ARIGNAR ANNA GOVERNMENT ARTS COLLEGE

VILLUPURAM.

DEPARTMENT OF STATISTICS

NAAN MUDHALVAN PROJECT

III   B.SC.STATISTICS

SHIFT- 1

JOB APPLICATION TRACKING SYSTEM

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Job Application Tracking System

Team lead-   P.KOMALAVALLI

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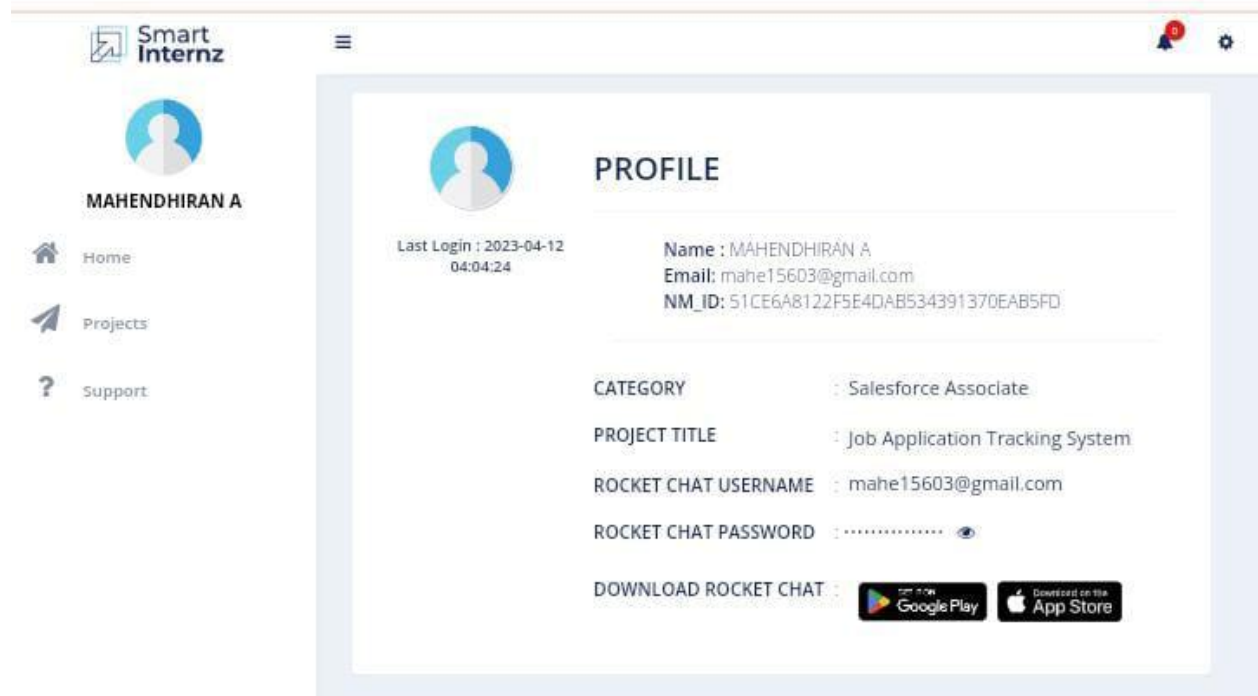
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Smart Internz

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Job Application Tracking System

1.1 Overview

Project Description

Create a CRM Application which helps the applicant to track the No. of jobs he applied and helps him to find the job posted by the various recruiters, find the best attributes to be involved to run the process in a smooth way and easily to track.

Create a Data Model for the App

To make the existing app more efficient for the Job application we create custom objects and relationships to store and access the data more efficient

Introduction

Are you new to Salesforce? Not sure exactly what it is, or how to use it? Don't know where you should start on your learning journey? If you've answered yes to any of these questions, then you're in the right place. This module is for you. Welcome to Salesforce! Salesforce is game-changing technology, with a host of productivity-boosting features, that will help you sell smarter and faster. As you work toward your badge for this module, we'll take you through these features and answer the question, "What is Salesforce, anyway?"

