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How Phone Call Routing Works

Mavilyn Carlos - 2026-10-02 - [Calls](#)

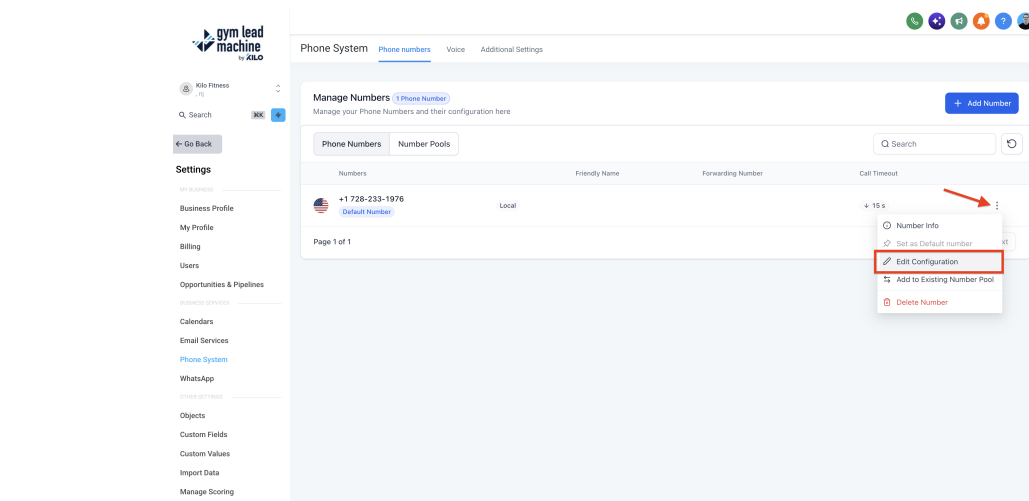
When someone calls your Gym Lead Machine number, the system follows a fixed order to decide where the call goes. The **Edit Configuration** panel shows everything that can route, intercept, or redirect an incoming call in one screen: call forwarding, IVRs, Voice AI, voicemail, and timeout behavior, along with the priority order the system uses to evaluate them.

What you can do with incoming call settings

- See which feature handles a call first, second, and third
 - Check whether each routing option is active and which user or setting controls it
 - Jump straight to the setting you need from a direct edit link
 - Edit most settings right on the page
 - Set how long calls ring before moving to a backup
 - Send unanswered calls to Voice AI or voicemail
 - Ring several team members at once
 - Spot a misconfigured number, a missing user, or an unhealthy timeout quickly
-

How do I open Edit Configuration for a phone number?

1. Go to **Settings** → **Phone System** → **Phone Numbers** in your Gym Lead Machine account.
2. Click the three-dot menu next to the number and select **Edit Configuration**.



Set up a number's basic details

The **Basic Details** tab covers the fundamentals for the selected number.

- **Friendly Name:** give the number a name, like "Main Line" or "Front Desk."
- **Calls Go To:** choose the team member who receives calls to this number if desired (more on call routing later in this article)
- **Ring Options:** choose how that team member is notified of a call.

Ring option

Where the call rings

- Web App** In the browser, when the team member is logged in via laptop/desktop computer
- Mobile App** In the Gym Lead Machine mobile app
- Phone Number** The phone number in the user's profile
- VoIP Deskphone** The team member's desk phone, if one is configured

The **Call Recording** settings are also on this tab:

- **Recording toggle:** turn call recording on or off.
- **Message checkbox:** play a disclaimer before recording starts. For example, "This call is recorded for quality purposes."

Configure +1 728-233-1976
Configure your number preferences

Basic Details | Call Forwarding | Advanced Settings

Friendly Name
Friendly name of the Phone Number 0 / 100

Calls Go To
Select how this number should route calls

Team Member
Route calls to an Internal Team Member. Ring multiple device types used by them at the same time

Select

See More Options

Call Recording

☐ Call Recording

☐ Call recording message

Enter your call recording message 0 / 100

Cancel Save

Set up call forwarding and backup options

The **Call Forwarding** tab controls how calls route when they are not answered right away.

