

How to Choose an AI Voice Agent Platform

Start with the calls you want to automate. Then check six things in order: call type, integrations, compliance, concurrency, pricing model and control. Test a short list of vendors on your own calls before you sign.

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Many vendors sell AI voice agents. They differ in who they serve, what they connect to and how they bill. This guide gives you an order of checks. It does not rank vendors.

Step 1: Write down the calls

List the calls you want the agent to take or make. For each call type, write:

- The goal of the call, for example "book an appointment".
- The share of your call volume it is.
- The data the agent must read or write.
- When a human must take over.

Start with one or two call types. Simple, high-volume calls are easier to automate.

Step 2: Match the category

Each category on this site serves a different need.

| Need | Category to browse | |---|---| | Answer calls for a small business | AI receptionists | | Automate a support or service queue | Contact-centre voice AI | | Make sales or reminder calls | Outbound sales calling | | Build your own agent with tools and a dashboard | Voice agent platforms | | Build from parts in code | Voice AI APIs, open-source voice frameworks | | Clinics and hospitals | Healthcare voice AI | | Hotels and restaurants | Hospitality voice AI |

Step 3: Check integrations

The agent is only useful if it can act. Ask each vendor for a working demo with your systems:

- Calendar or booking system
- CRM or helpdesk
- Phone system: your carrier, your SIP trunk or the vendor's numbers
- Payment system, if the agent takes payments

Ask whether the integration is built in or needs custom code.

Step 4: Check compliance

Do this before you test with real callers. Ask for:

- A signed BAA if the calls include health information in the US.
- A data processing agreement if you handle personal data under GDPR.
- A current SOC 2 report.
- The data retention period for recordings and transcripts.

See our security and compliance checklist for the full list.

Step 5: Check concurrency and limits

Concurrency is the number of calls the agent can handle at the same time. Plans often cap it. Examples from public pricing pages on 2026-10-29:

- Vapi: 10 concurrent calls on Core, 30 on Pro.
- Bland AI: 10 concurrent calls on Start, 50 on Build. Start also caps calls at 100 per day.
- Retell AI: 20 concurrent calls included on pay as you go.
- LiveKit Cloud: 5 concurrent agent sessions on Build, 20 on Ship.

Find your peak hour in your call logs. Make sure the plan covers it.

Step 6: Compare the pricing model

Vendors use three models. See our pricing guide for details.

- **Platform fee plus pass-through.** You see each cost. You manage more parts.
- **Bundled per-minute rate.** One number. Less control of the model and voice.
- **Annual contract.** Synthflow, for example, states that enterprise contracts start at \$30,000 a year.

Prices change. Check each vendor page before you compare.

Step 7: Decide how much control you need

| Question | More control | Less effort | |---|---|---| | Can I choose the LLM? | API or framework | Bundled platform | | Can I choose the voice? | Most platforms | Some bundled rates | | Can I host it myself? | Open-source framework | Managed platform | | Who fixes a failed call? | Your team | The vendor |

Step 8: Test on your own calls

Run the same test with each vendor:

1. Use a fixed set of real call scripts from your logs.
2. Include hard cases: accents, noise, interruptions and wrong answers.
3. Measure task success, transfers and caller complaints.
4. Listen to the recordings. Do not rely on the dashboard summary only.

Then use our pilot plan guide to run a live pilot.

Red flags

- The vendor will not show a live call with your systems.
- The contract has no exit clause or data deletion terms.
- The vendor will not name its model, speech and telephony providers.
- The quote does not list concurrency, phone number and add-on fees.

Browse the listings in each category to build your shortlist.

Frequently asked questions

Should I choose a platform or build on an API?

Choose a platform when you want a dashboard, phone numbers and call logs on day one.

Choose an API or an open-source framework when you have engineers and need full control of the stack.

How many vendors should I test?

Keep the list short so you can test each one well. Test each vendor on the same call scripts and the same success measures.

Is the lowest per-minute rate the cheapest option?

Not always. Platform fees, concurrency fees, phone numbers, add-ons and compliance plans can cost more than the minutes. Compare the total monthly cost at your volume.

Sources

[Vapi, Pricing \(fetched 2026-10-29\)](https://vapi.ai/pricing) — <https://vapi.ai/pricing>

[Retell AI, Pricing \(fetched 2026-10-29\)](https://www.retellai.com/pricing) — <https://www.retellai.com/pricing>

[Bland AI, Pricing \(fetched 2026-10-29\)](https://www.bland.ai/pricing) — <https://www.bland.ai/pricing>

[Synthflow, Pricing \(fetched 2026-10-29\)](https://synthflow.ai/pricing) — <https://synthflow.ai/pricing>

[LiveKit, Pricing \(fetched 2026-10-29\)](https://livekit.com/pricing) — <https://livekit.com/pricing>