# Title: Sleeper Cells - Q2 2019 Aspirations



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| **Aspirations - Q2 2019** Freshsales, Sleeper Cells26 Mar 2019 |
| Mission:   * Provide better reporting in CRM space * Continue evolving integrated phone in Freshsales * Powerful automations - Workflow, Sales Campaign * Plans & Billings |

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| --- | --- | --- | --- |
|  | **Name** | **Email** | **Git home (if applicable)** |
| **Tech Lead** | Sivalingam | [sivalingam.selvasekaran@freshworks.com](mailto:sivalingam.selvasekaran@freshworks.com) |  |
| **Squad Lead** | Manikandan | [manikandan.subramaniam@freshworks.com](mailto:manikandan.subramaniam@freshworks.com) |  |
| **Product Owner** | Swati | [swati.sharma@freshworks.com](mailto:swati.sharma@freshworks.com) |  |
|  | Aditi | [aditi.balaji@freshworks.com](mailto:aditi.balaji@freshworks.com) |  |
| **Members** | Kathirvalavan | [kathirvalavan.soundarajan@freshworks.com](mailto:kathirvalavan.soundarajan@freshworks.com) |  |
|  | Rohan | [rohan.anand@freshworks.com](mailto:rohan.anand@freshworks.com) |  |
|  | Bivil | [bivil.jacob@freshworks.com](mailto:bivil.jacob@freshworks.com) |  |
|  | Mudhabir | [mudhabir.ahmed@freshworks.com](mailto:mudhabir.ahmed@freshworks.com) |  |
|  | Prakash | [prakash.thiyagarajan@freshworks.com](mailto:prakash.thiyagarajan@freshworks.com) |  |
|  | Varshitha | [lakshmisai.varshitha@freshworks.com](mailto:lakshmisai.varshitha@freshworks.com) |  |
|  | Ajeet | [ajeet.pandey@freshworks.com](mailto:ajeet.pandey@freshworks.com) |  |
|  | Teja | [venkatasurya.tejamatcha@freshworks.com](mailto:venkatasurya.tejamatcha@freshworks.com) |  |
|  | Athish | [athishpranav.sethuram@freshworks.com](mailto:athishpranav.sethuram@freshworks.co) |  |
|  | Ramkumar | [ramkumar.ramani@freshworks.com](mailto:ramkumar.ramani@freshworks.com) |  |

## **Success metrics - KPIs (Key Performance Indicators)**

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| --- |
| 1. Features shipped 2. Number of tickets resolved 3. Test cases automated - RSpec coverage 4. Number of UI test cases automated |

## **Previous Aspirations Link:**

[**Squad 2 - Q1 2019**](https://confluence.freshworks.com/pages/viewpage.action?pageId=206576439)

## **Results: How did we do since last Aspirations? (Planned vs Delivered - Summaries the results and provide applicable links)**

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| --- | --- | --- |
| Goal (from previous Aspirations) | Results | Deliverables |
| Teams Feature | Done | <https://freshworks.freshrelease.com/issues/FSALES-7773> |
| Create deal action in workflow automations | Done | <https://freshworks.freshrelease.com/issues/FSALES-8208> |
| Sales Account sales campaign has option to run for only primary sales account and all sales accounts for contacts | Done | <https://freshworks.freshrelease.com/issues/FSALES-8277> |
| Preview of leads/contacts that meet sales campaign entry conditions | Done | <https://freshworks.freshrelease.com/issues/FSALES-8338>  <https://freshworks.freshrelease.com/issues/FSALES-8825> |
| Multi select fields are supported in sales campaign filter condition | Done | <https://freshworks.freshrelease.com/issues/FSALES-8824> |
| Subscription period of lead or contact displayed in sales campaign | Done | <https://freshworks.freshrelease.com/issues/FSALES-6636> |
| Central payload for FreshReports | Done | <https://freshworks.freshrelease.com/issues/FSALES-8538> |
| Activity reports based on entity type | Done | <https://freshworks.freshrelease.com/issues/FSALES-7846> |
| Update related entities in task and appointment workflow | Done | <https://freshworks.freshrelease.com/issues/FSALES-7794> |
| Reordered and deleted steps showed incorrect in sales campaign | Done | <https://freshworks.freshrelease.com/issues/FSALES-8717> |
| Exit leads/contacts from classic campaign after last day step | Done | <https://freshworks.freshrelease.com/issues/FSALES-6637> |
| Automation - SMS integration | Done |  |
| Automation - Teams feature | Done |  |
| Delink freshsales account on freshcaller side through API | Done | <https://freshworks.freshrelease.com/issues/FSALES-8152> |
| Tagging in workflow | In QA |  |

