest enterprise standards with guardrails and granular controls that keep every interaction on brand and on policy"	siena.cx
2 Billed for	0	"Automate tickets": what you pay for is not defined; a $750 monthly platform fee	siena.cx/pricing
3 Test first	1	"Test Runs ... generates realistic customer scenarios"; "Each test run generates 10 varied customer inquiries"	siena.cx/blog/validate-siena-ai-automations-with-test-runs (2025-01-22) · read 2026-10-31
4 Guarantee	0	"priority response with an uptime SLA"	siena.cx/pricing
5 Named person	4	"Dedicated support & SLA": "A named success manager, hands-on onboarding, and priority response with an uptime SLA." · "Expert onboarding plus dedicated Slack support"	siena.cx/pricing
6 Keeps the sale	0	"She reads back the refund, store credit or exchange, and creates the return once the customer says yes."	siena.cx/product-updates/in-chat-returns-exchanges-loop-returns (2026-10-27) · read 2026-10-31
7 Your helpdesk	5	Gorgias, Zendesk, Kustomer, Intercom, Gladly, Dixa (its integrations page); "Build custom integrations connecting any API to Siena."	siena.cx/integrations · read 2026-11-03
8 Channels	4	"Siena automates responses across every Gorgias channel." · "Siena engages shoppers on social channels, answers product questions"	siena.cx/integrations; siena.cx · read 2026-11-03
9 Price	1	Monthly bill at 5,000 tickets, AI answering 50%: $3,000	Appendix B
10 Time to live	4	"Getting started with Siena takes hours, not days or weeks" (blog post of 19 January 2024)	siena.cx/blog/siena-ai-agent-vs-chatbots
11 Says it is AI	0	"if required by applicable law, You must identify the Services as being provided by a virtual assistant" (terms 2.2, "Last Updated: September 1st, 2025")	siena.cx/terms-of-service
12 Model	0	"Siena utilizes generative AI models from industry-leading providers" (terms 2.3); no provider named	siena.cx/terms-of-service
Zendesk AI agents: 29 points in total			
1 Who decides	1	"Manage how your AI agent handles email ... updating automation triggers, and controlling which requests the agent responds to."	support.zendesk.com/hc/en-us/articles/9985221852954
2 Billed for	4	"Verified resolution ... The AI agent responded to a customer's question, and the customer did not request further assistance." (plus an LLM check) · "Pay-as-you-go resolutions": "Looking for additional resolutions without the commitment of a fixed volume?"	support.zendesk.com/hc/en-us/articles/9570369117338 · read 2026-11-03; zendesk.com/pricing

Question	Points	The fact that decides it	Where to check
3 Test first	1	"No automated resolutions are counted when you test your AI agent using the testing features in Admin Center."	support.zendesk.com/hc/en-us/articles/5352026794010
4 Guarantee	0	none on the pricing page	zendesk.com/pricing
5 Named person	1	Self-serve ("Buy now"); no setup service published for the AI agents	zendesk.com/pricing
6 Keeps the sale	0	AI agents handle "checking order status, updating delivery details, or managing subscription changes"	zendesk.com/service/ai/top-ai-agent-tools-for-e-commerce/ (2026-10-14) · read 2026-10-31
7 Your helpdesk	0	"Forethought integrates with your current setup, whether you use Zendesk or another service provider" (sold through sales; names no helpdesk)	zendesk.com/pricing
8 Channels	5	"AI agents for messaging … web and in-app chat and social media" · "AI agents for email" · "AI-powered phone voice agents" · AI label "in social, WhatsApp, and SMS conversations"	zendesk.com/pricing; support.zendesk.com/hc/en-us/articles/10891234077978
9 Price	1	Monthly bill at 5,000 tickets, AI answering 50%: $3,495	Appendix B
10 Time to live	5	"Create, customize, and deploy AI agents in minutes"; plans sold by "Buy now"	zendesk.com/pricing
11 Says it is AI	0	Email sender only: "The AI agent's response is shown as coming from the selected user, including their name, email, and signature (if configured)."	support.zendesk.com/hc/en-us/articles/9985221852954
12 Model	3	"LLMs directly hosted by the model provider. For these LLMs such as OpenAI, Google Gemini, and ElevenLabs"	support.zendesk.com/hc/en-us/articles/6059285322522 (updated 2026-09-20)
Re:amaze: 26 points in total			
1 Who decides	0	not published (a topic or confidence limit); found: "you can also choose which channels the AI Agent is active on" · "it becomes your primary chatbot"	support.reamaze.com/kb/using-the-ai-agent/how-to-use-the-re-amaze-ai-agent
2 Billed for	3	"A resolution is defined as a conversation thread that is handled entirely by the AI Agent and does not escalate to a human agent." · "counted once per conversation thread"	support.reamaze.com/kb/using-the-ai-agent/how-ai-agent-resolutions-are-counted-and-billed
3 Test first	1	"The Test AI Agent tab includes a test chat window where you can test customer messages and review the AI Agent's responses"	support.reamaze.com/kb/using-the-ai-agent/how-to-test-the-ai-agent (AI Agent help article) · read 2026-11-03
4 Guarantee	0	none ("No cancellation fees")	reamaze.com/pricing
5 Named person	1	"Just ping us any time and we'd be happy to chat." · "Contact our support team to get more details."	reamaze.com/pricing
6 Keeps the sale	0	none on the pages read (pricing, AI Agent KB ×5)	—

