

2026 Pricing Sheet

BaseCloud CRM

Never drop the ball on customer management ever again. It's automation with intention, AI that actually helps & a system built to scale with you.

BaseCloud CRM

Missed calls, unanswered texts, and leads nobody followed up with — most businesses don’t have a software problem, they have a follow-up problem. BaseCloud CRM puts your calls, texts, WhatsApp, emails, calendars, and automations in one clean system, so every lead gets an answer and nothing slips through the cracks.

Every package includes the full platform: VoIP calling & recording · two-way texting · WhatsApp Business API · email integration (Outlook & Gmail) · calendars & reminders · workflow automations · AI assistance · quotes & invoicing · reporting dashboards · secure hosting & daily backups.

BASECLOUD EXCLUSIVE — INCLUDED IN EVERY PACKAGE

★ **WhatsApp Business API included — a R3 000/m value, in every package**

Chat with clients on the channel South Africans actually use — from the same inbox as your calls, texts, and email. And as always: every tier gets the complete platform, nothing behind a paywall.

Pay annually and get 2 months free. Commit for 2 years and get **4 months free in total — plus your R7 500 48-Hour Switch onboarding waived.** All costs are VAT exclusive.

BaseCloud CRM	★ MOST POPULAR Foundation R4 999/mo Up to 5 users Small teams ready to stop losing leads	★ MOST POPULAR Growth R9 999/mo Up to 15 users Growing businesses running sales & operations in one place	★ MOST POPULAR Dominate R24 999/mo Unlimited users Established teams that live in their CRM
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48-HOUR SWITCH ONBOARDING — EVERY PACKAGE

We install your entire business — done for you, live in 48 hours

Data import · phones & numbers · automations · email · team training — full breakdown on the next page.

R7 500 once-off

FREE with a 2-year commitment

THE FULL PLATFORM — INCLUDED IN EVERY TIER

WhatsApp Business API & automation included — R3 000/m value	Included	Included	Included
VoIP calling with call recording & transcription	✓	✓	✓
Two-way texting & bulk SMS	✓	✓	✓
Email integration & bulk email Outlook & Gmail — every email tracked to the client	✓	✓	✓
Calendars, tasks & repeat reminders	✓	✓	✓
Workflow automations follow-ups that happen without you	✓	✓	✓
Quotes, invoices & recurring billing	✓	✓	✓
Reporting dashboards & user reports	✓	✓	✓
API integrations, data import & export	✓	✓	✓
Secure hosting, encryption & daily backups	✓	✓	✓

SUPPORT & SUCCESS

Email & telephone support	✓	✓	✓
Priority support queue	—	✓	✓
Customer Success Manager optional — hands-on system improvement	R2 300/hour	R2 300/hour	R2 300/hour
1:1 online training	1 free session	1 free session	1 free session
On-site training at your premises	R4 250 per session	R4 250 per session	R4 250 per session

TEAM & USAGE PRICING

Clients & contacts	Unlimited	Unlimited	Unlimited
Additional users* added to any package above — not standalone	R1 500/mo per user	R1 500/mo per user	Included — unlimited users
VoIP numbers standard or tracking · 1 included in every package	+R475/mo per additional number	+R475/mo per additional number	+R475/mo per additional number
Calling BaseCloud Phone & call tracking, per minute	R1.06/minute	R1.06/minute	R1.06/minute
Texting per 160-character SMS	35c/SMS	35c/SMS	35c/SMS
Emails	R0/email	R0/email	R0/email
AI usage drafting, summaries & automation AI	R0.033 per 1,000 tokens	R0.033 per 1,000 tokens	R0.033 per 1,000 tokens
File storage rounded up to the nearest GB	R15/GB	R15/GB	R15/GB

PRICING

Monthly investment	R4 999/mo	R9 999/mo	R24 999/mo
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*Additional users are added on top of one of the packages above — this is not a standalone per-user plan. Every additional user gets the full platform, exactly like the users included in your package, and users can be added or removed at any time. Dominate includes unlimited users, so no additional user fee applies.