1.2 purpose
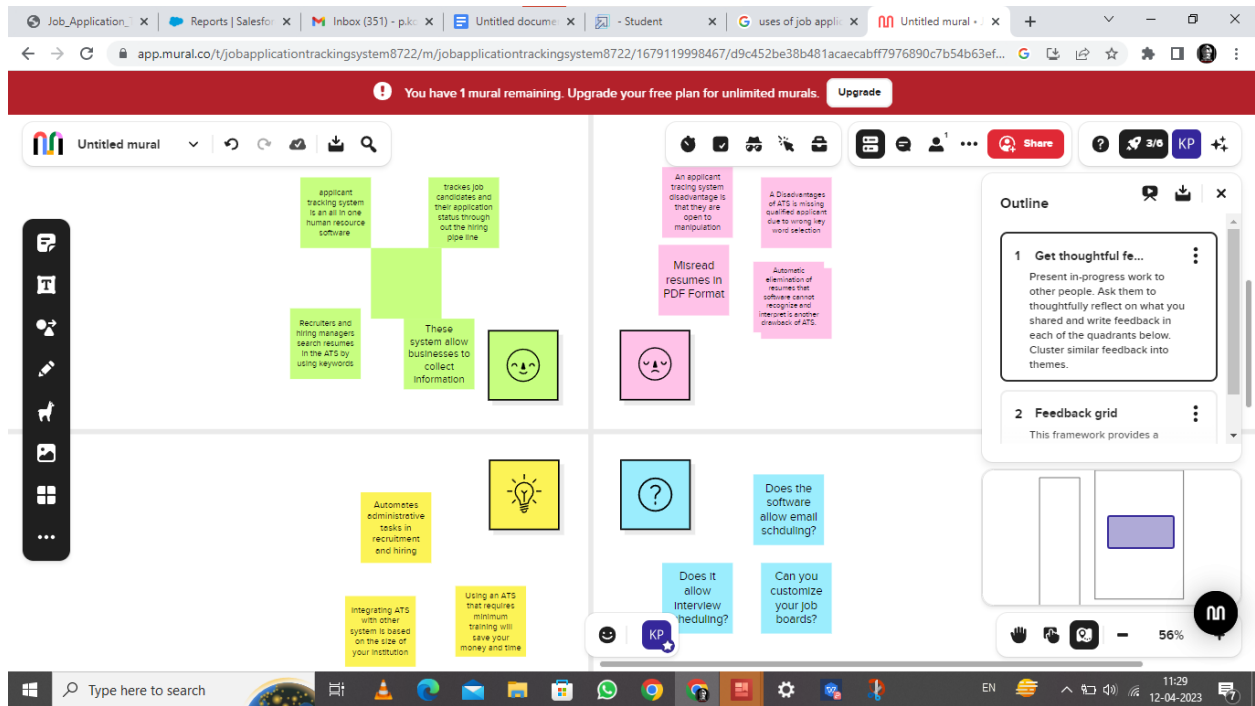
The use of this project.

An ATS creates opportunities to automate manual processes, increase visibility into the hiring cycle for the entire recruiting team, and increase opportunities for communication throughout the candidate journey. 78% of recruiters using an ATS report that it has improved the quality of the candidates they hire.

Streamlines recruiting. Growing businesses often end up recruiting for multiple positions at the same time. ...
- Posts jobs on multiple job boards. ...
- Saves time by automating mundane tasks. ...
- Builds your brand. ...
- Manages talent database.

2 problem definition & Design Thinking

2.1 Empathy Map

Ideation & Brainstorming Map

3 RESULT

3.2 Activity & screenshot

Milestone 1

Salesforce: What Is Salesforce? Salesforce is your customer success platform, designed to help you sell, service, market, analyze, and connect with your customers. 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. So what does that really mean? Well, before Salesforce, your contacts, emails, follow-up tasks, and prospective

deals might have been organized something like this:

Activity1:

Creating a Salesforce Developer Org: A Developer org has all the features and licenses you need to get started with Salesforce. 1. Search Developer.salesforce.com 2.Enter the following details like First name, last name, Email, Role, Company, Country/Region, Postal code, and Username must be unique. 3. Click sign me up, after a few min you will reserve a mail salesforce org and by using the verify account link you can create your new password.

