

## WowWee.ie CASE STUDY

**Firm Name**  
WowWee.ie

**Country**  
Ireland

**City / Region**  
Ennis, Co. Clare

**No. of Employees**  
9

### Description of the organisation

WowWee.ie is an online gift business bringing joy to people's special occasions and events. We create, paint, embroider, engrave and print beautiful gifts and wrap them with love and ship them anywhere in the world. We are in business 16 years now and our business has grown by identifying new markets and following market trends as well as providing excellent gifts and customer service.

### Workplace Innovation practices implemented

#### 1. Main daily challenge

Most orders could contain 2 or 3 different gift items and this often meant that one order would need personalization in 3 different departments ie paint, embroidery, print. The timing, costing and queuing for different processes often resulted in orders being shipped in an untimely manner especially when business spiked in the month of May during first Holy Communion and certainly before Christmas.

#### Innovation Implemented

1. We introduced a multi-packing slip so when an order had 3 different processes of personalization there were 3 packing slips created and one barcoded master packing slip. This resulted in each process being completed the same day and the whole order only shipped with all items on the master slip were complete.

#### 2. Main results

- Each order was dispatched in a timely manner – usually next day
- Each order left with all the correct contents on master slip
- Customers were happy as their order arrived swiftly and perfectly
- Staff were so much more in control as their work was fresh and daily with no backlogs
- My bottom line has increased as there is no duplication and customers are happier and re-ordering.
- This innovative change has improved accountability and confidence in the workplace with everyone.



### Main Achievements

Since doing Lean we have achieved the following:



Less packaging coming with our orders – we have asked suppliers to supply our baby blankets, bathrobes, cushions etc. without plastic and cardboard. This has reduced our labour time removing it and has reduced our recycling invoices to discard of it.



We now have a lot more costing on our crafted items. We achieved this by writing processes and procedures for every gift item and then quantifying the craft items used. Eg. if we are using ribbon on a bauble we now know that it exactly 0.5 meter per bauble – no more and no less. We also know how to tie the ribbon (WowWee) style. We then can cost the ribbon, the bauble, the box and labour. The baubles are consistently the same building product continuity and customer credibility.



We have re-organised our store with barcodes for each product to facilitate a Kanban practice. We have over 1000 gift items so organization was key. This restructure of the store has facilitated purchase orders, inventory and has given us accurate figures and data on our stock evaluation at any one time. It's also allowed us to look at our inventory through a lean lens and we have turned a lot of stock that was not moving into cash.

