



IDS

JOCKEY™

From Lumberjack Socks to a Flourishing eCommerce Presence

A Brief History of Jockey

Jockey International, Inc, a privately held company from Kenosha, Wisconsin, employs over 5,000 worldwide. Its journey began way back in 1876 when Samuel T. Cooper, a retired minister, started the company to help lumberjacks who suffered from uncomfortable wool socks. As time passed, Jockey grew in size and complexity, eventually venturing into eCommerce with the launch of Jockey.com.

Today, Jockey's customers have come to expect a wide variety of products when shopping online. To meet the demands, they needed a partner who could efficiently manage the complicated process of fulfilling orders and distributing products. This partner had to be flexible to adjust to Jockey's dynamic market, able to seamlessly integrate to Jockey systems to ensure continuous uptime

The IDS Solution

IDS Fulfillment, an Indianapolis-based third-party logistics (3PL) firm, offered a comprehensive order fulfillment solution that provided the flexibility and scalability required for a rapidly growing eCommerce division. Jockey collaborates closely with IDS to identify potential spikes in demand, such as marketing campaigns, and seasonal promotions. IDS promptly adjusts staffing levels to ensure all orders are fulfilled within 24 hours of the consumer's online order placement. IDS also fulfills Jockey's catalog sales and drop-ships orders for other retailers selling Jockey products online, offering branded packaging and order slips.

As a result, Jockey has seen increased customer satisfaction, on-time delivery metrics and reduced return rates translating into increased revenue and cost savings.

"IDS offers agility and scalability, both requirements in eCommerce. It's a seamless relationship - IDS understands our needs so we can focus on growth."
-Jockey Operations Manager