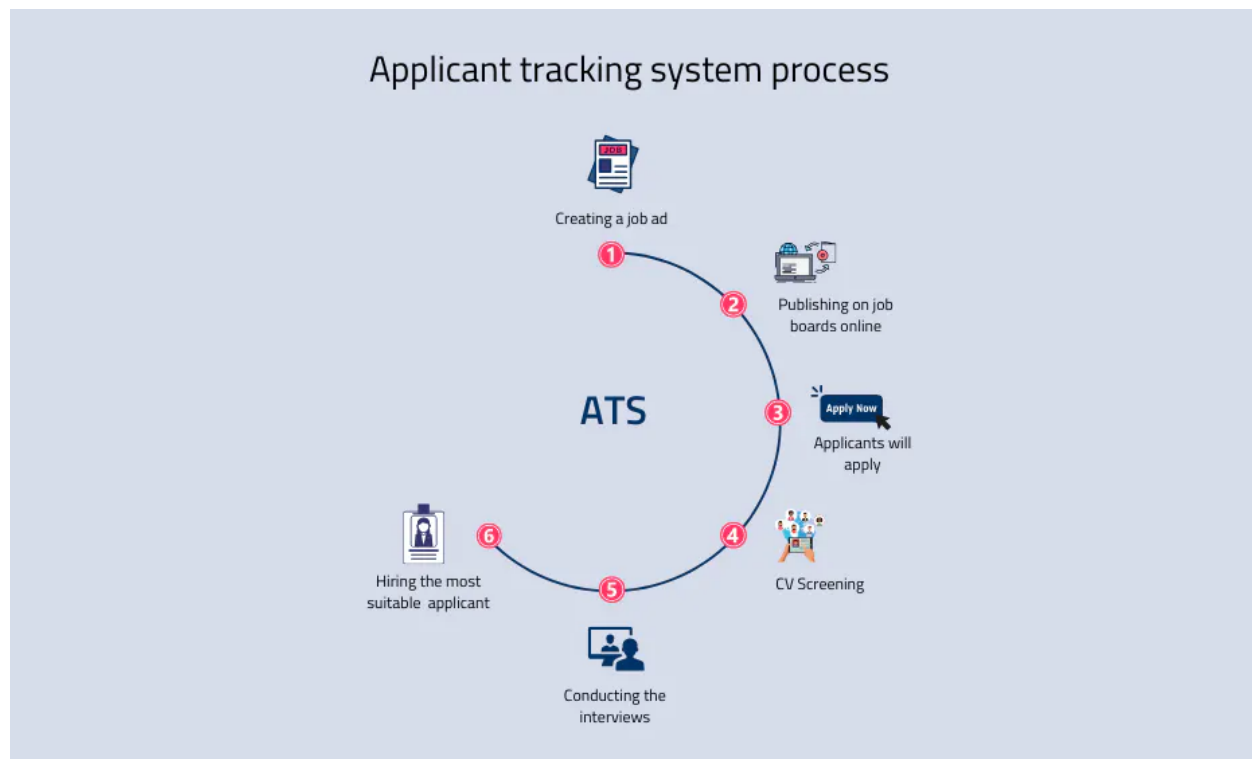Solution Architecture

In this era, an increasing number of businesses have opted to use Salesforce to help them track customer interactions and relationships. As the world's most popular Customer Relationship Management platform (CRM), they are serving about 150,000 customers on a daily basis. More than 80% of Fortune 500 companies use at least one Salesforce cloud. Salesforce has been quick and powerful in winning a considerable market share. As a result, various ATS applications are developed and built on Salesforce to serve the wide range of demands of human resources (HR) customers.

ATS stands for the applicant tracking system, which is increasingly becoming a pivotal component of the business and is used by recruiters to hire prospective talents. In this article, we will explain to you:

● Job posting: the recruiter will enter the information of the position, job titles, desired skills as well as the required experience into the ATS to scan the CV for the keywords matched later on.
● Creating a profile of an ideal candidate to set as a standard to select the top matching applicants.

- Once resumes are submitted to the system, the ATS will parse, sort, and rank them based on how relevant they are matching to the ideal profile. The ATS finds the matching keywords from the job ad and the submitted resume.
- The hiring manager then identifies the most qualified and matched candidates (normally they will choose the top 15 to 25% of them), then moves them forward in the hiring process.