The 48-Hour Switch — R7 500 once-off, done for you

The real reason businesses stay on a CRM they hate is the switch. So we removed it. Our team installs your entire business on BaseCloud in 48 hours — data, phones, automations, training — done for you, not by you. **Waived entirely when you pay annually.**

INCLUDED IN YOUR 48 HOURS

- ✓ **Kickoff meeting** — we map your sales process and goals
- ✓ **VoIP setup** — business numbers, call flows & recording, live day one
- ✓ **Custom fields** — the CRM shaped around how you actually work
- ✓ **Data import** — your clients and history moved in from your current system
- ✓ **Automations built for you** — the follow-ups you need, working from day one (up to 3 hours of automation build)
- ✓ **Email connection** — Outlook or Gmail linked and tracking
- ✓ **Team training** — your people confident before we leave

HOW YOU GO LIVE FROM DAY ONE

- ✓ **You're live immediately** on BaseCloud numbers — calling, texting and WhatsApp from day one
- ✓ **Number porting & WhatsApp Business verification** (Meta's approval process for the WhatsApp API) complete in the background over the following days
- ✓ **Zero downtime** — your existing lines forward to BaseCloud, so no call is ever missed during the move

QUOTED SEPARATELY — extends the timeline

- Large or complex data migrations
- Additional setup, custom development & ad hoc work — **R2 300/hour ex VAT**
- Bring-your-own-telephony setup & connecting existing VoIP or desk phones
- Process Mapping Session — **R12 000** (5-hour exploratory deep-dive, ideal before a full commitment)

Usage Pricing — you only pay for what you use

Your subscription covers the full platform, unlimited clients, the WhatsApp Business API, and one VoIP number. Everything else is billed on actual usage, at the same rates on every package: **calls at R1.06 per minute** (BaseCloud Phone & call tracking) · **texts at 35c per 160-character SMS** · **emails at R0** · **AI usage at R0.033 per 1,000 tokens** · **file storage at R15 per GB** (rounded up to the nearest GB) · **additional VoIP numbers at R475 per month each**. Usage is billed monthly in arrears, itemised on your invoice.

WHATSAPP MESSAGE FEES — you pay Meta directly, not BaseCloud			
The WhatsApp Business API is included in your package — but Meta charges for the messages themselves. You add your own payment method in Meta Business Suite and Meta bills you directly, so these fees never appear on a BaseCloud invoice and we never mark them up.	Marketing	\$0.0379	≈ R0.62
	Utility	\$0.0076	≈ R0.12
	Authentication	\$0.0076	≈ R0.12
	Authentication — international	\$0.0200	≈ R0.32
Marketing = promotional sends · Utility = order updates & reminders · Authentication = one-time PINs. Meta sets these rates in USD; rand figures are indicative.			per message

Notes & Terms

1. Pay for the users you actually have

Add or remove users any time — changes reflect on your next invoice. Tiers are sized by team: up to 5 users on Foundation, up to 15 on Growth, unlimited on Dominate. Need one or two more than your tier allows? Add extra users at **R1 500/mo each** — added to your package, not sold on their own. Or move up a tier at any time: no penalties, no re-onboarding.

2. Usage billing

Calling (including call tracking), texting, AI usage, file storage, and additional numbers are billed monthly in arrears based on actual consumption at the rates above. Rates are subject to carrier and provider changes with notice.

3. Annual billing

Annual plans are billed in advance at 10× the monthly rate — 2 months free. Commit for 2 years and you get 4 months free in total, plus the R7 500 48-Hour Switch setup waived.

4. Number porting timelines

Porting your existing numbers depends on your current network provider and typically completes within days. You're never without a working phone system — BaseCloud numbers and call forwarding cover the gap from hour one.

5. WhatsApp Business API

API access, integration, and automation are included in every package at no extra cost. Meta's per-message fees are billed by Meta directly to the payment method on your Meta Business Suite account — BaseCloud does not resell, mark up, or invoice WhatsApp message fees.

6. All costs are VAT exclusive

All pricing is in South African Rand (ZAR) and excludes VAT, which will be added to your invoice where applicable.

What to expect from every package: a BaseCloud expert who continually works at improving your system and automations, communicates with your team, and flags the business inefficiencies your own data reveals.