Case Study

KCM – CRM | Publications | WooCommerce Integration | Inventory

THE CHALLENGE

KCM, a church ministry, relied on an outdated legacy CRM to manage subscriptions, publications, and community engagement. Their processes for distributing monthly print and email publications were complex, requiring manual list generation and coordination with external mailing houses. At the same time, KCM handled prayer requests and support services through disjointed systems that lacked integration.

The ministry also sold books, merchandise, and other products online, but their WooCommerce website was not connected to their inventory management. This left staff manually tracking stock, creating delays and inconsistencies. With limited internal experience using Zoho, KCM's IT team needed both technical implementation and ongoing support to modernise their systems and prepare for growth.

Relevate has helped us modernise our ministry systems, making it easier to manage subscriptions, requests, and online orders in one place.

- KCM Representative

THE SOLUTION

Relevate partnered with KCM to transition their operations into Zoho. A customised CRM was introduced to manage subscriptions and automate publication lists, making it simple to generate accurate files for both print and email distribution. Prayer request processes were also digitised and streamlined, ensuring better tracking and faster response.

For e-commerce, Relevate connected their WooCommerce site directly to Zoho Inventory, allowing stock levels for books and merchandise to be updated in real time. Training and support were provided throughout so that KCM's IT team could confidently manage the system moving forward.

THE OUTCOME

KCM now manages its ministry operations on a modern Zoho platform. Subscription and publication lists are automatically generated, removing the manual effort that once slowed down distribution. Prayer requests are logged and tracked within the CRM, ensuring better visibility and faster responses. Their WooCommerce website now syncs directly with Zoho Inventory, allowing books and merchandise sales to be managed seamlessly with accurate stock levels. With training and support from Relevate, KCM's IT team is equipped to confidently take ownership of the system moving forward.

CRM for Subscriptions

Prayer Request Management

WooCommerce Integration

Inventory Sync

This project demonstrates how Relevate helped KCM replace a legacy CRM with an integrated Zoho solution. By automating publications, streamlining prayer requests, and connecting their online store to inventory, Relevate reduced inefficiencies and gave KCM the tools to serve their community with confidence and scalability.