# Title: Squad 3 - August 2018 Aspirations



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| **Aspirations - July 2018** Freshsales, 06 Jul 2018 |
| Mission:  Continue evolving integrated email as USP of Freshsales  Powerful automations - Sales campaigns  Improving Search and Filter |

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

|  |
| --- |
| 1. Features shipped 2. Number of Jira items resolved |

## **Previous Aspirations Link:**

[**Squad 3 - June 2018 Aspirations**](https://confluence.freshworks.com/pages/viewpage.action?pageId=191628573)

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

|  |  |  |
| --- | --- | --- |
| Goal (from previous Aspirations) | Results | Deliverables |
| **Sales campaign** |  |  |
| Shareable Sales campaign | Done | Unable to render Jira issues macro, execution error. |
| Sales sequence tracking disable fix | Done | Unable to render Jira issues macro, execution error. |
|  |  |  |
| **Email** |  |  |
| Inbound for sales emails routed through email platforms. (Opened out for [freshdesk.freshsales.io](http://freshdesk.freshsales.io)) | Opened for Internal accounts. | Unable to render Jira issues macro, execution error. |
| Email template formatting issue with spacing and <br> tag | Done | Unable to render Jira issues macro, execution error. |
| Handling callbacks for User email interactions | Done | Unable to render Jira issues macro, execution error. |
| Multiple email address to lead/contact | Dev complete by this week | Unable to render Jira issues macro, execution error. |
|  |  |  |
| **Search and Filter** |  |  |
| Search on-boarding with central | In progress | Unable to render Jira issues macro, execution error. |
| Remove old suspended accounts from search cluster | In progress | [Unable to render Jira issues macro, execution error.](https://jira.freshworks.com/browse/FSALES-5228) |
|  |  |  |
| **Other** |  |  |
| Moving Jobs to Kairos | Done | Unable to render Jira issues macro, execution error. |
| Freshchat FAQ | Done | Unable to render Jira issues macro, execution error. |
| ESlint fixes v1.0 | Done | Unable to render Jira issues macro, execution error. |
| Sharing reports and dashboards with selected users | In Testing | Unable to render Jira issues macro, execution error. |
| Freshsales Chrome extension | In Testing | Unable to render Jira issues macro, execution error. |
| Freshsales Gmail Addon | In Progress | Unable to render Jira issues macro, execution error. |
| ESlint fixes v2.0 | In Progress | Unable to render Jira issues macro, execution error. |
| Security fix to ensure https | In Progress |  |

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

|  |  |  |  |
| --- | --- | --- | --- |
| Metric | July 2018 | June 2018 | May 2018 |
| Features shipped | 1 | 0 | 2 |
| Number of Jira items resolved | 53 | 30 | 293 |

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

|  |  |
| --- | --- |
| Name | Contribution |
|  |  |

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

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

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

|  |  |  |
| --- | --- | --- |
| Goal | Deliverables |  |
| Sales campaign v3 - Trigger base entry exit conditions, Handle duplicates in sales campaign, UI improvements |  |  |
| Multiple email addresses for Leads/Contact |  |  |
| Moving to email platforms for Outbound emails |  |  |
| Providing account level SMTP to control their email sending related events and limits |  |  |
| User preferred Fonts for email |  |  |
| Email limit redesign |  |  |
| Search |  |  |
|  |  |  |
| Measuring search relevance and improve search quality.  Unable to render Jira issues macro, execution error. | [Blessina NancySekar](https://confluence.freshworks.com/display/~blessina.sekar) |  |
| Support for OR operator in filter -  [Unable to render Jira issues macro, execution error.](https://jira.freshworks.com/browse/FSALES-5228) | [Blessina NancySekar](https://confluence.freshworks.com/display/~blessina.sekar) |  |

|  |  |
| --- | --- |
| Stretch goal | Deliverables |
| Complete Automation for Sales Campaigns |  |

## **Identified risks**

|  |  |  |
| --- | --- | --- |
| Risk | Mitigation strategy | Recurring |
| While multiple bulk deletion happens in parallel. SQL and ES goes out of sync rarely.  [Unable to render Jira issues macro, execution error.](https://jira.freshworks.com/browse/FSALES-5228) | In discussion | No |

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

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

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

## **Peer appreciation**

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

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

* Email onboarding, historical import of emails, suggested leads
* Search functionality for email content
* Folders for email templates
* Sales campaign - Identify out of office emails, improved metrics UI of campaigns, Manager reports for sales campaigns

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

## **Finally**

Copy this page's link in [2018-June](https://confluence.freshworks.com/display/freshsales/Squad+3+-+June+2018+Aspirations) page