Case Study

Wow Wipes – Inventory | Zoho Flow | WooCommerce Integration | 3PL API

THE CHALLENGE

Wow Wipes supplies cleaning wipes to gyms across Australia, where their dispensers are a familiar sight in workout spaces. Orders came through both their website and via phone or email, but the systems behind the scenes were unreliable and inefficient. Their WooCommerce plugin, used to connect website orders into Zoho Inventory, frequently failed often breaking every few months and causing costly disruptions. At the same time, Wow Wipes needed to coordinate stock and fulfillment through shipping partners and a third-party logistics (3PL) warehouse. Without stable integrations, staff had to spend time manually managing orders and inventory, which slowed down deliveries and frustrated customers.

THE SOLUTION

Relevate worked with Wow Wipes to rebuild their entire order management workflow on Zoho. The unreliable WooCommerce plugin was replaced with a custom integration built in Zoho Flow, ensuring that every website order now feeds directly into Zoho Inventory without disruption. From there, orders are automatically dispatched to the company's third-party logistics (3PL) warehouse through a secure API, where stock is picked, packed, and shipped.

> **With Relevate's help, our online orders just work. We no longer waste time fixing integrations, and our fulfillment is faster and more reliable.**
>
> **- Wow Wipes**

At the same time, integrations with shipping providers ensure that delivery details and tracking flow back into Zoho, giving the business real-time visibility. By connecting their website, inventory, logistics, and shipping under one reliable system, Relevate removed the need for manual fixes and gave Wow Wipes a platform that could scale with their growth.

THE OUTCOME

Wow Wipes now operates with a stable and fully automated order management system. Website purchases flow directly into Zoho Inventory without interruption, while orders are sent seamlessly to their 3PL warehouse and shipping providers through the API integration. This has eliminated recurring system failures, removed the need for manual intervention, and allowed staff to focus on growth rather than troubleshooting. Customers benefit from faster, more reliable fulfillment, while the business enjoys the confidence of a system that simply works.

3PL Automation

Website Orders

Inventory Integration

Reliable Fulfillment

This project demonstrates how Relevate helped Wow Wipes stabilise and automate their operations by replacing unreliable integrations with a robust Zoho Flow solution. By connecting website orders directly into inventory, and automating fulfillment with a 3PL warehouse and shipping providers, Relevate eliminated downtime and delivered a system that ensures reliability, efficiency, and customer satisfaction.