# Title: Squad 3 - February 2018 Aspirations

## 

|  |
| --- |
| **Aspirations - Feb 2018** Freshsales, Squad 3, 07/05/2018 |
| Mission:  Continue evolving integrated email as USP of Freshsales  Powerful automations - Sales campaigns |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Name** | **Email** | **Git home (if applicable)** |
| **Tech Lead** | Sivakumar | [sivakumar.muthuchamy@freshworks.com](mailto:sivakumar.muthuchamy@freshworks.com) |  |
| **Squad Lead** | Manikandan | [manikandan.subramaniam@freshworks.com](mailto:manikandan.subramaniam@freshworks.com) |  |
| **Product Owner** | Aditi | [aditi.balaji@freshworks.com](mailto:aditi.balaji@freshworks.com) |  |
|  | Swati | [swati.sharma@freshworks.com](mailto:swati.sharma@freshworks.com) |  |
| **Members** | Amerr | [amerrnath.murugan@freshworks.com](mailto:amerrnath.murugan@freshworks.com) |  |
|  | Dwarak | [thoppe.dwarakanath@freshworks.com](mailto:thoppe.dwarakanath@freshworks.com) |  |
|  | Prabhu | Intern |  |
|  | Ramkumar | ramkumar.ramani@[freshworks.com](http://freshworks.com) |  |

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

|  |
| --- |
| 1. Features shipped - nil 2. Number of Jira items resolved 26 |

## **Previous Aspirations Link:**

Please paste the previous aspirations link here

<https://docs.google.com/presentation/d/1xh-sYEXMbY5aAwSLkJBy_yEIPKqURJofq4ajxlbmN8o>

## **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 1.0 and   1. Email signature missing 2. Previous email content missing in reply email thread | Done | Unable to render Jira issues macro, execution error.  <http://jira.freshworks.com/browse/FSALES-2954> |
| Email - Features  Privilege to delete emails | Done | Unable to render Jira issues macro, execution error. |
| Email - Bug fixes   * 4 bytes character replaced with some special character to avoid content breakage * Custom field Number - handled properly with respect to the value in email placeholder * Bulk email report shows wrong recipient count * Lead not created when email forwarded from zoho * CKEditor version update | Done | Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error. |

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

|  |  |
| --- | --- |
| Metric | Trend |
| Number of Jira items resolved | 32 |
| Number of test cases automated (high + critical) | 45 - Done; 206 - Pending |

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

|  |  |
| --- | --- |
| Name | Contribution |
| Dwarak | Email related works (Features & Bug fixes) |

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

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

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

|  |  |
| --- | --- |
| Goal | Deliverables |
| Sales campaigns 2.0 | Unable to render Jira issues macro, execution error. |
| Metrics for bulk emails |  |
| Email signature parsing |  |
| Moving to Email platform service  1) Outbound SMTP (Including the email events).  2) Inbound SMTP.  3) Custom IMAP.  4) Custom SMTP. |  |
| Email onboarding, historical import of emails, suggested leads |  |
| Marking an email as private |  |

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

## **Identified risks**

|  |  |  |
| --- | --- | --- |
| 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)**

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

## **Peer appreciation**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Appreciated by | Impact | In their own words |
|  |  |  | "(s)he did a great job and it resulted in ..." |
|  |  |  |  |

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

* Multiple email addresses for a lead
* Search functionality
* Canned responses
* Enhancements in sales campaigns based on internal feedback

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

* Please add additional items as you see fit
* . . .

## **Finally**

Copy this page's link in [2018-February](https://confluence.freshworks.com/pages/viewpage.action?pageId=64028673) page