

# **DOMAIN-SALESFORCE DEVELOPER**

## **USECASE - IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS**

### **TEAM MEMBERS**

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# WHAT IS SALESFORCE?

>Salesforce is a CRM platform and it's a SaaS Cloud. Apart from this, it is game-changing technology, with a host of productivity-boosting features, that will help you sell smarter and faster.

>Salesforce has everything you need to run your business from anywhere. Using standard products and features, you can manage relationships with prospects and customers, collaborate and engage with employees and partners, and store your data securely in the cloud.

>Salesforce is your customer success platform, designed to help you sell, service, market, analyze, and connect with your customers.



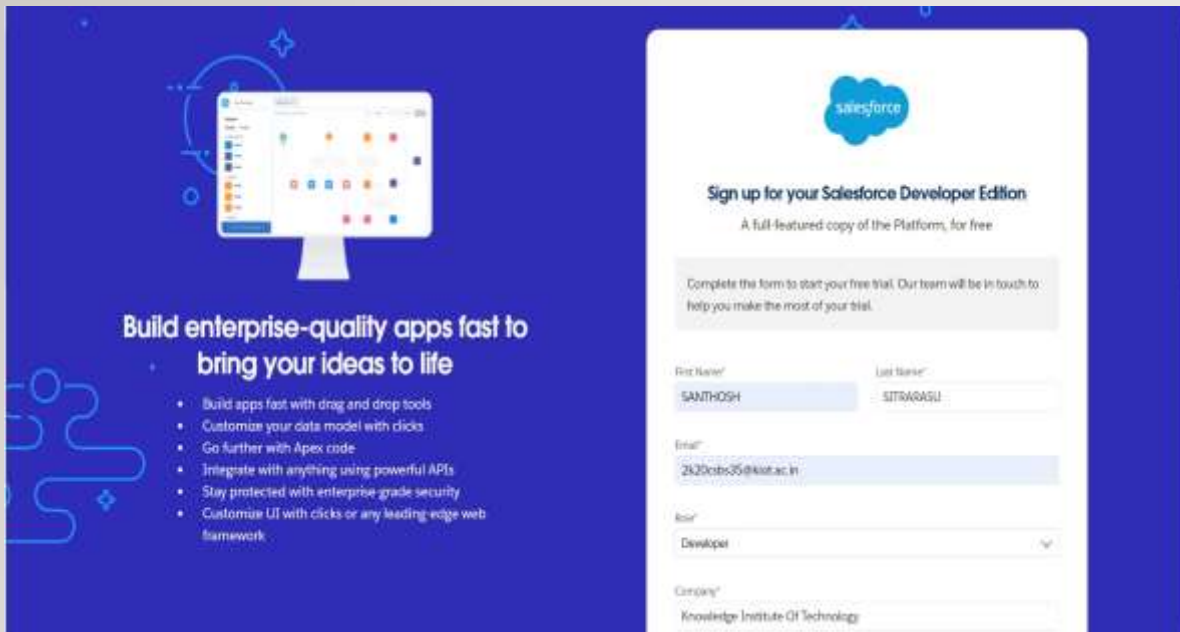
# **IMPLEMENTING CRM FOR RESULT TRACKING OF A CANDIDATE WITH INTERNAL MARKS**

- The Candidate Internal Results Card project is a comprehensive Salesforce solution designed to streamline the process of recording, tracking, and managing candidate performance and results. Whether in an educational institution, recruitment agency, or HR department, this project serves as a powerful tool for maintaining an organized and up-to-date record of candidates' academic or professional achievements.

# CREATION OF DEVELOPER ACCOUNT

>A Developer org has all the features and licenses you need to get started with Salesforce.

>Search **developer.salesforce.com/signup**



The image shows the Salesforce Developer Edition sign-up form. On the left, there is a blue sidebar with a white box containing a Salesforce interface screenshot and the text "Build enterprise-quality apps fast to bring your ideas to life". Below this, a list of bullet points highlights features: "Build apps fast with drag and drop tools", "Customize your data model with clicks", "Go further with Apex code", "Integrate with anything using powerful APIs", "Stay protected with enterprise-grade security", and "Customize UI with clicks or any leading-edge web framework". The main form area is white and contains the Salesforce logo, the heading "Sign up for your Salesforce Developer Edition", and the subtext "A full-featured copy of the Platform, for free". Below this, a grey box says "Complete the form to start your free trial. Our team will be in touch to help you make the most of your trial." The form fields include "First Name" (SANTHOSH), "Last Name" (SITRAVASI), "Email" (2420cbs35@kiet.ac.in), "Role" (Developer), and "Company" (Knowledge Institute Of Technology).

