Competition: customer complaints and features

SinHumanos — Platform for companies to adopt AI: skills (executable knowledge) and agents that do the work connected to their tools, plus computer vision and chat with data.

Analysis by Menteia's research agent on October 28, 2026, based on public reviews (G2, Capterra, Trustpilot, app stores, forums, Mexican regulators CONDUSEF/PROFECO and press). Complaints are paraphrased and each theme cites its sources.

Competitors analyzed

- Microsoft Copilot Studio · Global
- Glean · Global
- Zapier Agents · Global
- n8n · Global
- Lindy · Global
- Dust · Global
- UiPath · Global
- AuraQuantic · Local

Most frequent complaints and pain points

1. Unpredictable credit- and usage-based cost

Users cannot tell how credits are spent (Copilot Studio), report credits draining fast even from setup errors (Lindy) and surprise task overages (Zapier); monthly spend is hard to forecast.

Frequency: High · *Competitors:* Microsoft Copilot Studio, Lindy, Zapier Agents *Sources:* PeerSpot – Copilot Studio pros and cons · G2 – Lindy reviews · Product Hunt – Zapier reviews

2. Expensive licensing that shuts out mid-market

UiPath reviews cite costly, complex licensing, especially for unattended bots; Glean does not publish prices and sells by quote; Copilot Studio pricing is seen as heavy for small organizations, and per-seat pricing in tools like Dust scales linearly.

Frequency: High · *Competitors:* UiPath, Glean, Microsoft Copilot Studio, Dust *Sources:* PeerSpot – UiPath pros and cons · G2 – Glean pricing · G2 – Microsoft Copilot Studio

3. Built for technologists, not for employees

In n8n, reliance on JSON, expressions and cryptic errors stalls non-technical users for months; Copilot Studio is described as hard to set up with poor documentation, and Dust needs technical guidance to connect complex sources.

Frequency: High · *Competitors:* n8n, Microsoft Copilot Studio, Dust *Sources:* eesel – n8n review 2026 · DEV Community – n8n review tras 8 meses · G2 – Dust

4. Unreliable agents in production

The same prompt yields different answers by channel or run, and forum users say much of the functionality is not production-ready; Zapier reviews cite missed triggers, duplicate records and inconsistent execution.

Frequency: High · *Competitors:* Microsoft Copilot Studio, Zapier Agents *Sources:* Microsoft Q&A – respuestas inconsistentes de agente de Copilot Studio · r/copilotstudio (snapshot) – confiabilidad · StartupOwl – Zapier review

5. Fear of exposing confidential data

Surveys report most enterprises delayed or cancelled Copilot over fear that AI will surface confidential data by inheriting overly broad permissions; mitigation requires upfront permission audits.

Frequency: High · *Competitors:* Microsoft Copilot Studio *Sources:* CoreView – 66% de empresas retrasa Copilot · Infosecurity Magazine – despliegues de Copilot retrasados por seguridad · Petri – Copilot y permisos

6. Pilots that never scale or prove ROI

An MIT study reports the vast majority of generative AI pilots produce no measurable return due to weak integration and organizational learning; Gartner expects mass cancellation of agentic projects over cost and unclear value, and in Mexico nearly half of companies using AI do not know whether it works. A market-wide complaint, not a single vendor's.

Frequency: High · *Competitors:* Microsoft Copilot Studio, Glean, Zapier Agents, UiPath *Sources:* Fortune – MIT: 95% de pilotos de IA generativa fallan · Gartner – más de 40% de proyectos agénticos se cancelarán a 2027 · Ecosistema Startup – IA en México 2026: 46% no sabe si funciona

7. Fragile or missing connectors

Glean reviews mention integrations that stop working unexpectedly; Dust lacks connectors for some sources and sync is not real-time; Zapier users report missed triggers.

Frequency: High · *Competitors:* Glean, Dust, Zapier Agents *Sources:* G2 – Glean reviews · G2 – Dust · StartupOwl – Zapier review

8. Costly implementation and governance

Third-party sources note Glean's total cost goes beyond the license (implementation services and ongoing tuning), and Copilot Studio governance is a risk when citizen developers build without guardrails.

Frequency: Medium · *Competitors:* Glean, Microsoft Copilot Studio *Sources:* Workativ – Glean pricing (costo total) · The Digital Project Manager – Copilot Studio review 2026

9. Lack of local talent and hands-on support

In Mexico, the shortage of specialized talent and execution capacity is the main barrier to scaling AI; global platforms assume an in-house technical team mid-sized companies lack. Market evidence, not reviews of a specific vendor.

