

# Make Sure Your Phone Gets Answered

*An unanswered call is a customer who already called someone else.*

| TIME       | COST | DIFFICULTY | AUDIT SIGNAL       |
|------------|------|------------|--------------------|
| 20 minutes | Free | Easy       | test_call_answered |

## WHAT WE MEASURED

We called your published business number as an ordinary customer and recorded whether the call was answered.

## WHY IT MATTERS

This is the most basic thing we test and the one businesses fail most often. A call that rings out costs you the job, and the customer almost never calls back — they call the next result.

Everything below is free and uses capability your phone line already has.

## FIX IT YOURSELF

### 1 Forward all calls (unconditional)

Dial these from the phone you want to forward **from**:

| CARRIER        | TURN ON             | TURN OFF |
|----------------|---------------------|----------|
| Verizon        | *72 then the number | *73      |
| US Cellular    | *72 then the number | *73      |
| AT&T           | **21* number #      | #21#     |
| T-Mobile       | **21* number #      | ##21#    |
| Most landlines | *72 then the number | *73      |

### 2 Forward only when you don't answer (conditional)

This is usually what you actually want — your phone rings first, and rolls over if you miss it.

**AT&T, T-Mobile, and most GSM carriers:**

| CONDITION             | TURN ON        | TURN OFF | CHECK |
|-----------------------|----------------|----------|-------|
| No answer             | **61* number # | ##61#    | *#61# |
| Busy                  | **67* number # | ##67#    | *#67# |
| Phone off / no signal | **62* number # | ##62#    | *#62# |
| Cancel everything     | —              | ##002#   | —     |

To set how long it rings first, add seconds: **\*\*61\*5551234567\*\*20#** forwards after 20 seconds. Use multiples of 5, from 5 to 30.

**Verizon uses different codes** — this is the biggest carrier difference and it trips people up:

- Busy: 90 on, 91 off
- No answer: 92 on, 93 off

### 3 iPhone

**Settings** → **Phone** → **Call Forwarding** → toggle on → enter the number.

Two things to know:

- This menu **only appears on GSM carriers**. Verizon and US Cellular iPhone users often won't see "Call Forwarding" at all — use 72 / 73 instead.
- The iOS toggle only does *unconditional* forwarding. For conditional forwarding on any iPhone, use the star codes above.
- On dual-SIM, select the line first — the setting is per-line.

### 4 Android

**Phone app** → **three-dot menu** → **Settings** → **Calls** → **Calling accounts** → (your carrier) → **Call forwarding**.

Android exposes all four conditions natively — always, when busy, when unanswered, when unreachable — which makes it much easier than iPhone for conditional setups. The exact menu path varies by manufacturer.

### 5 Google Voice

At **voice.google.com**:

1. Settings → **Linked numbers** → add and verify your mobile.
2. Settings → **Calls** → "Forward calls to linked numbers."

For after hours, use **Do Not Disturb**, which sends everything to voicemail. Google Voice can toggle DND automatically from your Google Calendar working hours — that's the free scheduling mechanism.

### 6 Test it. Always test it.

Call your business number **from a different phone** and let it ring through.

Conditional forwarding is provisioned on the carrier's network and **silently fails on some plans**, particularly prepaid and smaller carriers. The setting appears to save and simply doesn't work. The only way to know is to call.

#### CHECK YOUR WORK

- ☐ You called your own number from another phone and it was answered or forwarded correctly.
- ☐ You tested during business hours AND after hours.
- ☐ Every number on your listings and website is included.
- ☐ You know which codes turn forwarding off again.

#### COMMON MISTAKES

- **Assuming it worked because the setting saved.** Test by calling.
- **Forwarding to a phone that's also off.** Chain it: office → mobile → backup.
- **Forwarding into a voicemail box that's full.** Empty it.
- **Auto-attendants and Google Business Profile phone verification.** If you're verifying a listing by phone, an IVR will fail it — you must answer directly.

**This fix is free.** You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

#### SOURCES & FURTHER READING

Carrier GSM supplementary service codes (GSM 02.30 standard)

Google Voice Help: [support.google.com/voice](https://support.google.com/voice)