

MOBILE SETUP · 2026

The Number on Your Van Is Your Personal Mobile

It got there the obvious way. You rang customers from it, they saved it, and now that is the number they use. Twenty minutes fixes it, and you keep the phone you already have.

Nobody chose this. It is the product of one setting that was never available to be set. When a business number is simply diverted to a mobile, inbound works but **outbound is untouched**, so every call you make keeps advertising the personal number to somebody who saves it.

■ How it happened

- 1 You start out using your own mobile, because that is the phone you have.
- 2 You ring customers from it, hundreds of times, and every call advertises the personal number.
- 3 You get a proper business number and divert it. Inbound now works. Outbound is unchanged.
- 4 Customers keep using the saved number, because it worked last time.
- 5 Within a year the number that rings at 6:40 on a Sunday has no hours, no backup, no records, and no way to be shared.

■ Four ways to fix it, and what each leaves you with

	System app	Carrier 2nd number	Dual SIM	Diversion
Business number on outbound	Yes	Yes	Yes	No
Rings two people	Yes	No	No	No
Hours and after hours path	Yes	No	No	No
Record of every call, plus transcripts	Yes	No	No	No
Business SMS	Yes	Yes	Yes	No
Fine in weak data coverage	With fallback	Yes	Yes	Yes
Survives the person leaving	Yes	No	Depends	Number yes, relationships no

The short version

If you are one person who only wants separation and never expects anyone else to answer, a dual SIM or carrier second number is perfectly reasonable and simpler. **If there is any chance a second person will ever need to help, or you want the phone to know what time it is, the app is the only one of the four that gets you there**, and it usually costs about the same as the carrier option while doing considerably more.

■ The twenty minute setup

- 1 **Sort the number first.** Port the published one in, or take a new one and port in the background. Never cancel the old service before the port completes.
- 2 **Own account each.** Shared logins wreck call records and cannot be revoked individually.
- 3 **Allow notifications properly,** including lock screen, sound, and time sensitive alerts.
- 4 **Exempt from battery optimisation** and any manufacturer power saving mode.
- 5 **Grant microphone and background data,** or calls ring then connect silent.
- 6 **Set outbound caller ID** to the business number, then verify it on a phone you can look at.
- 7 **Two names in the ring group,** with something defined for when neither answers.
- 8 **Real hours,** Saturday included if you work Saturdays, plus public holidays.
- 9 **Register the service address** for emergency calls, and tell everyone what to use.
- 10 **Four test calls:** in, out, after hours, and one with the app closed and the phone locked.

Test with a call, never with a question

Do not ask somebody whether they set the app up. Ring their business number and confirm you hear it ring **with the app closed and the phone locked**. That is the only test that proves the notification path works. It takes thirty seconds per person, and it prevents both a fortnight of complaints and the belief that the new system is unreliable, which is much harder to undo. "It does not ring" is the app about one time in ten.

■ Present the main number, not a direct line

- A customer who saves a direct line is tied to one person's availability. On a job, on leave, or gone, and the call reaches nothing useful.
- Direct lines should be a deliberate exception for a few roles, not the default.
- Whatever shows must be a number that can be rung back.

■ Getting an off switch

- Set the hours you genuinely work. A diversion behaves the same at 2am as at 2pm.
- Give callers an AI answer rather than a mailbox, so the customer is actually dealt with.
- Define what urgent means with a specific question, and run a real rotation naming who is on this week.
- Australian employees can refuse unreasonable contact outside working hours. Real hours make that workable.

When somebody leaves

With a system app, nothing changes. The number lives in the system rather than the handset, so they take their phone and leave the number, the call history and the customer context. Access is revoked centrally and the app stops working immediately, on any device. The scenario worth preventing is the other one: a tech spends three years giving customers their personal mobile because outbound was never configured, then leaves, and every one of those customers has a direct line to a competitor saved under your business name.