Question	Points	The fact that decides it	Where to check
7 Your helpdesk	0	"Do I have to install anything to use Re:amaze? No." (it is the helpdesk)	reamaze.com/pricing
8 Channels	3	"The AI Agent can assist customers across Chat, Email, and SMS channels."	support.reamaze.com/kb/using-the-ai-agent/how-to-use-the-re-amaze-ai-agent (AI Agent help article)
9 Price	2	Monthly bill at 5,000 tickets, AI answering 50%: $1,980	Appendix B
10 Time to live	5	"You'll be up and running in under 5 minutes" · "Up and running in 5 minutes or less. No adult supervision required."	reamaze.com/pricing
11 Says it is AI	5	"For email channels, you can also add an AI bot email signature … Add the signature you want appended to AI-generated email replies for that channel."	support.reamaze.com/kb/using-the-ai-agent/how-to-use-the-re-amaze-ai-agent
12 Model	3	"Powered by OpenAI's GPT models" · "Re:amaze AI uses the latest technology from OpenAI"	reamaze.com/products/ai
Gladly: 20 points in total			
1 Who decides	0	not published (a limit); found only feature titles: "Gladly AI": "Controls" · "Keeping your AI on track"	gladly.ai · read 2026-11-03
2 Billed for	1	"AI Resolution": not defined; pay as you go up to a cap (no bundle)	apps.shopify.com/gladly
3 Test first	0	none on the pages read	gladly.ai; help.gladly.com
4 Guarantee	0	none found	gladly.ai; apps.shopify.com/gladly
5 Named person	3	On Gorgias, Gladly makes the connection to your helpdesk for you: "This portion of the integration is configured by Gladly."	help.gladly.com/docs/set-up-the-gladly-ai-gorgias-integration.md (Gorgias integration set-up) · read 2026-11-03
6 Keeps the sale	0	"How readily it offers a discount" (a Commerce Agent sales setting); "41% Carts Saved"	gladly.ai · read 2026-11-03
7 Your helpdesk	2	"Gladly AI integrates with Gorgias to automate customer support Conversations."; "configured by Gladly"	help.gladly.com/docs/set-up-the-gladly-ai-gorgias-integration.md (2026-03-25) · read 2026-10-31
8 Channels	3	"AI agent for chat & email" (listing) · Voice AI ("Voice AI, minus the pause", gladly.ai; help doc gladly-ai-on-voice)	apps.shopify.com/gladly; gladly.ai · read 2026-11-03
9 Price	0	Monthly bill at 5,000 tickets, AI answering 50%: $3,750	Appendix B
10 Time to live	4	"Up within hours."	gladly.ai · read 2026-11-03
11 Says it is AI	0	not published	—
12 Model	3	"Gladly's AI partners, Azure, OpenAI, Anthropic, and Deepgram, are SOC 2 Type 2 and PCI Compliance"	help.gladly.com/docs/ai-security-and-compliance.md (updated 2026-02-18)

