ToolGPA

NOVEMBER 2026

vcita

The Insider's Guide

Client management, scheduling and payments for service businesses



Every plan, grade, refund rule and rival among CRM tools, read from vcita's own pages.

Made by vcita · checked Nov 13, 2026 · toolgpa.com

2.2
GPA



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ToolGPA put this guide together from vcita's own pages, its app-store listings and our grades. Every fact in it is on vcita's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 50 of the 116 other CRM tools we grade

vcita is a business management platform for small service businesses. It combines a client CRM and portal, online scheduling, invoices and payments, and email and SMS campaigns, with lead capture and AI agents sold as a separate product. Pricing is a flat monthly fee that depends on the product and the number of staff seats.

To get you started, here are **9 things to know about vcita**, taken from its own pages and our grades.

> "
>
> **There is no free plan, and the AI voice receptionist and extra texts cost more.**
>
> From our report card of vcita

1 **Best for booking and payments for service businesses**

vcita joins a client CRM with scheduling, payments, invoices, a client portal and campaigns, plus an AI receptionist.

2 **Paid plans start at $54 a month**

As its pricing page puts it: $54 per month for 1 seat, billed annually ($65 billed monthly).

3 **You can try it first**

14-day free trial on every plan

4 **It runs on Web**

Web.

5 **Client management**

A client CRM with custom fields, forms, notes, document storage and a secure client portal.

6 **Online scheduling**

A business calendar and online scheduler with reminders, recurring meetings and group events, and Gmail and Outlook calendar sync on higher plans.

7 **Payments and invoicing**

Accepts online payments and sends estimates and invoices, with deposits and recurring payments on the Manage products.

8 **A 2.2 GPA, above 50 of 116**

That is against the other CRM tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace vcita you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

vcita at a glance

PRICING Free trial, from $54 per month for 1 seat, billed annually ($65 billed monthly)	FREE PLAN No
FREE TRIAL 14-day free trial on every plan	RUNS ON Web
MADE BY vcita, since 2010	CATEGORY CRM Software
OUR GRADE 2.2 GPA, fair	

The report card

Best for booking and payments for service businesses

vcita joins a client CRM with scheduling, payments, invoices, a client portal and campaigns, plus an AI receptionist. Manage is $54 a month for one seat and the price climbs with staff. There is no free plan, and the AI voice receptionist and extra texts cost more.

TOOLGPA REPORT CARD **vcita** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$54 a month for one seat on yearly billing, with $190 or so for 5 to 10 seats. Per head that is a little above the category middle of $29, and sits below the dearer quarter.
Free plan and trial	C	14-day free trial on every plan, no free plan after it. The listing does not say whether a card is needed.
Features	C	Client CRM, scheduling, payments and invoices, a client portal, campaigns and lead capture. Text credits cap at 250 a month on single products, and the AI voice receptionist is extra.
Ease of use	C	No store rating on record. You set up services, booking pages and a payment account.
Platforms and integrations	B	Web, with Gmail and Outlook. No desktop or phone app is listed.

Grade point average Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who vcita is for

- ✓ Fits if you run a service business and want booking, invoices and client records together
- ✓ Works for small teams of 2 to 4 seats

Who it is not for

- ✕ Pricey if you add seats: the price rises through the 2-4, 5-10 and 11-20 tiers
- ✕ Tight if you send many texts, as credits cap at 250 or 500 a month
- ✕ Watch out: the AI voice receptionist carries extra fees
- ✕ Skip it if you want a free plan, as there is only the 14-day trial

Good to know

Good for

- ✓ Solo and small service businesses that book clients and bill them
- ✓ Teams of up to 20 seats that want one flat price per tier
- ✓ Businesses that want lead capture and scheduling in one tool

Worth knowing

- ⓘ The Manage price rises with staff seats; the page offers tiers for 1, 2-4, 5-10 and 11-20 seats, with no price shown beyond that.
- ⓘ The AI voice receptionist is an optional add-on with additional fees.
- ⓘ Text message credits are capped per month: 250 in the US on the Grow and Manage products and 500 on Grow + Manage.
- ⓘ There is no free plan, only a 14-day trial.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$54
A month to start

vcita is a paid product with a free trial, starting at $54 per month for 1 seat, billed annually ($65 billed monthly).

> **The listing does not say whether a card is needed.**
>
> From our grade for free plan and trial

GROW

$54

per month, billed annually ($65 billed monthly)

Lead capture and conversion: leads from social, web and SMS, an AI chat receptionist, call summaries and a lead inbox. Flat price, no per-seat fees.

MANAGE

$54

per month for 1 seat, billed annually ($65 billed monthly)

Client CRM, scheduler, payments, estimates and invoices, client portal and campaigns. Rises with seats: $79 for 2-4, $129 for 5-10, $213 for 11-20 (annual, per month).

GROW + MANAGE

$93

per month for 1 seat, billed annually ($110 billed monthly)

Both products and all AI agents. Annual price per month by seats: $125 for 2-4, $190 for 5-10 and $300 for 11-20.

