



Red Dot Storage Partners with AtPoint to Transform Call Center Operations

Red Dot Storage

Red Dot Storage is a leading provider of storage solutions, with over 190 locations and counting. Red Dot Storage offers its clients the benefits of technology, high-touch service, and ultimate convenience.

Success Metrics

Red Dot Storage cut costs without sacrificing quality. They could now focus on increasing sales.

50%

Reduction in Call Center Operating Costs

25%

Increase in Sales After Moving to AtPoint

"Before partnering with AtPoint, we were caught in a cycle of not having enough staff to adequately address customer calls, creating even more call volume as a result."

- Red Dot Storage Director of Customer Operations

THE CHALLENGE



Red Dot Storage was growing quickly. They had tried an onshore call center solution with no success. The onshore option didn't provide dedicated team members and the agents didn't understand the Red Dot Storage service model, resulting in a high percentage of calls being escalated back over to the Red Dot team. They then moved the call center operation in-house, but struggled to keep up with the volume of calls when the company entered another period of rapid growth. Hiring, training and management of the call center put a strain on resources, making the call center both difficult and costly to manage.

THE SOLUTION



Red Dot Storage partnered with AtPoint to move its call center operations to an outsourced, nearshore model, in Jamaica. They drastically cut costs while maintaining complete control of the team in Jamaica. The dedicated resources that AtPoint provides operate as an extension of the Red Dot Storage team, providing complete visibility and control into the performance of the call center team.

THE BENEFITS



Turnover Headaches Are Over

Red Dot Storage no longer has to dedicate time and money to hiring and onboarding new employees. AtPoint's attrition is one of the lowest in the industry and one-quarter of what the average attrition rate is for US-based call centers.

Cost Control Provides a Competitive Edge

Red Dot Storage operates in a crowded market. Partnering with AtPoint reduces costs without sacrificing quality.

Customer Service and Sales Improved

Red Dot Storage increased sales by leveraging AtPoint's professional, well-trained call center agents.