# Title: The Usual Suspects - Q2 Mid 2019 Aspirations

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| **Aspirations - Q2 Mid 2019** Freshsales, Squad 3 21 May 2019 |
| Mission:  Continue evolving integrated email as USP of Freshsales  Improving search and filters |

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

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| 1. Features shipped 2. Number of tickets resolved 3. Test cases automated - RSpec coverage 4. Number of UI test cases automated |

## **Previous Aspirations Link:**

## [**The Usual Suspects - Q1 2019 Aspirations**](https://confluence.freshworks.com/display/freshsales/The+Usual+Suspects+-+Q2+2019+Aspirations)

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

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| Goal (from previous Aspirations) | Status | Tickets |
| **Email** |  |  |
| Adding tags & filters in email templates | Done | [Somasundaram Ravindran](https://confluence.freshworks.com/display/~somasundaram.ravindran)  [FSALES-5599](https://freshworks.freshrelease.com/FSALES/issues/FSALES-5599) |
| Mailbox migration to Email Platform | Existing mailboxes migrated  ( All EU accounts + 10 US accounts) | [Kalaivasakan Kalaiarasan](https://confluence.freshworks.com/display/~kalaivasakan.kalaiarasan)  [FSALES-](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10588)[5555](https://freshworks.freshrelease.com/FSALES/issues/FSALES-5555) |
| Revision of HTML tags whitelisted list used in emails | In Staging | [Thoppe Dwarakanath](https://confluence.freshworks.com/display/~thoppe.dwarakanath)  [FSALES-10810](https://freshworks.freshrelease.com/FSALES/issues/FSALES-1074) |
| Emails linking with deals | In Progress | [Kalaivasakan Kalaiarasan](https://confluence.freshworks.com/display/~kalaivasakan.kalaiarasan)  [FSALES-1074](https://freshworks.freshrelease.com/FSALES/issues/FSALES-1074) |
|  |  |  |
| **Search and Filters** |  |  |
| Recent views on the bread crumb | Done | [Blessina NancySekar](https://confluence.freshworks.com/display/~blessina.sekar) |
| **Others** |  |  |
| Marketplace custom app for Sotheby's | Done  (Address and Phone app) | [Hariharasuthan Balaji](https://confluence.freshworks.com/display/~hariharasuthan.balaji)  FSALES-9781  [FSALES-9866](https://freshworks.freshrelease.com/FSALES/issues/FSALES-9866) |
| Sothebys Apps -  Biography Client Summary App Client relationship metrics Field level Tracker Copy and Slide Dedupe and Un dedupe | Done | [FSALES-9926](https://freshworks.freshrelease.com/FSALES/issues/FSALES-9926) [FSALES-9927](https://freshworks.freshrelease.com/FSALES/issues/FSALES-9927) [FSALES-10073](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10073) [FSALES-10508](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10508) [FSALES-10072](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10072) [FSALES-10268](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10268) |
| Marketplace other Apps -  Super receptionist Typeform Chargebee Integration - in progress |  | [FSALES-8598](https://freshworks.freshrelease.com/FSALES/issues/FSALES-8598) [FSALES-7893](https://freshworks.freshrelease.com/FSALES/issues/FSALES-7893) [FSALES-7568](https://freshworks.freshrelease.com/FSALES/issues/FSALES-7568) |
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| **Tech Debts** |  |  |
| Dwarak | In Progress | Email inbound optimization (3rd cut) |

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

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| --- | --- | --- | --- |
| Metric | May | March | January |
| Features shipped | 2 | 3 | 2 |
| Number of Tickets resolved | 32 | 48 | 32 |
| RSpec coverage | 67% | 64% | 55% |

|  |  |  |  |
| --- | --- | --- | --- |
| Automation coverage (High & Critical) | Total p0 and p1 cases | Automated p0 and p1 cases | Coverage |
| January | 356 | 246 | 69.1% |
| March | 358 | 278 | 78% |
| May | 393 | 324 | 82% |

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

|  |  |
| --- | --- |
| Name | Contribution |
| [Somasundaram Ravindran](https://confluence.freshworks.com/display/~somasundaram.ravindran)  [Sathishkumar Hari](https://confluence.freshworks.com/display/~sathishkumar.hari) | Adding tags & filters in email templates |

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

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

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

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| --- | --- |
| Goal | Deliverables |
| Custom roles for Email and Email templates | [FSALES-10807](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10807) |
| Email Template tagging V2  [Somasundaram Ravindran](https://confluence.freshworks.com/display/~somasundaram.ravindran) | [FSALES-10854](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10854) |
| User preferred fonts for email  [Hari](https://confluence.freshworks.com/display/~hariharasuthan.balaji) | [FSALES-2918](https://freshworks.freshrelease.com/FSALES/issues/FSALES-2918) |
| Sync emails to lead/contact for which I am owner | [FSALES-10805](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10805) |
| Drill down in list view for bulk email metrics | [FSALES-10635](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10635) |
| Custom Roles : Email and SMS throttling | [FSALES-10634](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10634) |
| Personalize bulk email before sending | [FSALES-10633](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10633) |

## **Identified risks**

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| Risk | Mitigation strategy | Recurring |
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## **Tech Debts**

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| --- | --- | --- |
| Name | Status | Deliverables |
| Dwarak | In Progress | Email inbound optimization (3rd cut) - in progress  Cached results using Memcached - Email inbound optimisation 1st cut      Join condition optimised - Conversations |

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

* Email limits redesign
* Email historical import of emails, suggested leads
* Email feature onboarding
* Providing account level SMTP to control their email sending related events and limits
* Provide an option to mark an email as private