

# HANDSMEN THREADS: ELEVATING THE ART OF SOPHISTICATION IN MEN'S FASHION.

## User Scenario:

HandsMen Threads, a forward-thinking brand in the fashion world, is taking a big step forward by launching a Salesforce-powered digital transformation. The main goal? To manage business data more efficiently and connect better with customers.

At the heart of this project is a custom data model designed to handle all essential business information—customer profiles, order records, stock levels, and loyalty data—ensuring that everything flows smoothly across departments.

## What This Project Aims to Do This initiative is all about making things work smarter:

- Keep data clean and reliable across all touchpoints.
- Use automation to simplify tasks and get things done faster.
- Give customers a better, more personalized experience.

## Key Features That Make a Difference

1. **Data Accuracy Straight from the UI** Instead of relying only on backend checks, Salesforce ensures that data entered by users is validated in real time. This means fewer mistakes and cleaner records right from the start.
2. **Automated Order Confirmations** Every time a customer places an order, they receive a confirmation email automatically. It's a small touch that adds a lot of trust and keeps customers in the loop.
3. **Loyalty Program That Grows with the Customer** The loyalty program updates itself based on how much a customer buys. More purchases lead to better rewards—turning occasional buyers into repeat customers.
4. **Smart Stock Alerts** If any item's stock falls below 5 units, the warehouse team gets an immediate alert via email. This avoids last-minute surprises and helps ensure products are always in stock.
5. **Midnight Batch Processing for Bulk Orders** Every night at midnight, the system runs a scheduled job to:
  - Update bulk orders.
  - Adjust stock levels accordingly.
  - Sync everything with financial records so the next day starts with accurate data.

**Wrapping It Up** This Salesforce project is more than just a tech upgrade—it's about helping HandsMen Threads work smarter, serve customers better, and grow faster. With better data, more automation, and real-time updates, the company is setting itself up for long-term success in a competitive industry.