Calls go to

Only one destination rings at a time, in this priority order:

- **IVR (Interactive Voice Response):** routes calls based on a workflow or menu input. When IVR is enabled, the other routing options are disabled. IVR settings are managed separately. Most gym owners do not use this and won't need to concern themselves with this option.
- **Team Member:** 1st Priority
- **External Number:** 2nd Priority (AKA the "Forwarding Number")
- **Business Phone Number:** 3rd Priority (unless Voice AI is being used)

Ring more team members

Turn on **Ring More Team Members** to ring up to six additional users at the same time. Choose them in the user selector. Device type icons next to each user show whether they are set to ring on desktop, mobile, or another device. If you want to change the device type for a user, that needs to be done under the Call and

Voicemail section of the User's settings.

Timeout settings

- **Incoming Call Timeout:** how long a call rings before it moves to a backup destination. See the next section for the recommended range.
- **Outgoing Call Timeout:** a separate timeout for outbound calls.

Backup options

When the Incoming Call Timeout is reached, the call moves to the backup you choose:

- **Voice AI:** sends the call to an AI agent (if enabled)
- **Voicemail:** sends the call to your Gym Lead Machine voicemail (if enabled)

NOTE: If no backup is configured, unanswered calls will route to the voicemail of the number the call was forwarded to. This could be a personal voicemail. If you notice this is happening, see our article on [How to Configure a Voicemail in GLM](#).

Configure +1 728-233-1976

Configure your number preferences

Basic Details

Call Forwarding

Advanced Settings

Calls Go To

Select how this number should route calls

IVR

Route calls to different destinations based on If-Else conditions and caller input

Go to workflow

Team Member

1st Priority

Route calls to an Internal Team Member. Ring multiple device types used by them at the same time

Select

External Phone Number

2nd Priority

Route calls to an External Phone Number

Input Phone

Voice AI

Route calls to an AI Agent that can take calls 24x7, answer queries, transfer calls and more

Select

Business Phone Number

Route calls to the Business phone number setup in your Business profile

Add

☐ Ring more Team members

Select Members

You can add up to 6 people. [Learn more about device type](#)

Timeout
 Incoming call goes to backup after timeout seconds

☒ Incoming Call Timeout
 ☐ Outgoing Call Timeout

15
 Timeout in seconds

Back up

Voice AI
 Voicemail

Cancel
 Save

How long should calls ring before going to a backup?

About 20 seconds is the recommended Incoming Call Timeout. Keeping the timeout in the 15-20 second range gives your team time to answer while making sure unanswered calls reach your Gym Lead Machine voicemail, so call statuses stay accurate.

Incoming Call Timeout

What can happen

Above about 20 seconds	The call may reach a phone carrier's voicemail instead of your Gym Lead Machine voicemail, and the call status may show Completed instead of Voicemail
Below about 15 seconds	The call may ring too briefly or fail to connect, and your team may not have time to answer
About 20 seconds	Recommended

To set the timeout:

1. Open **Edit Configuration** for the number.
2. Go to the **Call Forwarding** tab.
3. In **Incoming Call Timeout**, enter the number of seconds the call should ring. A value of 20 is recommended.

Configure +1 728-233-1976
Configure your number preferences

Select

External Phone Number (2nd Priority)
Route calls to an External Phone Number
Input Phone

Voice AI
Route calls to an AI Agent that can take calls 24x7, answer queries, transfer calls and more
Select

Business Phone Number
Route calls to the Business phone number setup in your Business profile
Add

☐ Ring more Team members
Select Members

You can add up to 6 people. [Learn more about device type](#)

Timeout
Incoming call goes to backup after timeout seconds

☒ Incoming Call Timeout
15

☐ Outgoing Call Timeout
Timeout in seconds

Back up
Voice AI Voicemail

Cancel Save

4. Save your changes.

If you enter a value outside the recommended range, a warning message appears to help you pick a healthier duration.

NOTE: The timeout warning is guidance only. You can still save a value outside the recommended range. To get the GLM Voicemail set up correctly, the incoming call timeout here normally needs to be set to 10 seconds. The voicemail timeout is then set to 15-20 seconds to allow the call to reach the voicemail.

How does call-flow priority work?

Gym Lead Machine evaluates incoming call routing in a fixed order, shown from top to bottom in the interface, and rings only the highest-priority option available.

1. Workflow, IVR, or automation attached to the number (not normally used)
2. User assigned directly to the number
3. User assigned to the contact
4. Ring-All Team Members
5. External/Forwarding Number (this is our default setup)

6. Phone Number in the Business Profile or Voice AI agent.

Each row is labelled with a badge like **1st Priority** or **2nd Priority**. The system always tries the highest-priority option first. If that option isn't available (for example, the user is offline), it moves to the next one in line. Once a call is answered or routed, the lower priorities are skipped.

