

UNVARNISHED REVIEWS

Kore.ai vs. Cognigy vs. Yellow.ai vs. boost.ai: The Pricing Transparency Divide

Market Position: Big Picture

Kore.ai, Cognigy, Yellow.ai, and boost.ai are four of the most-compared enterprise conversational AI platforms, systems that power customer service, IT, and employee-facing chat and voice bots at scale. All four are credible, well-reviewed platforms recognized by Gartner and Forrester, and all four target the same buyer: enterprise CX, IT, and operations leaders evaluating conversational AI for deployment across contact centers or internal workflows.

The finding that should change how any buyer approaches this category: None of the four publishes standard enterprise pricing, every real deployment is a custom, sales-negotiated quote. But they split into two meaningfully different tiers of transparency. Kore.ai and Yellow.ai both offer a public, self-serve entry point that at least establishes a starting reference price before a deal moves to sales. Cognigy and boost.ai offer nothing public at any tier; the first number a buyer sees comes from a sales conversation, with no independently verifiable anchor beforehand.

Platform Ratings at a Glance

Platform	G2 Rating	Reviews (G2)	Note
Kore.ai	4.6 / 5	~466	Largest review base by a wide margin; enterprise-skewed (43.5%)
boost.ai	4.7 / 5	~39	Highest-rated of the four; enterprise-skewed (44.8%)
Cognigy	4.6 / 5	~13	Smallest review base; now operates as NiCE Cognigy post-acquisition
Yellow.ai	4.4 / 5	~106	Small-business-skewed (38.6%), a different buyer profile than the other three

All four rate closely, within 0.3 points of each other. Review volume varies dramatically, Kore.ai's nearly 500 reviews against Cognigy's 13, worth weighing when treating any single rating as representative.

Kore.ai Artemis: A Real Mid-2026 Rebrand, With a Self-Serve Entry Point

Kore.ai is mid-rebrand as of this report. On May 21, 2026, the company launched the Artemis edition of its Agent Platform, retiring the "XO Platform" branding that built its conversational AI reputation and repositioning explicitly around agentic AI, autonomous agents that build, govern, and operate across the enterprise rather than scripted conversation flows alone. Artemis launched first on Microsoft Azure, with integrations into Microsoft Foundry and Microsoft Agent 365, and independent coverage frames the move as a direct challenge to Salesforce's and ServiceNow's agentic platforms, not merely a competing chatbot builder. Buyers whose prior research predates May 2026 are likely looking at the retired XO Platform positioning rather than the current Artemis edition.

Kore.ai's developer documentation publishes a self-serve Standard plan at \$0.20 per conversation, with \$500 in free credits to start, a real, citable number even though the main pricing page itself shows no figures. Enterprise tiers are custom-quoted and billed per session or per seat depending on the specific product line; independent estimates place typical enterprise contracts around \$300,000 per year. Kore.ai carries Gartner Magic Quadrant Leader recognition and supports 130+ languages with 400+ pre-built dialog tasks and 150+ integrations. Enterprise governance features, role-based access, audit trails, PII redaction, SOC 2 Type II, and HIPAA readiness, position it specifically for regulated industries. Reported voice latency runs higher than Cognigy's, independently cited around 800-1000ms against Cognigy's roughly 500ms, a real technical tradeoff for organizations prioritizing high-volume, low-latency voice specifically.

Cognigy: Now NiCE Cognigy, and the Least Transparent of the Four

NiCE completed its acquisition of Cognigy for \$955 million in September 2025; the platform now operates as NiCE Cognigy, integrated into NiCE's broader contact-center software portfolio. This is a real, completed ownership change, not a rumor or pending deal, and it's worth confirming current product direction and support commitments given how recently the acquisition closed.

Cognigy publishes no pricing anywhere, no free tier, no self-serve plan, every engagement requires a sales conversation from the first quote. Independent market analysis places typical enterprise packages between \$115,000 and \$300,000 annually depending on volume, integrations, and voice support, with additional fees layered on for gateways and AI Ops tooling separately. Cognigy's core technical strength, consistently cited across independent comparisons, is voice engineering: reported latency around 500ms, the fastest of the four, positioning it specifically for high-volume, latency-sensitive contact center voice deployments where Kore.ai's higher latency is a poor fit.

