



Injured Jockeys Fund

“At Injured Jockeys Fund, it’s not just about delivering products, it’s **recognising the needs of our supporters and that is something Whistl have been able to provide.** The additional training helped the **Whistl team really understand what we do** and as such they have become an extension of our team.”

Paul Taplin, Trading and Marketing Manager

The Injured Jockeys Fund (IJF) supports jockeys, past or present, who are injured, unable to ride, or generally in need. Whistl provide the IJF a suite of Fulfilment services:

- **Systems** The charity has a range of unique racing gifts including clothes, stationery and other items available through their website. The online portal is hosted by Whistl.
- **Storage** With online orders expanding more space was required so the IJF goods were moved to Whistl's Rushden site.
- **Pick & Pack** The average SLA achieved for pick pack increased to 100% in 2017 (67% in 2016) as a result of improved systems.
- **Despatch** 100% of orders being despatched within set SLAs, 34% saving in pallet storage costs, and 77% saving in replenishment costs.
- **Returns** We recognise the importance of offering a returns solution for the IJF customers which is simple, friendly and efficient.
- **Contact centre** The Whistl team received additional training to gain a better understanding the work carried out by the charity, dealing with calls with a higher level of empathy and were able to offer an appropriate level of support. Improved sales forecasting resulted in 95% of calls answered within 20 secs (vs. 73% in previous year) and 0.17% of calls abandoned (vs. 0.42% in previous year)