B. How we worked out every price

The same for every tool:

- **The share answered.** The AI answers 50% of tickets, the share the vendors promise.
- **Tools that charge for every ticket their AI handles** (Richpanel, My AskAI) handle more tickets than they solve. We assume they solve 45% of the tickets they handle. That is what Gorgias measured for its typical store.
- **Prices per team member are left out.** You pay them for the helpdesk, and this guide compares the AI only. We assume 1 team member per 300 tickets a month (Gorgias's own data: 254–329). We use that number only to count the free AI answers some tools give per team member.
- **Prices** are list prices, on annual billing where offered, as published on 30 October 2026.

Each tool, with a worked example at 5,000 tickets, AI answering 50% (2,500 tickets):

Tool	How it bills	Example
Casework	A monthly service plan: $400 at 3,000 tickets, plus $150 for each further 1,000. Then $0.16 for each billed customer message, for the first 2,500 a month. Each further 2,500 messages cost $0.01 less each, down to $0.13. Each block of messages is billed at its own rate. Spam, closed tickets and the tickets that always go to your team cost $0.00.	With a retention ladder: 5,000 tickets × 2.37 billed messages = 11,850 messages. 2,500 × $0.16 + 2,500 × $0.15 + 2,500 × $0.14 + 4,350 × $0.13 = $1,690.50. Plus the plan, $700. **= $2,390.** Without a retention ladder: **~$1,840** (between 1.35 and 1.7 billed messages a ticket, so $1,720–1,955). It does not depend on the share answered.
Gorgias AI Agent	$0.90 per automated interaction (annual plans). The same ticket is also billed as a helpdesk ticket. We leave that out, because you pay for helpdesk tickets either way.	2,500 × $0.90 = **$2,250**
Fin	$0.99 per outcome, at least 50 outcomes a month. We count resolutions only, not the tickets Fin passes to your team, which Fin can also bill.	2,500 × $0.99 = **$2,475**
Siena	$750 a month, plus $0.90 per automated ticket.	$750 + 2,500 × $0.90 = **$3,000**
Yuma	Yearly bundles paid upfront: $14,400 for 12,000 resolutions, $40,000 for 48,000, $90,000 for 120,000. We take the smallest bundle that covers 12 months at this volume, and divide its price by 12.	2,500 a month needs the $40,000 bundle: **$3,333** a month
My AskAI	Scale plan: $333 a month on annual billing. It includes 2,000 tickets handled by the AI, then about $0.10 for each extra.	2,500 ÷ 0.45 = 5,556, capped at the 5,000 tickets there are. $333 + 3,000 × $0.10 = **$633**
Zendesk AI agents	$1.50 per automated resolution, at the rate for a volume you commit to. The first 10 a month per agent are free (Suite Professional).	17 agents → 170 free. (2,500 − 170) × $1.50 = **$3,495**
Re:amaze	$0.85 per resolution. The first 10 a month per user are free (Pro).	(2,500 − 170) × $0.85 = **$1,980**
Gladly	$1.50 per AI Resolution.	2,500 × $1.50 = **$3,750**
eDesk	$0.99 per outcome: an AI reply or action, counted 72 hours later if the ticket has not reopened.	2,500 × $0.99 = **$2,475**

Tool	How it bills	Example
Richpanel	About $0.20 per conversation the AI handles, by Richpanel's own estimate. Richpanel bills it in credits, at least $200 a month.	5,000 handled × $0.20 = **$1,000**
Commslayer	Plans by conversations a month (any thread with a reply): $199 for 3,000, $299 for 4,500, $499 for 7,500, $799 for 12,000. Each extra costs $0.15. We take whichever plan, plus extras, costs least. Helpdesk and AI in one price.	$299 + 500 × $0.15 = **$374**

Cost per ticket answered is the monthly bill divided by the tickets answered.

The price score (question 9) uses each tool's bill at 5,000 tickets, with the AI answering 50%. For Casework we average the store with a retention ladder ($2,390) and the store without (~$1,840): $2,114.

