



forrest contact
SUCCESS THROUGH CONVERSATION

Capability Statement

Australia's premier outsourcing sales
solution **proven to grow revenue.**



Who We Are

Welcome to Forrest Contact (formerly known as Forrest Marketing Group), the company trusted by leading Australian and international brands to support meaningful connections with their customers and their market.

As an Australian contact centre, we help companies increase their sales and enhance their customer service offering using the art and power of conversation. Our talented lead generation team uncovers new sales opportunities, nurtures sales prospects and existing customers and re-engages with your past customers. Our powerful B2B and B2C sales strategies provide our clients with qualified sales leads that turn into millions of dollars of closed sales each year.

Our customer service & BPO team provides comprehensive customer support solutions tailored to your needs. Whether you require a full customer service team, or just someone to handle overflow calls during peak demand periods, we're here to help.

As a full-service contact centre, we operate as an invisible extension of your sales, marketing, and customer service teams, providing additional capacity, talent, and resources to help you drive business growth and meet your business goals.

With experience across all sectors, including financial services, insurance, building and construction, recruitment, employment services technology, wineries, healthcare and education, Forrest Contact has been delivering success through conversation to our clients, since 2006.

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Our Capabilities How We Help Our Clients:

Services For Sales & Marketing Teams

Identifying & Qualifying Prospects:



New sales leads are vital to the success of every business. We do the hard work for you and supplement your existing sales leads, identifying and qualifying new prospects over the phone. We book validated appointments with qualified prospects who meet your criteria, so your sales team have the best chance possible of selling your product or service.

Opening New Sales Channels:



We help extend your market reach and build brand awareness by presenting your product or service to hundreds of key decision-makers every week, opening new sales channels to your team, and increasing their new sales opportunities.

Booking Appointments:



We only set appointments with prospects that meet your criteria, securing the meeting and locking in an appointment for your sales team to meet with qualified prospects.



Building Brand Awareness:



Our lead generation campaigns introduce your company to hundreds of potential prospects each week. We know there is nothing more effective than a good, person-to-person conversation. For us, every phone call is an opportunity to present your product or service and build brand awareness, regardless of where the customer is in the buying cycle.

Building Relationships:



We help you build relationships with your prospects and existing customers, introducing them to new products or services, and building trust and rapport with every conversation.

Account Management:



Our experienced team can take on the Account Management of your smaller accounts, giving your sales team the capacity to focus on their larger, high-value accounts. Though low-value on their own, smaller customers can make up for as much as 60% of your total sales revenue, but they often don't get much attention or support. We can handle the management of this group of clients, adding huge customer value and increasing your sales revenue.

Services For Customer Service Teams

Customer Service Solutions:



As a seamless continuation of (or overflow for) your team, we're here to help handle the peaks and troughs in call demands so that your service level agreements (SLAs) and customer experience (CX) standards are always maintained, leaving you without the worry of continually managing fluctuating staff numbers. We act as an extension of your internal customer service team. Our fully trained sales experts become well-versed in your products, services and systems; so that you can continue to offer a premium customer journey and maximise customer satisfaction, even when things get hectic.



Our Solutions



Appointment Setting:

Outsourcing your appointment setting to us means your sales team's diaries are full, and they spend more time in front of qualified business prospects.



Lead Generation:

Our B2B and B2C lead generation campaigns save your sales team time, extend your market reach and build brand awareness, introducing your business to hundreds of new potential prospects each week.



Lead Nurturing:

We help you cover the full buying cycle of all prospects, not just the 'hot leads'. Combining lead nurturing with lead generation allows us to help your sales team stay in regular contact with longer-term opportunities, maximising the value of your lead generation campaign.



Event Registration:

Research shows that follow-up phone calls significantly increase response rates and maximises attendance at events, whether online or in-person. Our agents explain the event in detail, answer questions, process registrations, send out email confirmations and make calls to minimise last-minute cancellations.



Customer Reactivation:

We bring your dormant customers up to speed with your new services, engage with them on their challenges, and educate them on your product's benefits, converting them back into active and profitable customers.



Inside Sales:

Working with you from the beginning of the sales pipeline to the very end, our team manages success through the entire sales cycle:

- ✓ Uncovering new leads and opportunities
- ✓ Setting demos and presenting your products and services
- ✓ Sending out proposals and converting leads into sales



Database Enrichment:

We work with you and call through your database, update company and contact details, re-qualify prospects, and reactivate your dormant customers, ensuring your database is always an up-to-date and valuable resource.



Customer Surveys:

Customer satisfaction surveys give you valuable feedback about your service levels, and they also uncover new sales opportunities while ensuring you are collecting accurate and reliable data.



Direct-To-Consumer (DTC) Premium Wine Sales:

Our results-driven sales team uses their expertise to drive wine sales for wineries in Australia and New Zealand. Operating as an extension of your internal team, we help in building lasting connections with your members, creating brand awareness and driving business growth for your winery. We work with you to develop creative solutions that build greater brand loyalty and close personal engagement using our proven direct-to-consumer approach.





Contact Centre & BPO Support:



Our full-suite contact centre and BPO services include customer service and back-office support. Our team of specialists are experienced in creating scalable services for your business. As a fully Australian call centre, we offer rapid stand-up capabilities for robust inbound customer support. Our team can seamlessly handle overflow calls during peak demand periods or take over a part or all of your customer service and back-office operations.

Customer Service Overflow:



Excellent customer service boosts your customer retention and profits. Our team acts as a seamless extension of your internal resource and is fully trained on your products, services, systems, brand values and tone of voice. Whether it is a short-term requirement like a product recall, or ongoing overflow support, we help your customer service team to manage peaks and troughs and maintain SLAs and CX standards.

Crisis Management and Disaster Recovery:



We help your business to handle the overflow of calls during emergency situations. By providing a fast stand-up team and managing call overflow in times of crises, we ensure your customers and stakeholders can be reassured effectively. Be it cyber-attacks, data breaches, product recalls or sudden power outage issues, our solutions include full contact centre support that helps your business recover swiftly after a disaster strikes.



Get in touch

Do you need additional sales or customer service resources to help you achieve your targets?

Contact us today, and we'll help you explore strategies to grow your sales revenue and deliver an exceptional customer experience.

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