Object

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 two types:

• <u>Standard Objects</u>: Standard objects are the kind of objects that are provided by salesforce.com such as users, contracts, reports, dashboards, etc.
• <u>Custom Objects</u>: 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.

Create A Custom Object For Recruiter

To create a custom object, follow these steps:

1. From setup click on object manager.

2. Click create, select custom object.

3. Fill in the label as " Recruiter ".

4. Fill in the plural label as " Recruiters".

5. Record name: " Recruiter Number"

6. Select the data type as "Auto Number".

7. Under display format enter "REC-{0000}".

8. Enter starting number as 1.

9. In the Optional Features section, select Allow Reports and Track Field History.

10. In the Deployment Status section, ensure Deployed is selected.

11. In the Search Status section, select Allow Search.

12. In the Object Creation Options section, select Add Notes and Attachments related list to default page layout.

13. Leave everything else as is, and click Save.
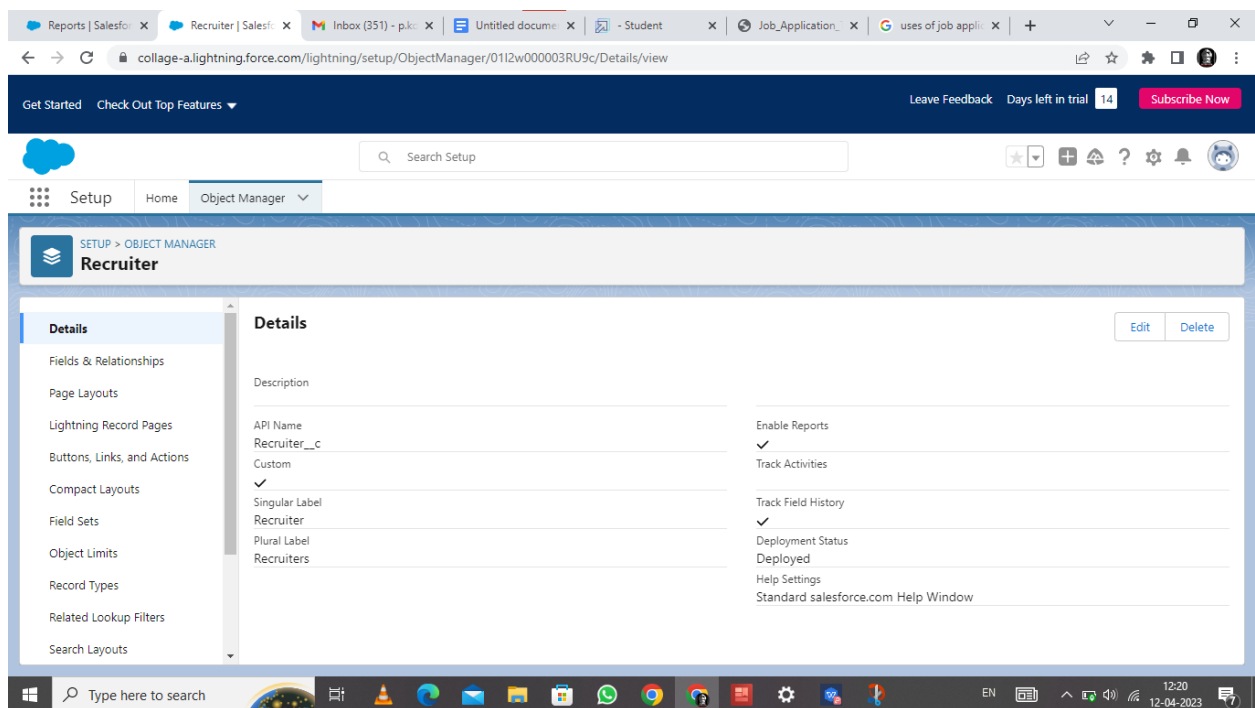
Fields

What are fields?