## **Success metric trend (over the past 3 months)**

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| --- | --- | --- | --- |
| Metric | Since Last Aspirations | Q1 2019 | Mid Q4 2018 |
| Features/Enhancements shipped | 5 | 4 | 2 |
| Number of tickets resolved | 71 | 53 | 38 |
| Test cases automated - RSpec coverage | 78.12% | 58% | 55% |

### Automation coverage:

|  |  |  |
| --- | --- | --- |
|  | Since Last Aspirations | Jan 2019 |
| Test cases | Total cases: 1362  High and critical: 463 | Total cases: 1186  High and critical: 387 |
| New cases | Overall : 176  High and critical: 76 | 15 |
| Automation coverage(P0 and P1) | 52% | 50% |
| Cases Automated(P0 and P1) | 51 |  |

## **Plan for next month (or) Aspirations**

|  |  |
| --- | --- |
| Goal | Deliverables |
| Lookup fields in reports |  |
| Increasing the custom field limits |  |
| ML - Deduplication |  |
| ML - Freddy(Deal insights) |  |
| Sales campaign emails to Email service |  |
| Audit logs for sales campaign, workflow automation and territory |  |

## **Top contributors (since** **last Aspirations - please leave this section blank if data not available)**

|  |  |
| --- | --- |
| Name | Contribution |
| [Ajeet Pandey](https://confluence.freshworks.com/display/~ajeet.pandey)  [Kathirvalavan S](https://confluence.freshworks.com/display/~kathirvalavan) [Venkatasurya Tejamatcha](https://confluence.freshworks.com/display/~venkatasurya.tejamatcha)  [Athish Pranav Sethuram](https://confluence.freshworks.com/display/~athishpranav.sethuram) | Teams |
| [Lakshmisai Varshitha](https://confluence.freshworks.com/display/~lakshmisai.varshitha) [Prakash Thiyagarajan](https://confluence.freshworks.com/display/~prakash.thiyagarajan)  [Athish Pranav Sethuram](https://confluence.freshworks.com/display/~athishpranav.sethuram) | Central payload for 20+ entities |
| [Rohan Anand](https://confluence.freshworks.com/display/~rohan.anand) [Lakshmisai Varshitha](https://confluence.freshworks.com/display/~lakshmisai.varshitha) [Prakash Thiyagarajan](https://confluence.freshworks.com/display/~prakash.thiyagarajan)  [Ramkumar Ramani](https://confluence.freshworks.com/display/~ramkumar.ramani) | For enhancements in sales sequence and workflow automation |

## **Top Issues (faced since last Aspirations)**

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| Issue | Root cause | Recurring |
|  |  |  |

|  |  |
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| Stretch goal | Deliverables |
|  |  |

## **Identified risks**

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| Risk | Mitigation strategy | Recurring |
|  |  |  |

## **Do you have any specific asks? (any help needed to address constraints, unblocking, ...)**

**(Please keep this list engineering related - this section is optional)**

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| --- | --- | --- |
| Ask | Impact | Recurring |
|  |  |  |

## **Peer appreciation**

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| --- | --- | --- | --- |
| Name | Appreciated by | Impact | In their own words |
|  |  |  |  |

## **Plan/Roadmap/Vision - that extends beyond one month**

* Freshreport platform migration
* Product module
* User workflows
* Workflows UX revamp
* Activity based workflows - Phone call and custom sales activities

## **Demo/Deep dives/Miscellaneous items/...**