

SmartLine Help Guide

SmartLine is a legacy product and is no longer sold. This guide contains archived Help content for SmartLine to help answer questions. However, it's no longer being updated as of October 2024.

SmartLine is being replaced by Conversations

Conversations is replacing SmartLine on September 30, 2024. Conversations is an upgraded communication and messaging product that gives you all the same great features as SmartLine, plus more.

We'll automatically move your number and message history to Conversations for you before the end of September, and you'll keep your business phone number. You can continue using SmartLine as normal and we'll let you know when it's time to start using Conversations.

Watch the video for more on what to expect, and then read the FAQs further down for more details.

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Why is Conversations replacing SmartLine?

The SmartLine service is ending and Conversations is taking its place. Conversations brings you the same great features as SmartLine, plus much more. It unifies business communications into one centralized place, allowing you to easily view and manage your voicemails, text messages, calls and all other key communications channels such as Facebook, Instagram, Microsoft 365 email and Gmail, from a single place with a fresh, modern look.

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What can I do with Conversations?

- Make and receive business calls and texts
- Quickly know when a call is for business
- Display your business number to a client when you call them
- Customize voicemail for your second business number
- Set business hours for when your phone rings
- Easily view, organize and reply to messages and voicemails from multiple communication channels in one place
- Manage messages across key social platforms like Facebook and Instagram without having to sign into multiple apps
- Connect your Microsoft 365 from GoDaddy email and Gmail to Conversations to stay on top of your emails, along with all your other messages

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How does moving my SmartLine service to Conversations work?

We'll take care of moving your phone number, message history and settings over to Conversations and we'll keep you informed every step of the way.

1. We'll give you a heads-up in the SmartLine app when we're ready to move your service. No action is required on your part.
2. If additional information is needed, follow the prompts in the app.
 - If you want to send text messages in Conversations, you'll need to register your number. There's a US\$19 fee to register each local number. If you use the service for calls only, you don't need to register. [Find out more about registering your business.](#)
 - If you previously registered your business to send text messages on SmartLine, your registration will carry over to Conversations.
3. It'll take about 30 days to move your number, message history and settings to Conversations. SmartLine will still be operational during this time, and you can keep using it as normal.
4. When the move is complete, we'll notify you in the SmartLine app. At that time, you'll be redirected to the Conversations app to start using your number with Conversations. SmartLine will still be accessible until it expires, but you'll no longer be able to use your number with SmartLine.
 - SMS can take up to 72 hours to activate while carriers update their routing records. You may temporarily have issues sending and receiving text messages through Conversations during that time.

- An equivalent Conversations plan will be added to your account with the same auto-renewal preferences (this can be updated in your Renewal Settings) and renewal date as SmartLine. You won't see any changes in your subscription fees until it's time to renew Conversations.
 - If you have a remaining term on your SmartLine subscription, this will be carried out on Conversations.
5. Once you start using Conversations, we'll automatically cancel your SmartLine subscription if you purchased directly through GoDaddy. If you purchased SmartLine via Google Play or the App Store, you'll need to cancel it yourself. Don't worry, we'll remind you.
 6. Going forward, your business number service will be billed under the Conversations subscription.
 7. In some cases, it may take a bit longer for your full message history to show up in Conversations. We'll keep you informed of the progress and let you know when it's done.

Note: If the SmartLine app is not installed on your device, there'll be no service disruptions to your inbound calls. You'll still receive business calls to your forwarding number after the move is completed.

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What if there's a problem with my migration?

Our goal is to migrate all our SmartLine customers to Conversations by September 30, 2024. If we're unable to migrate you for any reason (number not serviceable with our new carrier, service only available in the US or no number activated), we'll notify you that we're terminating your SmartLine service on September 30, 2024 and you'll get a pro-rated refund for any remaining terms on your subscription. To keep your number, you'll need to have ported to another provider by September 30, 2024.

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How much does GoDaddy Conversations cost?

When we move your number over from SmartLine, we'll automatically add the equivalent Conversations plan to your account. You'll keep the same renewal date and you won't see any changes in your subscription fees until it's time to renew. In most cases, your Conversations price will be the same as your SmartLine pricing.

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What else is being moved from SmartLine to Conversations?

In addition to your phone number and message history (calls, texts, voicemail & images), the following will also be moved over to Conversations, so you don't need to set it up again:

- Custom voicemail greeting
- Call Availability (aka Business Hours)
- Spam Call Filtering setting
- Blocked numbers
- Registration to send text messages, if you've set this up in SmartLine.

Your SmartLine contacts will NOT be moved to Conversations. To see your business contacts in the Conversations app, you'll need to selectively [import your business contacts from your device](#), which will create a dedicated business contact list in the app. Keeping your business contacts separate from your personal ones helps you stay organized.

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How is the Conversations call quality compared to SmartLine?

Conversations uses a similar technology to SmartLine to make and receive calls, using your cellular carrier service. The call quality will mirror your personal calls.

You'll also have the option of using an internet connection to make and receive calls, so it uses your Wi-Fi or cellular data connection. With this option, call quality will depend on the strength of your Wi-Fi or cellular data connection.

Note: If you were using the SmartLine service for inbound calls only, there'll be no service disruptions to your inbound calls when you move to Conversations. You'll only need to install the Conversations mobile app to make calls and send/receive messages.

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I don't want to move to Conversations; what are my options?

Conversations will completely replace SmartLine by the end of September 2024 and we'll automatically move your service to Conversations. To opt out, you can cancel your SmartLine subscription. You'll lose your phone number and your message history.

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