Build enterprise-quality apps fast to bring your ideas to life

- Build apps fast with drag and drop tools
- Customize your data model with clicks
- Go further with Apex code
- Integrate with anything using powerful APIs
- Stay protected with enterprise-grade security
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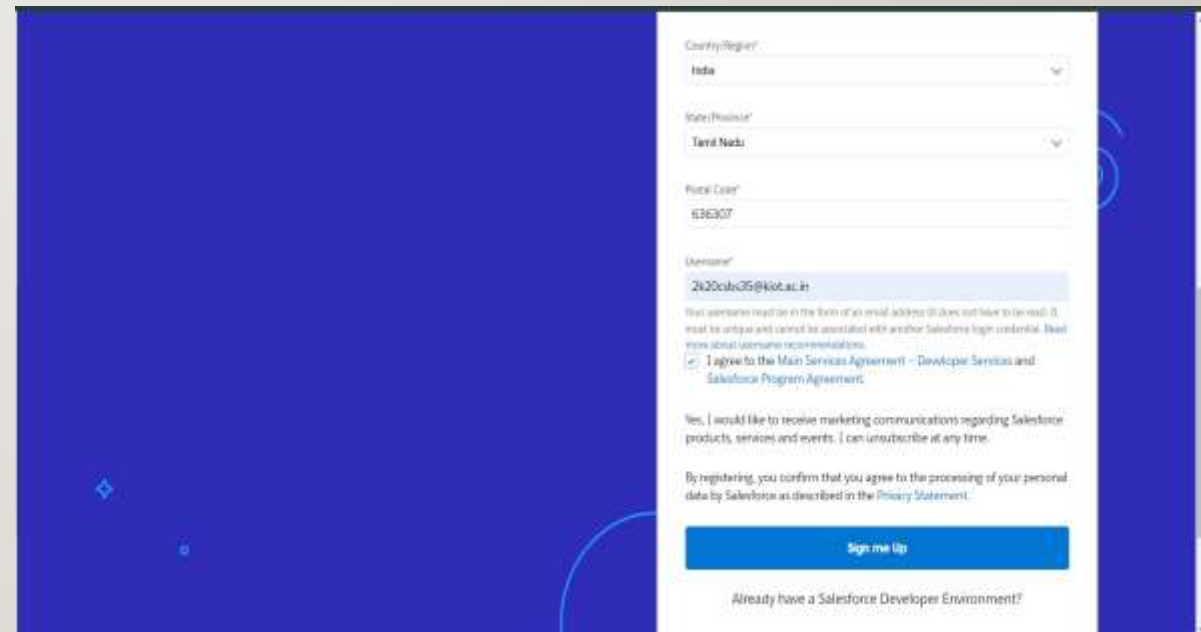
First Name\*  
SANTHOSH

Last Name\*  
SITRAVASI

Email\*  
2420cbs35@kiet.ac.in

Role\*  
Developer

Company\*  
Knowledge Institute Of Technology



The image shows the right side of the Salesforce Developer Edition sign-up form. It includes fields for "Country/Region" (India), "State/Province" (Tamil Nadu), "Postal Code" (636307), and "Username" (2420cbs35@kiet.ac.in). Below the username field, there is a note: "Your username must be in the form of an email address (it does not have to be real). It must be unique and cannot be associated with another Salesforce login credential. Read more about username recommendations." There is a checkbox for "I agree to the Main Services Agreement - Developer Services and Salesforce Program Agreement" which is checked. Below this, there is a link to "Privacy Statement". At the bottom, there is a "Sign me Up" button and a link for "Already have a Salesforce Developer Environment?".

Country/Region\*  
India

State/Province\*  
Tamil Nadu

Postal Code\*  
636307

Username\*  
2420cbs35@kiet.ac.in

Your username must be in the form of an email address (it does not have to be real). It must be unique and cannot be associated with another Salesforce login credential. Read more about username recommendations.

☒ I agree to the Main Services Agreement - Developer Services and Salesforce Program Agreement

Yes, I would like to receive marketing communications regarding Salesforce products, services and events. I can unsubscribe at any time.

By registering, you confirm that you agree to the processing of your personal data by Salesforce as described in the [Privacy Statement](#).

Sign me Up

Already have a Salesforce Developer Environment?



# HOME PAGE

Browser tabs: KOIT 4th Year : T x | strstr() function 1 x | Naan Mudhalva x | - Student x | (3) WhatsApp x | Online C Compil x | Home | Salesforce x

Address bar: knowledgeinstituteoftech35-dev-ed.develop.lightning.force.com/lightning/setup/SetupOneHome/home

Search Setup

Setup Home Object Manager

Quick Find

Setup Home

- Service Setup Assistant
- Commerce Setup Center
- Multi-Factor Authentication Assistant
- Hyperforce Assistant
- Release Updates
- Lightning Experience Transition Assistant
- Salesforce Mobile App
- Lightning Usage
- Optimizer

ADMINISTRATION

- > Users
- > Data
- > Email

PLATFORM TOOLS

SETUP Home

Create

Get Started with Einstein Bots

Launch an AI-powered bot to automate your digital connections.