C. How we read the reviews

- **Where:**
  - the Shopify App Store: the newest 30 reviews of every star rating, on 13 listings, 351 reviews, read 30 October 2026;
  - G2: 388 reviews, read through archived copies in September 2026;
  - Trustpilot, read 30 October 2026;
  - Reddit, read in September 2026. Reddit could not be read again in October.
- **What we kept:** only reviews about the AI itself. We read every review. We marked each one as about the AI, about the company or helpdesk, or about both. Only the part about the AI counts.
- **What we left out:**
  - batches of 5-star reviews that look requested. Our test: 5 or more in 7 days, at 3 times the listing's usual pace. Plus 1 more sign: most come from brand-new accounts, most share near-identical text, or 2 or more name the same staff member.
  - the same author on 2 platforms, counted as 1.
- **Removal:** each quote shows the name as the platform shows it, the date, the stars and the link. Any reviewer can ask us to remove a quote: hey@casework.run.

D. Sources

Section	What the guide says	Source
1	Typical Gorgias store: 85% of tickets by email	"Email isn't dying, chat is doubling. But it's not that simple." · Gorgias Ecom Lab (A. Montelli) · 19 May 2026 · gorgias.com/research/email-isnt-dying-chat-is-doubling-but-its-not-that-simple

Section	What the guide says	Source
1	20% of the stores paying for Gorgias's AI have it working (≥5% in a week)	"AI is everywhere. Our data shows there is still resistance." · Gorgias Ecom Lab · 1 Apr 2026 · gorgias.com/research/ai-is-everywhere-our-data-shows-there-is-still-resistance; "AI Adoption Index" · 2 Apr 2026 · gorgias.com/dataset/ai-adoption-index
1	Chatarmin, 131 shops, 2.9M tickets: the AI touches 24% of tickets and closes 20% of those	"AI Customer Service Benchmark 2026" · Chatarmin · data Jun 2025 – Jun 2026, "Last updated: August 2026" · chatarmin.com/en/studies/ai-customer-service-benchmark
1	Quote: "Because they usually count something else: 'AI replied' instead of 'AI resolved'."	the same Chatarmin page, FAQ "Why do vendor promises often say 80%?"
1	Gartner: 64% of 5,728 prefer no AI in service (Dec 2023)	"Gartner Survey Finds 64% of Customers Would Prefer That Companies Didn't Use AI For Customer Service" · Gartner · 9 Jul 2024 · gartner.com/en/newsroom/press-releases/2024-07-09-gartner-survey-finds-64-percent-of-customers-would-prefer-that-companies-didnt-use-ai-for-customer-service (via Wayback)
1	Gartner 2026: 87% say a way to reach a person is essential (n = 3,566)	"Gartner Survey Finds 87% of Customers Say Companies Using GenAI for Customer Service Must Provide Access to a Human Agent" (Q&A with Eric Keller) · Gartner · 4 Aug 2026 · gartner.com/en/newsroom/press-releases/2026-08-04-gartner-survey-finds-87-percent-of-customers-say-companies-using-genai-for-customer-service-must-provide-access-to-a-human-agent0
2	England shop: 25% → 80%, "£8,000+", court threat; quote "I'm going to be losing thousands on my material costs alone."	r/LegalAdviceUK post by u/PerfectHumor216, "An AI chat-assist created and offered a customer an 80% off offer. Customer has now placed an order of £8,000+" · Reddit · 6 Feb 2026 · reddit.com/r/LegalAdviceUK/comments/1qxc7x9/an_ai_chatassist_created_and_offered_a_customer/ (Wayback 20260208011803)
2	BMW Toronto: "a firm buy-back offer: $27,162.79"; real offer "at best, $20,000"; withdrawn, then reinstated after CBC called, and accepted (Canadian dollars)	CBC News (Sophia Harris) · 11 Jun 2026 · cbc.ca/news/business/ai-chatbot-bmw-dealership-9.7230226
2	Sales manager: "The AI bot ran with that, misunderstood the message."	CBC News, 11 June 2026 (as above)
2	OLG Hamm, 4 UKl 3/25: a clinic company's bot (6 cities) gave false specialist titles; "kein „Dritter“ im Sinne des Gesetzes"; liable even with correct data; appeal to the BGH allowed	"Oberlandesgericht Hamm: Urteil in Verbraucherzentrale Nordrhein-Westfalen e.V. gegen Aesthetify GmbH" · Justiz NRW press release · 12 May 2026 · justiz.nrw/presse/2026-05-12/index.php
2	United: credit "5 years" vs 1 year (the customer's account); disclaimer; a $200 travel certificate after a TV station asked	NBC 5 Chicago (NBC 5 Responds) · 16 Sep 2026 · nbcchicago.com/news/business/money-report/ai-chatbots-are-taking-over-customer-service-but-how-often-are-they-wrong/
2	Meta: support AI talked into adding attackers' email to accounts; takeovers	"Hackers hijacked Instagram accounts by tricking Meta AI support chatbot into granting access" · TechCrunch (L. Franceschi-Bicchierai) · 1 Jun 2026 · techcrunch.com/2026/06/01/hackers-hijacked-instagram-accounts-by-tricking-meta-ai-support-chatbot-into-granting-access/