Yellow.ai: The Only Platform With a True Freemium Tier

Yellow.ai is the sole platform among the four offering an actual freemium tier, 100 monthly tracked users included at no cost, letting a team test the platform before any commercial conversation. Beyond the free tier, pricing is usage-based rather than per-agent-seat: Independent sources cite enterprise plans starting around \$500/month scaling with usage, while a separate source describes \$0.99 per resolution as the operative unit once the free allotment is exhausted. Yellow.ai carries Gartner Magic Quadrant Leader recognition specifically in Enterprise Conversational AI and supports 135+ languages with native voice and multi-LLM architecture.

Yellow.ai's clearest positioning strength is multilingual, omnichannel deployment, particularly for organizations with customer bases in Asia, the Middle East, or Latin America, where native language support is a genuine, differentiated requirement rather than a checkbox feature. Independent reviews consistently flag two real weaknesses: analytics dashboards that have historically lagged Kore.ai's and Cognigy's, and developer documentation described as less mature than competitors.

boost.ai: Zero Public Pricing, Positioned for Regulated Industries

boost.ai publishes no pricing tiers at any level, the most completely sales-gated of the four platforms in this comparison; there is no self-serve entry point, no freemium allotment, and no independently citable starting figure anywhere in public documentation. Every quote begins with a sales conversation and no external number exists to anchor expectations beforehand.

boost.ai positions for regulated industries, banking and insurance in particular, with a hybrid scripted-plus-generative-AI approach that reviewers consistently praise for accessibility: User reviews highlight an intuitive, no-code interface that lets non-technical teams build and maintain conversation flows without deep NLP expertise. The tradeoffs are real and specific: no documented open standard for agent-to-tool connectivity (no confirmed MCP integration, unlike Kore.ai's and Cognigy's official MCP support), and meaningfully smaller global brand recognition than Kore.ai or NiCE Cognigy.

Pricing (July 2026)

Platform	Public Entry Point	Enterprise Estimate (Independent)	MCP / Agent Tooling
Kore.ai	\$0.20/conversation, \$500 free credits	~\$300,000/year	Yes, documented
Yellow.ai	Free (100 MTU), then ~\$0.99/resolution	~\$500/month+ scaling with usage	Not confirmed
Cognigy (NiCE Cognigy)	None published	\$115,000-\$300,000/year	Yes, official MCP server
boost.ai	None published	Not independently estimated	Not confirmed

TCO Comparison: The Transparency Gap Itself

This category doesn't support a conventional matched-volume TCO table the way most reports on this site do, since two of the four platforms publish no pricing signal at any scale to model against. The table below shows what's actually knowable before a sales conversation begins, which is itself the finding.

Platform	Known Before Sales Contact	Requires Sales Conversation For
Kore.ai	Entry-tier per-conversation rate, free credit amount	Enterprise volume pricing, per-seat billing
Yellow.ai	Free-tier user limit, per-resolution rate	Enterprise scaling terms
Cognigy	Nothing published	Every price point at every tier
boost.ai	Nothing published	Every price point at every tier

A buyer evaluating Kore.ai or Yellow.ai can build a rough budget range before a single sales call. A buyer evaluating Cognigy or boost.ai cannot, every cost data point in this report for those two platforms comes from independent third-party estimation, not vendor disclosure, and should be confirmed with the vendor before being used in a budget.

Costs the Pricing Table Misses

- **Cognigy's post-acquisition product direction is a real, current unknown.** NiCE's integration roadmap for Cognigy is still unfolding as of this report; confirm current support commitments and product continuity rather than assuming pre-acquisition terms still apply.
- **Kore.ai's self-serve rate and enterprise contracts appear to use different billing models entirely.** The \$0.20/conversation developer rate and the ~\$300,000/year enterprise estimate aren't simply different volumes of the same unit; confirm which billing model actually applies at your organization's scale before assuming linear scaling.
- **Voice latency differences are a real, technical cost, not just a specs-sheet detail.** Cognigy's roughly 500ms versus Kore.ai's 800-1000ms is the difference between viable and unusable for high-volume inbound consumer phone support specifically; confirm latency under your actual expected call volume, not vendor-cited best-case numbers.
- **Neither Yellow.ai's nor boost.ai's MCP or open agent-tooling support is independently confirmed.** If agent-to-tool interoperability is a requirement, verify this with each vendor rather than assuming parity with Kore.ai's and Cognigy's documented MCP support.
- **Implementation and integration costs are separate from any of the figures above at all four vendors.** None of the independent estimates in this report include systems-integrator or implementation fees; request these itemized separately in any quote.