Get Started

Mobile Publisher

Use the Mobile Publisher to create your own branded mobile app.

Learn More

Real-time Collaborative Docs

Transform productivity with collaborative docs, spreadsheets, and slides inside Salesforce.

Get Started

Most Recently Used

10 items

NAME	TYPE	OBJECT
------	------	--------

Windows taskbar: Type here to search, 31°C Partly sunny, 20:51, 23-10-2023

# OBJECTS

## >WHAT IS AN OBJECT?

Salesforce objects are database tables that permit you to store data that is specific to an organization. It consists of fields (columns) and records (rows).

## >SALESFORCE OBJECTS ARE OF 2 TYPES

1.Standard Objects: Standard objects are the kind of objects that are provided by salesforce.com such as users, contracts, reports, dashboards, etc.

2.Custom Objects: Custom objects are those objects that are created by users. They supply information that is unique and essential to their organization. They are the heart of any application and provide a structure for sharing data.



# **In This Application We Use 5 Custom Objects:**

- Semester
- Candidate
- Course Detail
- Lecturer Detail
- Internal result

# TABS

Tabs in Salesforce help users view the information at a glance. It displays the data of objects and other web content in the application.

**There are mainly 4 types of tabs:**

**>Standard Object Tabs:**

Standard object tabs display data related to standard objects.

**>Custom Object Tabs:**

Custom object tabs display data related to custom objects. These tabs look and function just like standard tabs.

**>Web Tabs:**

Web Tabs display any external Web-based application or Web page in a Salesforce tab.

**>Visualforce Tabs:**

Visualforce Tabs display data from a Visualforce Page.





# LIGHTNING APP

Apps in Salesforce are a group of tabs that help the application function by working together as a unit. It has a name, a logo, and a particular set of tabs. The simplest app usually has just two tabs.

## **There are 2 types of Salesforce applications**

### **>Standard apps:**

These apps come with every occurrence of Salesforce as default. Community, Call Center, Content, Sales, Marketing, Salesforce Chatter, Site.com, and App Launcher are included in these apps. The description, logo, and label of a standard app cannot be altered.

### **>Custom apps:**

These apps are created according to the needs of a company. They can be made by putting custom and standard tabs together. Logos for custom apps can be changed.



# **FIELDS AND RELATIONSHIP**

Fields in Salesforce represent what the columns represent in relational databases. It can store data values which are required for a particular object in a record.

**There are 2 types of fields in salesforce:**

**>Standard fields:**

There are four standard fields in every custom object that are Created By, Last Modified By, Owner, and the field created at the time of the creation of an object. These fields cannot be deleted or edited and they are always required.

**>Custom fields:**

The Custom fields which are added by the administrator/developer to meet the business requirements of any organization. They may or may not be required.



# USER

## >What is a user?

A user is anyone who logs in to Salesforce. Users are employees at your company, such as sales reps, managers, and IT specialists, who need access to the company's records. Every user in Salesforce has a user account. The user account identifies the user, and the user account settings determine what features and records the user can access.

## >NOTE

As Salesforce license can only be used by 2 Users at a time in Dev Org, so If you don't find salesforce license then deactivate a user who has salesforce license Or change the license type from Salesforce to any other.

# **USER ADOPTION**

Salesforce user adoption is the act of enabling a user to use SFDC's full CRM capabilities by creating strategies around onboarding, training, and continued development – all to drive overall digital adoption.

# **REPORTS**

A report is a list of records that meet the criteria you define. It's displayed in rows and columns, and can be filtered, grouped, or displayed in a graphical chart. Every report is stored in a folder. Folders can be public, hidden, or shared, and can be set to read-only or read/write.





# DASHBOARDS

Dashboards provide more insights than reports as they combine the data from many reports and show a summarized result. Looking at many reports at a time gives the flexibility of combining the results from them quickly. Also summaries in dashboards help us decide on action plans quicker. The dashboards can contain charts, graphs and Tabular data.

# FLOWS

Flows In Salesforce, a flow is a tool that automates complex business processes. Simply put, it collects data and then does something with that data. Flow Builder is the declarative interface used to build individual flows. Flow Builder can be used to build code-like logic without using a programming language. Flows fall into five categories: Screen Flows Schedule-Triggered Flows Auto launched Flows Record-Triggered Flows Platform Event-Triggered Flows.

**THANKYOU**