# Title: The Usual Suspects - Q4 2019 Aspirations



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| **Aspirations - Q4 2019** Freshsales 11 Oct 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**](https://confluence.freshworks.com/display/freshsales/The+Usual+Suspects+-+Q2+2019+Aspirations)[**- Mid Q Mid 2019 Aspirations**](https://confluence.freshworks.com/display/freshsales/The+Usual+Suspects+-+Mid+Q3+2019+Aspirations)

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

|  |  |  |
| --- | --- | --- |
| Goal (from previous Aspirations) | Status | Tickets |
| **Email** |  |  |
| Personalise bulk email before sending | Done | [Kalaivasakan Kalaiarasan](https://confluence.freshworks.com/display/~kalaivasakan.kalaiarasan)  [Hariharasuthan Balaji](https://confluence.freshworks.com/display/~hariharasuthan.balaji)  [FSALES-10633](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10633) |
| Custom roles for Email limit | Done | [Kalaivasakan Kalaiarasan](https://confluence.freshworks.com/display/~kalaivasakan.kalaiarasan)  [FSALES-10807](https://freshworks.freshrelease.com/FSALES/issues/FSALES-10807) |
| Bulk action warning  message | Done | [Anish Dhamodaran](https://confluence.freshworks.com/display/~anish.dhamodaran)  [FSALES-11769](https://freshworks.freshrelease.com/FSALES/issues/FSALES-11769) |
| Private Emails | In Testing | [Thoppe Dwarakanath](https://confluence.freshworks.com/display/~thoppe.dwarakanath)  [FSALES-11819](https://freshworks.freshrelease.com/FSALES/issues/FSALES-11819) |
| Custom roles for Sales campaign | In Testing | [Palaniappan Meyyappan](https://confluence.freshworks.com/display/~palaniappan.meyyappan)  [FSALES-11335](https://freshworks.freshrelease.com/FSALES/issues/FSALES-11335) |
| Bulk email metrics - v2 | In progress | [Kalaivasakan Kalaiarasan](https://confluence.freshworks.com/display/~kalaivasakan.kalaiarasan)  [FSALES-12243](https://freshworks.freshrelease.com/FSALES/issues/FSALES-12243) |
| **Search and Filters** |  |  |
| Introducing Apply button in Filters | In Testing | [Anish Dhamodaran](https://confluence.freshworks.com/display/~anish.dhamodaran)  [FSALES-11657](https://freshworks.freshrelease.com/FSALES/issues/FSALES-11657) |

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

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| --- | --- | --- | --- |
| Metric | August | May | March |
| Features shipped | 1 | 2 | 3 |
| Number of Tickets resolved | 30 | 32 | 48 |
| RSpec coverage | 66% | 67% | 64% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Automation coverage (High & Critical) | Total Cases | P0 & P1 Cases added since last Aspiration | Automated P0 & P1 cases | Total Automation  Coverage (P0 & P1) |
| July | 1223 | 32 | 18 | 85% |
| August | 1272 | 49 | 33 | 87% |

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

|  |  |
| --- | --- |
| Name | Contribution |
| [Kalaivasakan Kalaiarasan](https://confluence.freshworks.com/display/~kalaivasakan.kalaiarasan) [Sathishkumar Hari](https://confluence.freshworks.com/display/~sathishkumar.hari)  [Thoppe Dwarakanath](https://confluence.freshworks.com/display/~thoppe.dwarakanath) | Made effort for delivering feature during weekend |

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

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

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

|  |  |
| --- | --- |
| Goal | Deliverables |
| Nylas email integration | [FSALES-13048](https://freshworks.freshrelease.com/FSALES/issues/FSALES-13048) |
| Email template optimisation | [FSALES-13270](https://freshworks.freshrelease.com/FSALES/issues/FSALES-13270) |

## **Identified risks**

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| --- | --- | --- |
| Risk | Mitigation strategy | Recurring |
|  |  |  |

## **Tech Debts**

|  |  |  |
| --- | --- | --- |
| Name | Status | Deliverables |
| Dwarak | Done |  |

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

* Email UI enhancements
* Email historical import of emails, suggested leads
* Email feature onboarding
* Providing account level SMTP to control their email sending related events and limits
* Nylas email integration