Trying it first

14-day free trial on every plan

Read from vcita.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off with annual billing

The pricing page marks annual billing as 20% off against monthly billing.

Stated on vcita.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Client management, scheduling and payments for service businesses. Here is what it does, as its own site describes it, and what it covers: calendar, invoicing, email campaigns, appointment booking, sMS marketing, chatbots.

> **Client CRM, scheduling, payments and invoices, a client portal, campaigns and lead capture.**
>
> From our grade for features

Client management

A client CRM with custom fields, forms, notes, document storage and a secure client portal.

Online scheduling

A business calendar and online scheduler with reminders, recurring meetings and group events, and Gmail and Outlook calendar sync on higher plans.

Payments and invoicing

Accepts online payments and sends estimates and invoices, with deposits and recurring payments on the Manage products.

Email and SMS campaigns

Email and SMS marketing, automated campaigns and review collection campaigns.

Lead capture

Captures leads from social, web and SMS into a lead inbox, with call transcripts and summaries.

AI agents

An AI chat receptionist, a lead capture and conversion agent and a business management agent; an AI voice receptionist is an optional add-on with extra fees.

Where it runs

Web

What it works with

Gmail

Outlook

vcita is made by vcita, and has been around since 2010.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

50/116

Other CRM tools it is graded above

vcita's GPA of 2.2 is higher than 50 of the 116 other CRM tools we grade, and level with 25.

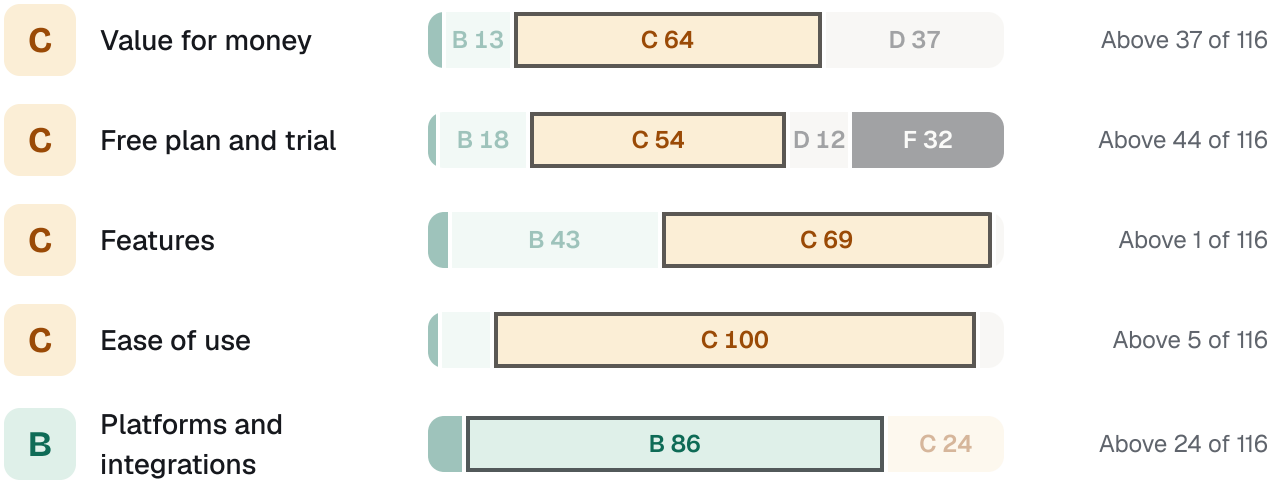
It stands best on platforms and integrations (B, above 24 of 116) and worst on features (C, above 1).

Its paid plans start at $54 a month, against a middle price of $29 for the category: 64 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 38 tools score higher and cost less.

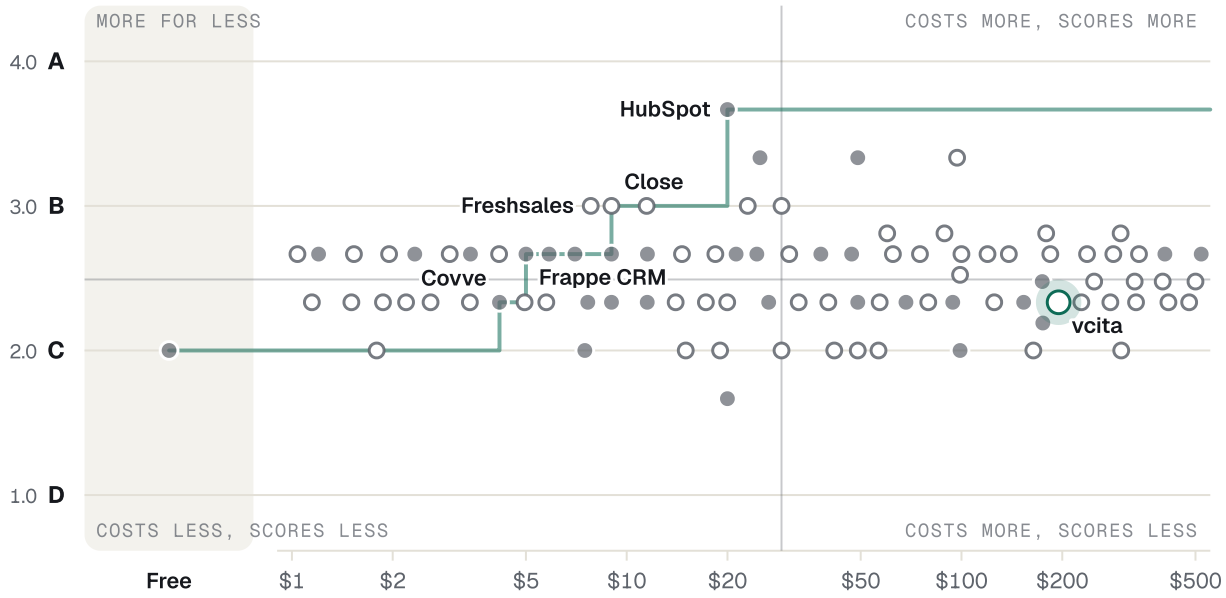
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. vcita's own letter is outlined.



Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. vcita is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace vcita you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

It costs $648 a year.

What you could make

- Appointment booking, invoicing and calendar: an app builder makes these well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.

- Texts to thousands of numbers, registered with the carriers.
- A chatbot builder hooked into the messaging apps.

What this rests on. vcita's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Thryv, HoneyBook, Dubsado, HighLevel and 17hats

The 5 tools vcita is most often weighed against, with where each one differs from it.

Thryv

1.8 GPA

Paid

Small-business software for customers, bookings, invoices and payments.

- Only Thryv lists an iOS app.
- vcita also covers calendar, sMS marketing and chatbots.
- Thryv also covers marketing automation, quotes and estimates and review collection.

vcita and Thryv compared in full

HoneyBook

2.6 GPA

Free trial · from $29/mo

Client management, contracts and payments for independents.

- Only HoneyBook lists iOS and Android apps.
- vcita also covers calendar, email campaigns, appointment booking, sMS marketing and chatbots.
- HoneyBook also covers templates, booking links, sales pipeline, workflow automation and forms.

vcita and HoneyBook compared in full

2.4 GPA

Dubsado

Free trial · from $335/yr

Client management, contracts and invoicing for service businesses.

- Only Dubsado lists iOS and Android apps.
- vcita also covers calendar, email campaigns, appointment booking, sMS marketing and chatbots.
- Dubsado also covers templates, booking links, workflow automation, time tracking, forms and reports.

vcita and Dubsado compared in full

2.6 GPA

HighLevel

Free trial · from $97/mo

Sales and marketing platform that agencies can resell to clients.

- Only HighLevel lists macOS, Windows, Linux, iOS and Android apps.
- vcita also covers calendar, invoicing, email campaigns, appointment booking, sMS marketing and chatbots.
- HighLevel also covers booking links, sales pipeline, marketing automation, workflow automation and forms.

vcita and HighLevel compared in full

2.4 GPA

17hats

Free trial · from $60/mo

CRM and small business manager with invoicing, booking and texting.

- vcita also covers calendar, email campaigns and chatbots.
- 17hats also covers sales pipeline, workflow automation, forms and quotes and estimates.

vcita and 17hats compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is vcita free?

No, vcita is a paid product, but you can try it first. 14-day free trial on every plan.

How much does vcita cost?

vcita lists 3 plans. Grow: $54 per month, billed annually ($65 billed monthly).

What platforms does vcita work on?

vcita is available on Web.

Does vcita offer any discounts?

vcita publicly lists the following: 20% off with annual billing.

Does vcita have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. vcita is listed for Web.

Does vcita have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. vcita is listed for Web.

Is vcita open source?

vcita is not described as open source on its own site, as read on Nov 13, 2026.

What does vcita integrate with?

vcita's listing names Gmail and Outlook. A listing names up to eight integrations, so it may connect to more.

Who makes vcita?

vcita is made by a company of the same name. It dates from 2010.

What are the alternatives to vcita?

The closest alternatives to vcita in our directory are Thryv, HoneyBook, Dubsado, HighLevel and 17hats.

How does vcita compare with other CRM tools?

vcita's GPA of 2.2 is higher than 50 of the 116 other CRM tools we grade, and level with 25.

Is vcita good value for money?

ToolGPA grades vcita C for value for money. Its paid plans start at $54 a month, against a middle price of $29 for the category: 64 of the 93 others that charge start lower.

Could I make my own version of vcita?

To replace vcita you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from vcita's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from vcita's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by vcita. Prices change, so check vcita.com before you buy.

vcita.com/pricing

vcita.com/about/company

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

vcita, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/vcita

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "vcita: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/vcita
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Know someone choosing between CRM tools?

Send them this guide: toolgpa.com/tools/vcita/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after vcita, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what vcita's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. vcita is a trademark of its owner, and this guide is not made, paid for or approved by vcita. Prices and plans change: check vcita.com before you buy.