# Title: Squad 3 - July 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 |

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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** |  |  |
| Ability to re-assign tasks or add collaborators in Sales Campaigns | Done | Unable to render Jira issues macro, execution error. |
| Configure owner for Task and phone in sales sequence step | Done | Unable to render Jira issues macro, execution error. |
| Shareable Sales campaign | In QA | Unable to render Jira issues macro, execution error. |
|  |  |  |
| **Email** |  |  |
| Multiple attachments in emails | Done | Unable to render Jira issues macro, execution error. |
| Email content spacing alignment | Done | Unable to render Jira issues macro, execution error. |
| Retain content style from spread sheet and minor UI bug fixes | Done | Unable to render Jira issues macro, execution error. |
| Deal Placeholders in Automation Email - fix | Done | Unable to render Jira issues macro, execution error. |
| Allowing placeholders inside links | Done | Unable to render Jira issues macro, execution error. |
| Handling tracking link redirection | Done | Unable to render Jira issues macro, execution error. |
| Freshsales Gmail Addon | In Progress | Unable to render Jira issues macro, execution error. |

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

|  |  |  |  |
| --- | --- | --- | --- |
| Metric | June 2018 | May 2018 | April 2018 |
| Features shipped | 0 | 2 | 2 |
| Number of Jira items resolved | 30 | 293 | 38 |

## **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 - 1. Sharing campaign, 2. Trigger base entry exit conditions, 3. Handle duplicates in sales campaign, 4. UI improvements |  |
| Multiple email addresses for Leads/Contact |  |
| Moving to email platform service  1) ~~Outbound SMTP (Including the email events)~~  2) Inbound SMTP  3) Custom IMAP  4) Custom SMTP |  |
| Providing account level SMTP to control their email sending related events and limits |  |
| Search |  |
| Support OR operator in filters | [Amritendu Mondal](https://confluence.freshworks.com/display/~amritendu.mondal) |
| Search on-boarding with central -  Unable to render Jira issues macro, execution error. | [Amritendu Mondal](https://confluence.freshworks.com/display/~amritendu.mondal) Initiating the discussion next week with Sudhir. |
| Measuring search relevance and improve search quality.  Unable to render Jira issues macro, execution error. | [Blessina NancySekar](https://confluence.freshworks.com/display/~blessina.sekar) has recently joined in search. She is ramping up in search contributing small items. She will work in relevance and make search results better to our customer as a short term goal. |

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

## **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 |
|  |  |  |  |

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

* Email limit redesign
* Search functionality for email content
* Folders for email templates
* Enhancements in sales campaigns based on internal feedback

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

## **Finally**

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