Frequency: Medium · *Competitors:* AuraQuantic, Microsoft Copilot Studio, n8n *Sources:* EY – CEO Outlook México 2026 · ITSitio – barreras de IA en México

10. Bots that break when applications change

UiPath reviews say bots must be adjusted whenever the site or app they interact with changes and need someone monitoring them; other reviews report little maintenance.

Frequency: Low · *Competitors:* UiPath *Sources:* PeerSpot – UiPath reviews

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Features: what we have and what we are missing

Feature	Status	Priority	Phase	Note
SSO, roles and granular permissions per skill and agent	Missing	High	6–12 months	On the 6–12 month roadmap; needed so an agent never sees more than it should.
Adoption and ROI dashboard by department	Missing	High	Next 6 months	Hours saved, tasks executed and usage per employee; answers the complaint about pilots that never prove ROI.
Agent testing and quality monitoring	Missing	High	Next 6 months	Test cases per skill, alerts on inconsistent answers and broken connectors before users notice.
Connectors to Mexican systems (CONTPAQi, Aspel, SAT/CFDI) and ERP	Missing	Medium	6–12 months	Global competitors do not cover them; SAP appears only as a custom agent.
WhatsApp agents for field teams	Missing	Medium	Next 6 months	Dominant channel in Mexico; not in the connector list.
Security certifications (SOC 2 / ISO 27001)	Missing	Low	6–12 months	Common enterprise procurement requirement; can wait while on-premise is sold.
On-premise / customer-cloud deployment	Partial	High	6–12 months	Offered in Enterprise, but the roadmap places it at 6–12 months; key against data-exposure fears.
Spanish-language adoption program (onboarding and training)	Partial	High	Next 6 months	The team builds custom agents, but there is no packaged adoption program; addresses the local talent gap.
Spend caps and usage control per agent	Partial	Medium	Next 6 months	Per-agent pricing is flat, but how AI compute is capped in Enterprise or with pay-per-use models is not documented.
Public Skills Hub with versioning and forks	Partial	Medium	Next 6 months	Designed and in beta; public launch is on the next-6-months roadmap.
Computer vision and chat-with-data in production	Partial	Medium	Next 6 months	Running as demos; documented customer cases are missing.
Conversational no-code skill creator	We have it	—	—	Employees describe their work in Spanish and the skill is built; answers the complaint about tools built for technologists.
Flat per-agent price and free first agent	We have it	—	—	US$25/month per agent; more predictable than credit models. Margin still to be validated

Feature	Status	Priority	Phase	Note
				against real AI compute.
Multi-model, no lock-in	We have it	—	—	Claude, GPT, Gemini, Llama, Mistral, DeepSeek or own model.
Human approval and audit trail	We have it	—	—	Stated in the stack; mitigates unreliable agents by keeping a person in charge.
Connectors for email, Excel/Office, Drive, Slack, GitHub and calendar	We have it	—	—	Covers the most common office tools; connector robustness is not yet measured.

To the roadmap

Next 6 months

- **Adoption and ROI dashboard by department** (missing, high): Hours saved, tasks executed and usage per employee; answers the complaint about pilots that never prove ROI.
- **Agent testing and quality monitoring** (missing, high): Test cases per skill, alerts on inconsistent answers and broken connectors before users notice.
- **Spanish-language adoption program (onboarding and training)** (partial, high): The team builds custom agents, but there is no packaged adoption program; addresses the local talent gap.
- **Spend caps and usage control per agent** (partial, medium): Per-agent pricing is flat, but how AI compute is capped in Enterprise or with pay-per-use models is not documented.
- **WhatsApp agents for field teams** (missing, medium): Dominant channel in Mexico; not in the connector list.
- **Public Skills Hub with versioning and forks** (partial, medium): Designed and in beta; public launch is on the next-6-months roadmap.
- **Computer vision and chat-with-data in production** (partial, medium): Running as demos; documented customer cases are missing.

6–12 months

- **On-premise / customer-cloud deployment** (partial, high): Offered in Enterprise, but the roadmap places it at 6–12 months; key against data-exposure fears.
- **SSO, roles and granular permissions per skill and agent** (missing, high): On the 6–12 month roadmap; needed so an agent never sees more than it should.
- **Connectors to Mexican systems (CONTPAQi, Aspel, SAT/CFDI) and ERP** (missing, medium): Global competitors do not cover them; SAP appears only as a custom agent.
- **Security certifications (SOC 2 / ISO 27001)** (missing, low): Common enterprise procurement requirement; can wait while on-premise is sold.

Conclusion

The market complains about expensive, unpredictable agents built for technologists that never get past the pilot; SinHumanos best addresses that with no-code skills in Spanish, flat per-agent pricing, multi-model support and human approval. Its biggest gap is proving reliability and ROI: it lacks an ROI dashboard, agent quality monitoring and permissions/SSO, and on-premise is still on the roadmap.