Manager checklist for a cleaner call-source review

Use Assigned Phone Numbers to Compare Which Ads Drive Calls

Owner: _____ Date: _____

- [ ] Assign a unique Goxee Phone number to each major advertising channel and verify the label before launch.
- [ ] Confirm that each line’s greeting matches the channel and the current campaign language.
- [ ] Check ringing order so the right people or teams receive the call first during business hours.
- [ ] Review call volume and timing by number at a regular interval and note any clear pattern changes.
- [ ] Use Auto Assign and Auto Route where configured so ownership and returning-customer routing stay consistent.
- [ ] Listen to recordings or read transcripts in the CRM when available to coach call handling, not just count calls.

Notes and next steps

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Adapt this checklist to your dealership’s process.

Read the article on Goxee