Where each call goes

Scenario	Where the call goes
The phone number is assigned to a user	That user
The contact is assigned to a user with a number	That user's phone
There is no assigned user or number	The number's Forwarding Number
There is still no match	The number in Business Settings or Voice AI
You want several team members to get the call	Set up a Mobile App Ring Group (see the next section)

Ring calls to multiple team members at once

Gym Lead Machine forwards to one number at a time, but you can still have calls ring several people at once using the **Ring more Team members** feature.

Before you start, make sure every team member who should receive calls has downloaded the **Gym Lead Machine mobile app** and turned on notifications.

1. Go to **Settings → Phone System → Phone Numbers**.
2. Click the three-dot menu next to the number and select **Edit Configuration**.
3. Turn on **Ring more Team members**.

Configure +1 728-233-1976
Configure your number preferences

Select

External Phone Number 2nd Priority
Route calls to an External Phone Number
Input Phone

Voice AI
Route calls to an AI Agent that can take calls 24x7, answer queries, transfer calls and more
Select

Business Phone Number
Route calls to the Business phone number setup in your Business profile
Add

☒ **Ring more Team members**
Tom Regier
You can add up to 6 people. [Learn more about device type](#)

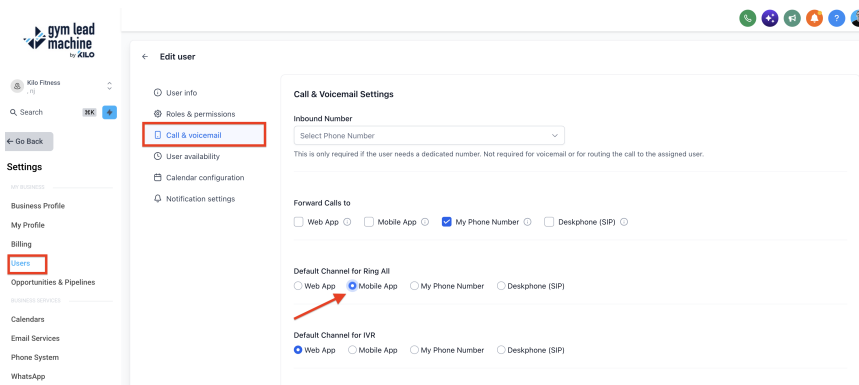
Timeout
Incoming call goes to backup after timeout seconds
☒ **Incoming Call Timeout** 15
☐ **Outgoing Call Timeout** Timeout in seconds

Back up
Voice AI Voicemail

Cancel Save

4. Select up to eight team members to ring when the number gets a call.

5. Click **Save**.
6. Go to **Users**.
7. Click **Edit** next to one of the team members you selected.
8. Go to **Call & Voicemail Settings**.
9. Under **Default Channel for Ring All**, select **Mobile App** only.



10. Save the team member's settings, then repeat steps 7-10 for each selected team member.

Incoming calls to that number then ring on each selected team member's mobile app. When one person answers the call, all other devices stop ringing.

NOTE: If both **Web** and **Mobile App** are selected under **Default Channel for Ring All**, the call rings on the web app only. Make sure only **Mobile App** is checked if that is your preference.

Frequently asked questions

Who can change incoming call settings for a phone number?

Any team member with permission to manage phone numbers. If you can't see **Edit Configuration** in the three-dot menu, check your user permissions.

Why are some calls marked Completed instead of Voicemail?

This usually happens when the Incoming Call Timeout is set too high. A long timeout lets a phone carrier's voicemail answer before your Gym Lead Machine voicemail can, so the call is logged as **Completed**. Set the timeout to about 20 seconds to keep voicemail routing and call statuses accurate.

Does the timeout warning change my call settings automatically?

No. The warning only shows a recommendation. Your configuration is never enforced or overridden.

Can I set the incoming call timeout above or below the recommended range?

Yes, you can save any value. Values outside the 15-20 second range can cause calls to go to a carrier's voicemail, ring too briefly, or show an inaccurate call status, so about 20 seconds is the safest choice, but every configuration can be slightly different and may require different timeout settings.

Does the incoming call timeout affect outgoing calls?

No. The **Outgoing Call Timeout** is configured separately and isn't affected by the incoming call timeout or its guidance.

If you have questions about phone call routing in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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