# Title: Squad 3 - June 2018 Aspirations



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| **Aspirations - May 2018** Freshsales, 05 Jun 2018 |
| Mission:  Continue evolving integrated email as USP of Freshsales  Powerful automations - Sales campaigns |

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

|  |
| --- |
| 1. Features shipped - 2 2. Number of Jira items resolved - 293 |

## **Previous Aspirations Link:**

[**Squad 3 - May 2018 Aspirations**](https://confluence.freshworks.com/pages/viewpage.action?pageId=189236801)

## **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 |  |  |
| Sales campaign emails won’t sent to DND | Done |  |
| Sales campaign limit handling | Done | Unable to render Jira issues macro, execution error. |
| Shareable Sales campaign | In Progress | Unable to render Jira issues macro, execution error. |
|  |  |  |
| Email |  |  |
| Unsubscribe Link for transactional emails(GDPR) | Done | Unable to render Jira issues macro, execution error. |
| Subscribe link to all emails | Done |  |
| Link whitelabeling for custom smtp | Done |  |
| Migrating to Froala editor | Done | Unable to render Jira issues macro, execution error. |
| Clone inline attachment if content copied from other emails | Done | Unable to render Jira issues macro, execution error. |
| Parsing signature from emails and mining data for lead | Alpha testing | Unable to render Jira issues macro, execution error. |
| Adding Multiple attachment in one go | In Progress | Unable to render Jira issues macro, execution error. |
|  |  |  |
|  |  |  |
| Security fixes |  |  |
| Content disposition added to email attachments | Done | Unable to render Jira issues macro, execution error. |
| Inline attachment moved to private link - by url proxy | Done | Unable to render Jira issues macro, execution error. |
| Deny Unauthorised Access to File upload and delete | Done | 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 | May 2018 | April 2018 | March 2018 |  |  |  |  |
| Features shipped | 2 | 2 | 1 |  |  |  |  |
| Number of Jira items resolved | 293 | 38 | 26 |  |  |  |  |

## **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 campaigns 2.0 |  |
| Moving to Email platform service  1) ~~Outbound SMTP (Including the email events)~~  2) Inbound SMTP  3) Custom IMAP  4) Custom SMTP |  |
| Email on boarding, historical import of emails, suggested leads |  |
| Providing Account level SMTP to control their email sending related events and limits |  |

|  |  |
| --- | --- |
| 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**

* Multiple email addresses for a lead
* 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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