Fields in Salesforce represents 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:

1. <u>Standard fields</u>: 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. For standard objects, the fields which are present by default in them and cannot be deleted from standard objects are standard fields.

2. <u>Custom fields:</u> 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.

Create The Custom Fields

1. Click the object manager tab, Select the object for which you have to create the fields and relationships.

2. From the sidebar, click Fields & Relationships. Notice that there are already some fields there. Those are the standard fields.

3. Click New to create a custom field. Tip: Before creating a new field, do a quick search to make sure a similar one doesn't already exist.

4. Click on the new to create a field.

5. Choose the data type as a Text, click next

6. Enter field label, length and Name and click next

7. Select the profiles to which you want to grant edit access to this field via field-level security. The field will be hidden from all profiles if you do not add it to field-level security. Click next

8. Select the page layouts that should include this field.

9. Click save.
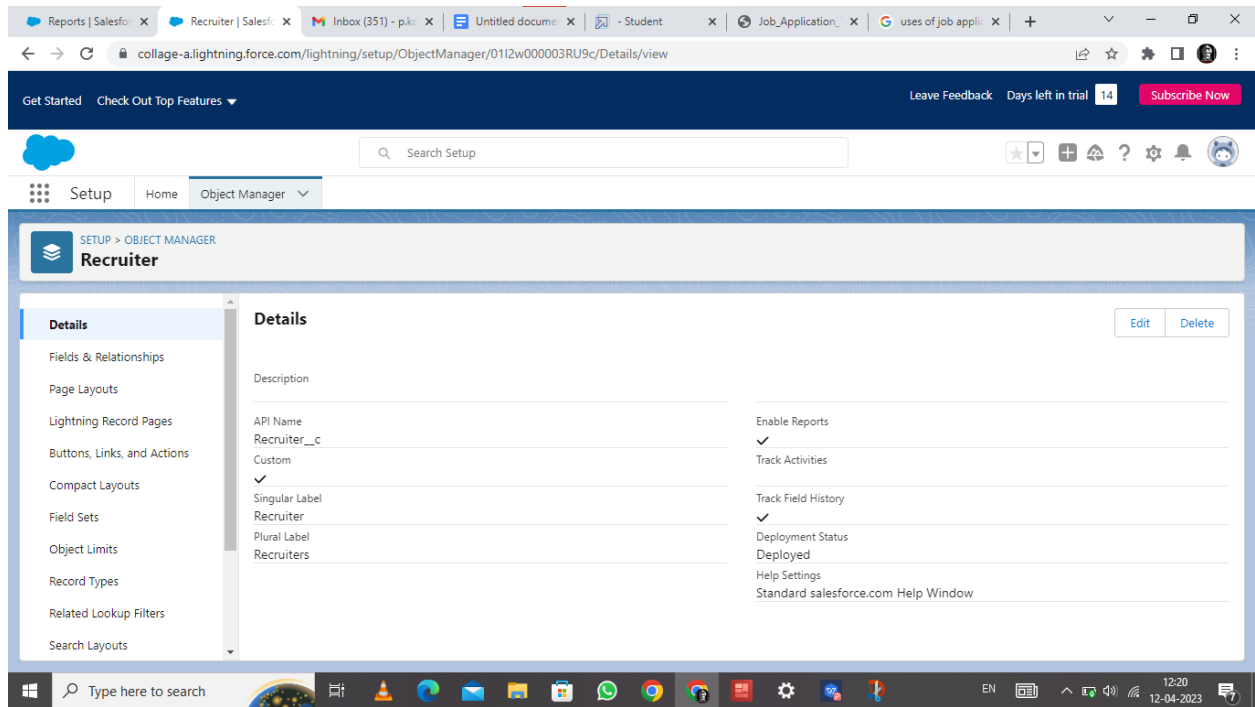
Tab

What is Tab?

In Salesforce, a tab is a user interface element that allows users to navigate to different sections of the platform, such as Accounts, Contacts, Leads, and Opportunities. Tabs can also be used to access custom objects and custom pages. They are typically located at the top of the screen and can be customized to fit the needs of the organization.