Section	What the guide says	Source
2	2 voices in the reviews and posts about AI describe an AI promising what policy forbids (1 App Store, 1 Reddit)	Our review reading (Appendix C); the 2: Topped Toys (Gorgias App Store 1 star, 4 Jan 2026, id 2024083) and u/PM_ME_YOUR_TAKE_A_LO (r/CustomerService, 9 Sep 2026)
2	AI Act Art. 50(1) since 2 Aug 2026; draft guidance names email	Regulation (EU) 2024/1689, Art. 50(1), OJ 12.7.2024 (EUR-Lex via Wayback 2025-09-17); Commission draft Art. 50 guidelines · 8 May 2026 · digital-strategy.ec.europa.eu (PDF ec.europa.eu/newsroom/dae/redirection/document/128275)
3	Table, Gorgias: "a customer request that gets fully resolved without agent involvement"; silence counts after 72 h	gorgias.com/pricing (FAQ) · Gorgias · read 2026-11-03; docs.gorgias.com/en-US/how-youre-billed-for-using-gorgias-199385 ("Updated 2 months ago")
3	Table, Fin: "No further help is requested after Fin's last answer"; 24 h assumed resolution	fin.ai/pricing (FAQ); fin.ai/help/en/articles/13975800 · Fin · read 2026-10-30
3	Table, Yuma: "A support ticket that Yuma handled from start to finish"; "the customer never wrote back. That's one full resolution"	yuma.ai/pricing · Yuma · read 2026-10-30
3	Table, Zendesk: an AI "evaluates… to confirm that the customer's request was satisfactorily resolved"; No: silence alone is not billed	support.zendesk.com/hc/en-us/articles/9570369117338 · Zendesk · read 2026-10-30
3	Table, Re:amaze: "a conversation thread that is handled entirely by the AI Agent and does not escalate"; silence Not stated	support.reamaze.com/kb/using-the-ai-agent/how-ai-agent-resolutions-are-counted-and-billed · read 2026-10-30
3	Table, eDesk: "AI Agent doing the work… when it actually answers your customer or takes real action"; Yes: counted 72 hours after the AI reply unless the ticket reopens	edesk.com/pricing · read 2026-10-30; support.edesk.com/ai-agent-faq · read 31 October 2026
3	Table, My AskAI ("1 conversation credit = 2 AI replies") and Commslayer ("Each reply the AI agent sends… and so does each action it takes")	myaskai.com/pricing; commslayer.com/pricing (FAQ) · read 2026-10-30
3	Table, Siena "Automate tickets", Gladly "AI Resolution": not defined	siena.cx/pricing; apps.shopify.com/gladly · read 2026-10-30
3	"each AI Agent interaction also counts as a helpdesk ticket and is billed accordingly."	gorgias.com/pricing (FAQ JSON) · read 2026-10-30
3	The "yes, that was helpful" button in the chat widget bills at the AI rate, if you pay for the AI	docs.gorgias.com/en-US/how-youre-billed-for-using-gorgias-199385 (Order Management example); gorgias.com/pricing FAQ (the quoted phrase)

