Manager checklist for channel-specific phone numbers

Use Channel-Specific Phone Numbers to Compare Call Sources Without Guessing

Owner: _____ Date: _____

- [ ] Assign a dedicated number to each priority advertising channel and verify the number is placed in the intended source.
- [ ] Confirm the greeting and ringing order match the caller’s likely intent before the number goes live.
- [ ] Review call logs regularly for patterns in timing, answer rate, repeat calls, and transfers by number.
- [ ] Use recordings and transcripts to identify where callers get confused or where the handoff slows down.
- [ ] Set ownership rules with Auto Assign and returning-caller handling with Auto Route, then verify the workflow with staff.

Notes and next steps

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Adapt this checklist to your dealership’s process.

Read the article on Goxee