Create A Tab

1. Click setup

2. Search tab in Quick box then, select tab

3. Click New custom object tab section

4. Select the created object Recruiter and tab style for the new custom tab.

5. Select the profiles that visible in the tab

6. Click on custom apps to make visible.

7. Click save.
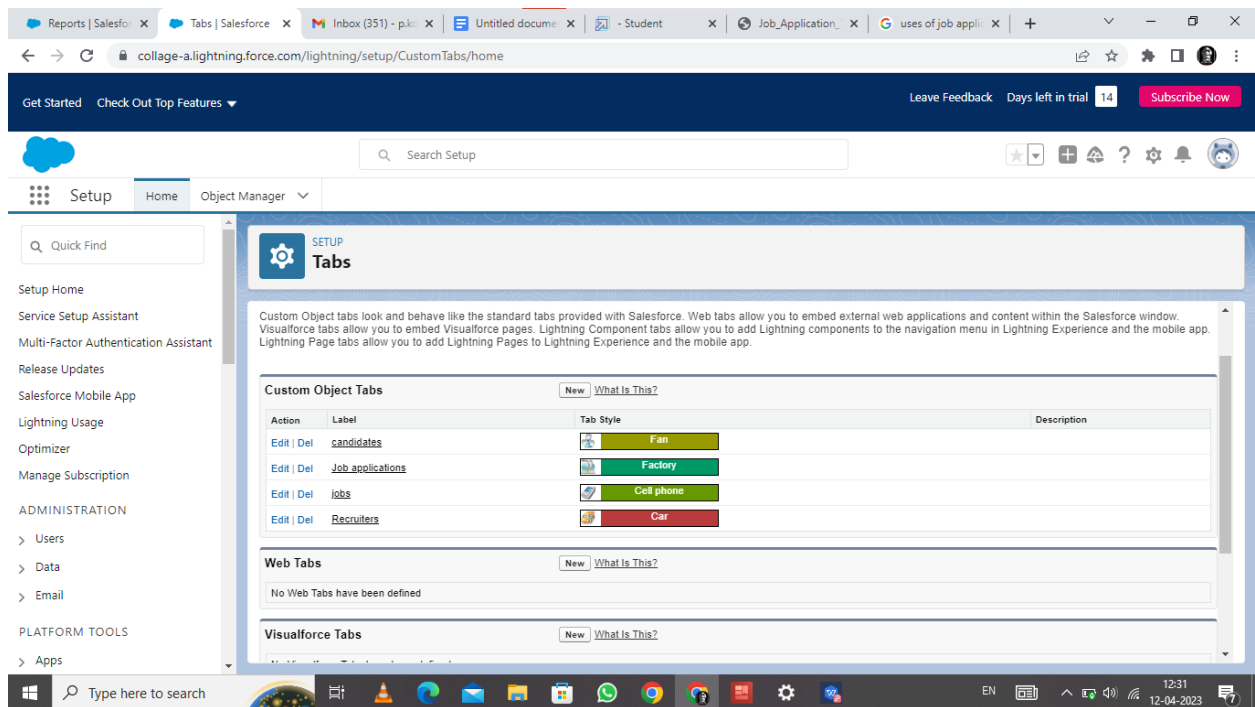
Profile

A profile is a group/collection of settings and permissions that define what a user can do in salesforce. A profile controls "Object permissions, Field permissions, User permissions, Tab settings, App settings, Apex class access, Visualforce page access, Page layouts, Record Types, Login hours & Login IP ranges. A profile can be assigned to many users, but user can be assigned single profile at a time.

Create A Custom Profile

1. From setup , enter profiles in Quick Find box

2. Select profiles.

3. Click clone.

4. For Profile, enter Recruiter.

5. Click save.

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.

To Create A User

1. From Setup, enter Users in the Quick Find box, then select Users.

2. Click New User.

3. Enter First name as HR and last name as Manager.

4. Enter the user's name and email address and a unique username in the form of an email address. By default, the username is the same as the email address.