Section	What the guide says	Source
3	Coldest: "$14,000 on TOP of $13.5/year"; Gorgias: "as outlined in the plan details, additional charges apply when usage exceeds the included volume"; its team "reached out to you multiple times to provide visibility"	Shopify App Store review of Gorgias by Coldest, 1 star, 4 Mar 2026 (id 2106354), developer reply 13 Mar 2026 · apps.shopify.com/helpdesk/reviews
3	Gorgias median: AI resolves 45% of the tickets it touches; resolved = "closed without a human agent message"	"The cheapest ticket is the one a human never touches." · Gorgias Ecom Lab (A. Montelli) · 28 Apr 2026 · gorgias.com/research/the-cheapest-ticket-is-the-one-a-human-never-touches
3	16 marked "resolved by Fin", 9 not; the staff reply was about a billing change announced at an event; the rule stayed	"Fin's flawed resolution assumption" (topic 10516) · Intercom Community · post 27 May 2025, staff replies 4–5 Jun 2025 · community.intercom.com/fin-product-feedback-member-group-49/fin-s-flawed-resolution-assumption-10516
3	Yuma home "64%"; case study "involved in"; Tediber review 30%, written a month in; the case study's 64% is 4 months in	yuma.ai (home) · read 2026-10-30; "How Tediber Reached 64% AI Coverage ..." · Yuma · yuma.ai/case-studies/how-tediber-achieved-64-ai-automation-and-cut-customer-service-response-time-from-72-hours-to-under-1-hour-with-yuma-ai; Tediber's App Store review of Yuma, 5 stars, 20 Mar 2026 (id 2128699) · apps.shopify.com/yuma/reviews
3	One vendor "switches automatically"; 13 of 15 do not say which model writes the replies	yuma.ai/faq · read 2026-10-30; our read of each company's pages
4	12% of the 282 helpdesk-listing reviews and 18% of the 388 G2 reviews are about the AI	Our review reading (Appendix C): the equal sample and the September G2 read
4	Only Yuma (5.0/9, 6 in a flagged batch; G2 4.8/19) and Fin (G2 4.5/3,845, snapshot 7 May 2026) have their own rating; Siena has none; My AskAI has 0 reviews	apps.shopify.com/yuma; G2 via Wayback (Yuma 2026-10-22; Fin by Intercom 2026-05-07)
4	8 quotes: GPerformance (2 stars, 31 Jul 2026, id 2305519); u/rafadb (r/Zendesk, 17 Aug 2026); Topped Toys (1 star, 4 Jan 2026, id 2024083); Signastyle Home (Inbox 3 stars, edited 28 Oct 2026, id 2389072); SiaLinda.com (Zipchat, 1 star, edited 22 Mar 2026, id 2098001); Livettes Wallpaper (2 stars, 3 Mar 2026, id 2104951); Inkkas (5 stars, 2 Sep 2026, id 2345892); HARBOUR LIFESTYLE (5 stars, 25 Sep 2026, id 2373490)	Shopify App Store listings of Gorgias, Shopify Inbox and Zipchat; Reddit r/Zendesk
4	6 of 8 recent Gorgias AI 5-star reviews thank a person or the team; names repeat	Our review reading (Appendix C)
5	Since 2 August 2026, EU law says people must be told when they are dealing with an AI	Regulation (EU) 2024/1689, Article 50(1)

Section	What the guide says	Source
5	Commslayer and Gladly offer a spending cap; Zendesk lets you pause instead of overage	commslayer.com/pricing FAQ ("the AI agent and AI drafts pause until you raise it or your next billing period starts"); apps.shopify.com/gladly ("Set your monthly limit and pay as you go"); support.zendesk.com/hc/en-us/articles/9751536041754 ("Pause functionality and don't allow overage … requests route to live agents instead")
5	Of the other tools' money-back promises, only Richpanel's terms are published (ours: terms, clause 1)	richpanel.com/trust/guarantee-terms ("Last updated: July 7, 2026")