



Day-15

Business Requirement

When a new Lead is created, automatically send a personalized introductory email to the lead – welcoming them and introducing the company.

- Sales team lo chala sarlu lead create chestharu – but forget to send intro email.
- So, mana automation enti ante Lead create avvagane, system oka auto email pampinchali

Business Value

- Builds trust instantly
- Saves time for sales reps
- Makes the company look professional

Objects & Tools Used



- Lead (Standard Object)
- Messaging.SingleEmailMessage (to send email)

Apex Trigger Code

```
trigger SendWelcomeEmail on Lead (after insert) {  
    List<Messaging.SingleEmailMessage> emails = new  
    List<Messaging.SingleEmailMessage>();  
  
    for (Lead l : Trigger.new) {  
        if (l.Email != null) {  
            Messaging.SingleEmailMessage mail = new  
Messaging.SingleEmailMessage();  
            mail.setToAddresses(new String[] { l.Email });  
            mail.setSubject('Thanks for contacting us, ' + l.FirstName);  
            mail.setPlainTextBody('Hi ' + l.FirstName + ',\n\nThanks for showing  
interest in our services. Our team will get in touch with you  
shortly.\n\nRegards,\nSales Team');  
            emails.add(mail);  
        }  
    }  
  
    if (!emails.isEmpty()) {  
        Messaging.sendEmail(emails);  
    }  
}
```

Example



- Lead Name: Ritesh
- Email: ritesh@gmail.com
- Auto Email Sent

Subject: Thanks for contacting us, Ritesh

Hi Ritesh,

Thanks for showing interest in our services. Our team will get in touch with you shortly.

Regards,

Sales Team

Real-Time Use Cases

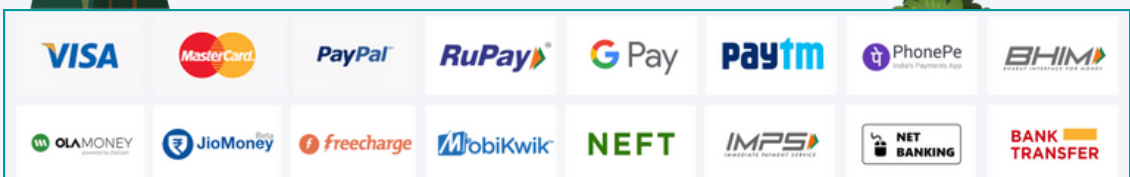
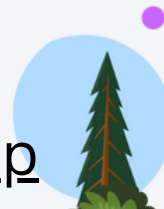
- Real estate: Auto-greet property inquiries
- Consulting: Welcome new client leads
- SaaS companies: Trial user greeting
- Finance: Investor interest form auto-reply

Note

- Make sure email deliverability is enabled in your org (check Email Deliverability settings in Setup).
- Consider adding email templates for better formatting.



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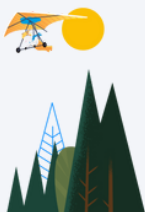
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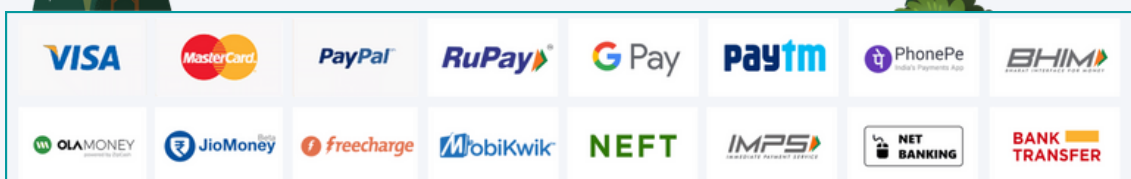
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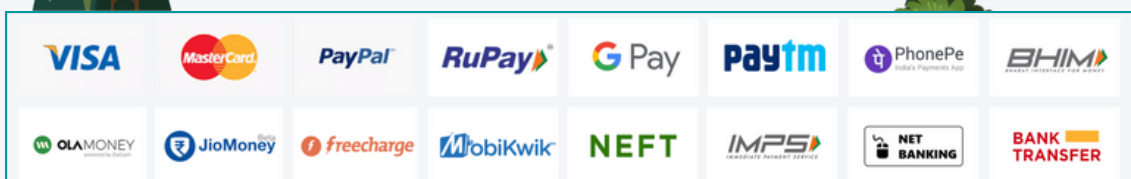
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