# Title: Squad 3 - March 2018 Aspirations

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| **Aspirations - Mar 2018** Freshsales, Squad 3, 07/03/2018 |
| 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)**

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| --- |
| 1. Features shipped 2. Number of Jira items resolved 3. Number of test cases automated |

## **Previous Aspirations Link:**

[**Squad 3 - February 2018 Aspirations**](https://confluence.freshworks.com/pages/viewpage.action?pageId=93716581)

## **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 2.0 and   1. Having custom date field in exit condition does not allow to save the campaign 2. Bulk actions campaign modal alignment and text 3. Conversation UI with email and phone 4. Campaign fields - Active and completed are not displayed under list view filter | 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. |
| Email - Enhancements  1.  Mailbox disconnected: in-product notification  2.  Mailbox - JDK, JRuby version change | Done | Unable to render Jira issues macro, execution error.  <https://github.com/freshdesk/mailbox-recipes/commit/c895c62e8532da840f387628b0e354e0a6b6aa33> |
| Email - Bug fixes   * Spacing issue in Email Templates * Email Not linking to Lead when the To address is Copy Pasted * Numbers pulled from placeholder to be displayed without decimals * Last contacted time is not updated in related contact and account. | 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. |

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

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| --- | --- |
| Metric | Trend |
| Features shipped | -- |
| Number of Jira items resolved | 32 |
| Number of test cases automated (high + critical) | 84 - Done. (Conversation - Email)  Pending - Sales campaign cases |

## **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**

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| --- | --- |
| Goal | Deliverables |
| Sales campaigns 2.0 | Unable to render Jira issues macro, execution error. |
| Metrics for bulk emails | Unable to render Jira issues macro, execution error. |
| Moving to Froala editor | Unable to render Jira issues macro, execution error. |
| 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 | Unable to render Jira issues macro, execution error. |
|  |  |

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

|  |  |  |
| --- | --- | --- |
| 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
* Folders for email templates
* Enhancements in sales campaigns based on internal feedback

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

## **Finally**

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