

Handling 5k Salesforce case emails / week reliably

How we designed the path from a Salesforce support case to the right HubSpot transactional email — and back, so every send leaves a delivery record on the case it came from.



5k cases / week



3 ways a send is triggered



Every send logged on the case

The company works in renewable energy, maintaining equipment installed at customers' properties for the businesses that hold the service contracts. Around five thousand Service Cloud cases a week, many opened automatically when monitoring notices equipment has stopped reporting.

Every case needs a message to go out — and not the same message. Equipment down, scheduled maintenance, an advance warning: each case type wants its own. And today, a broken address fails silently.

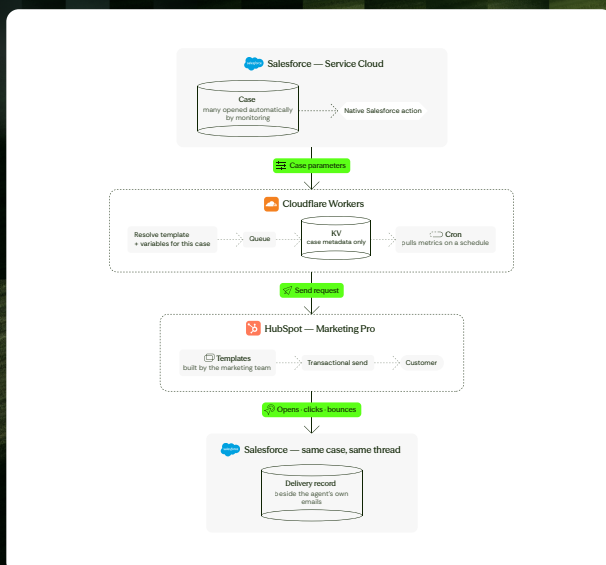
Constraints →←

A different message for every case type

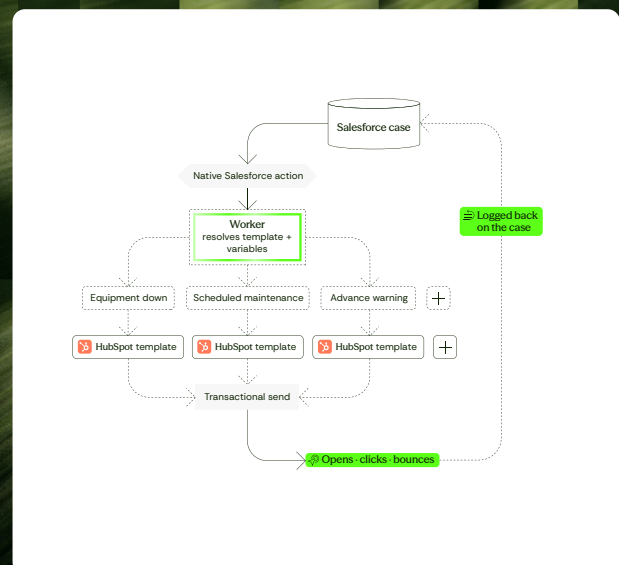
Deliverability nobody could see

Customer data that stays in Salesforce

A Cloudflare Worker decides which HubSpot template, which values, and when.



Ordinary transactional email is fire and forget. This one comes back to Salesforce.



Solutions ✓

1 Multiple Scenarios and What Ifs

A case event fires a native Salesforce action. A Cloudflare Workers layer resolves which template and which variables apply, and sends through HubSpot. Three ways a send is triggered — immediate, manual, and on a fixed interval, so one upstream fault doesn't become a flood of near-identical messages.

2 Auditability and Verified Reads

Opens, clicks and bounces return on a schedule and are written back into Salesforce, onto the case that started it, in the same thread as anything an agent typed by hand. No public endpoint. No customer data leaves Salesforce.

The Benefits Gained +

-  Each case type gets the message written for it
-  Every case carries a delivery record
-  Advance warnings become defensible
-  One upstream fault, one message — not dozens

5,000 case emails a week. Every one accounted for.