Complexity Comparison

All four platforms target enterprise conversational AI, but they sit at different points on the no-code-to-pro-code spectrum, and that placement drives implementation timeline, admin dependency, and how much of the build a non-technical team can own.

Dimension	Kore.ai	Cognigy (NiCE Cognigy)	Yellow.ai	boost.ai
Implementation	Independently documented as the most involved of the four; full enterprise rollout commonly runs 2-4 months, and setup complexity is rated "high," often requiring a systems-integration partner	Independent sources disagree on setup complexity, one rates it comparable to Kore.ai at "high" for complex deployments, another calls its low-code builder meaningfully more accessible; both agree full enterprise rollout is a multi-month process	Positioned as a no-code-to-low-code bridge: Non-technical teams can build straightforward flows directly, with developers brought in only as complexity grows, independently rated "moderate" setup complexity	Built around a no-code interface specifically for non-technical teams to build and maintain conversation flows without deep NLP expertise, per independent reviews
Admin dependency	Documented as requiring dedicated admin resources and ongoing training investment; Kore.ai's own lifecycle-management tooling (CI/CD-style release pipelines) reflects a platform built for IT-heavy organizations, not a lighter-touch admin model	Lower than Kore.ai per most independent comparisons, though the "who wins on usability" verdict is not unanimous across sources	Scales with complexity: minimal for a non-technical team running simple flows, rising once custom integrations or advanced logic are needed	Lower admin dependency by design; the accessibility focus is the platform's core positioning, not an incidental feature
Learning curve	Steepest of the four per independent data; 46 separate G2 reviews cite learning curve as a specific con, the most concrete, sourced complaint volume of any platform in this comparison	Moderate; described across sources as more approachable for business users than Kore.ai, though still enterprise software with real onboarding time	Low to moderate; the visual builder is explicitly designed to let non-coders start immediately	Lowest of the four per independent reviews, consistent with its accessibility-first, non-technical-team positioning

The practical pattern: Kore.ai's complexity buys the broadest enterprise-automation scope, IT, HR, and CX workflows under one platform, with the CI/CD-style lifecycle tooling larger IT organizations expect. That scope is also why it carries the steepest, most independently documented learning curve of the four. Yellow.ai and boost.ai sit at the accessible end deliberately, trading some of that enterprise workflow breadth for a platform a non-technical team can actually own day to day. Cognigy's position is the least settled in independent data, genuinely more accessible than Kore.ai by most accounts, but not as uniformly rated "easy" as Yellow.ai or boost.ai.

The Decision Framework

Choose Kore.ai if: You need enterprise-wide automation spanning customer service, IT, and HR under one platform, operate in a regulated industry requiring documented compliance features, and want at least a public reference rate before entering sales conversations.

Choose Cognigy (NiCE Cognigy) if: High-volume, low-latency voice is the core requirement, and you're comfortable evaluating a platform mid-integration into a larger acquirer's portfolio, confirming current roadmap and support commitments rather than assuming continuity.

Choose Yellow.ai if: Multilingual, omnichannel deployment is a real requirement, particularly for customer bases outside North America and Western Europe, and you want to test the platform on a real free tier before any commercial commitment.

Choose boost.ai if: You're in a regulated industry (banking, insurance) and prioritize interface accessibility for non-technical teams over the largest possible integration catalog or brand recognition, and you're comfortable with zero public pricing signal before sales contact.

Everyone: Budget extra evaluation time for Cognigy and boost.ai specifically, since neither offers a public number to anchor internal budget conversations before a vendor call. Kore.ai's and Yellow.ai's public entry points, even though neither reflects real enterprise-scale pricing, at least give a procurement team something concrete to start from.

The Bottom Line

Kore.ai, Cognigy, Yellow.ai, and boost.ai are all credible, well-reviewed conversational AI platforms, each with real technical differentiation, Kore.ai's enterprise-wide scope, Cognigy's voice-engineering depth, Yellow.ai's multilingual reach, boost.ai's accessibility for non-technical teams. The real finding this comparison surfaces isn't which platform is cheapest, none publish enough to compare on price alone, it's that this entire category runs on sales-negotiated pricing, and even within that shared opacity, Kore.ai and Yellow.ai give buyers meaningfully more to work with before the first sales call than Cognigy or boost.ai do.