5. Then create a new role HR Manager.

6. Select user License as Standard Platform User.

7. Select profile.

8. Click save
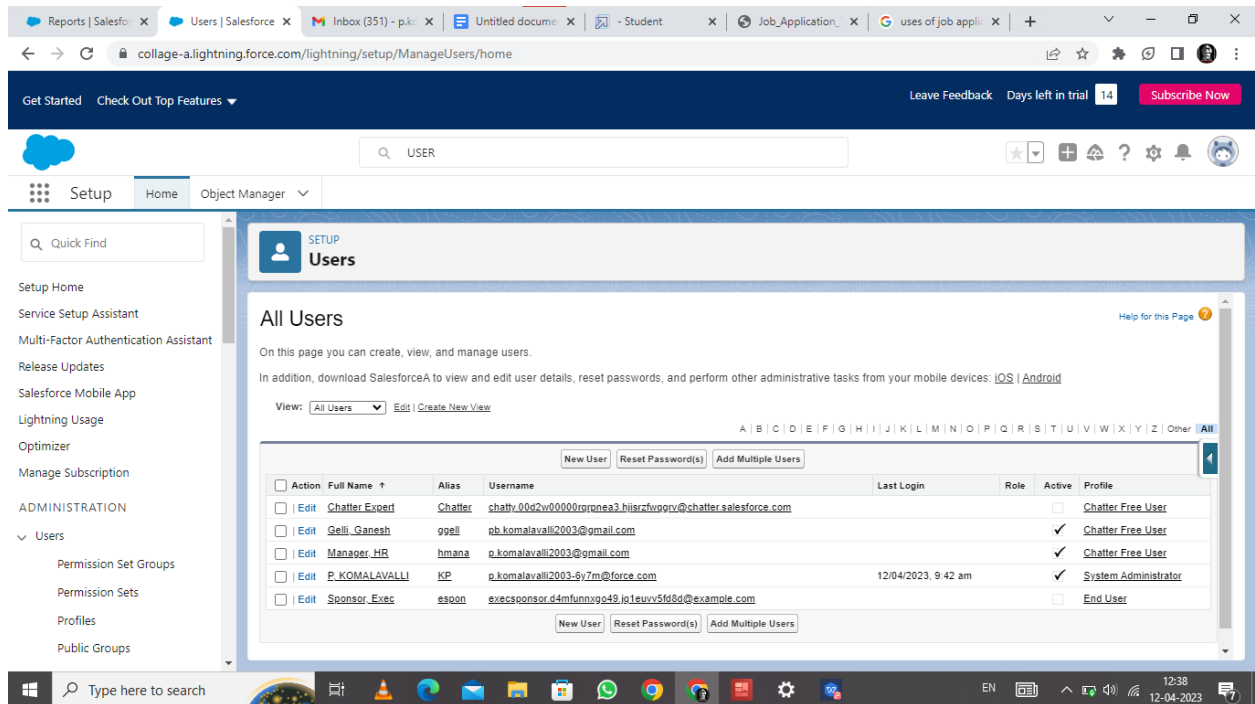
Sharing Rules

What are Sharing Rules?

Sharing rules help users to share records based on conditions. It is basically created for objects whose organization-wide defaults (OWD) are set to public read-only or private because sharing rules can only extend the access and not restrict it.

Types of sharing rules:

1. **Owner-based Sharing Rules**
2. **Criteria-based Sharing Rules**

Create A Sharing Rule

1) Go to Sharing Settings, which can be found under the Quick Find section.

**2) Scroll down and find the candidate object where a sharing rule needs to be added, and then
click on New to create a new sharing rule.**

3) Add the label of the sharing rule you want to make.

4) Select your rule type based on the criteria.

5) Select the field can join immediately check field from the candidate object.

6) Select the operator as equal and value is true.

7) And in selecting the users to share with the section select roles and in that select HR Manager.

8) And in the section of select the level of access for the users give the access Read/Write.

9) And save the rule.

Create A Sharing Rule To Share The Records Of Job Application To HR Manager

Create a Sharing Rule to Share the records of Job Application to HR Manage

r with the Access of Read/Write.

Follow the steps from above Activity.
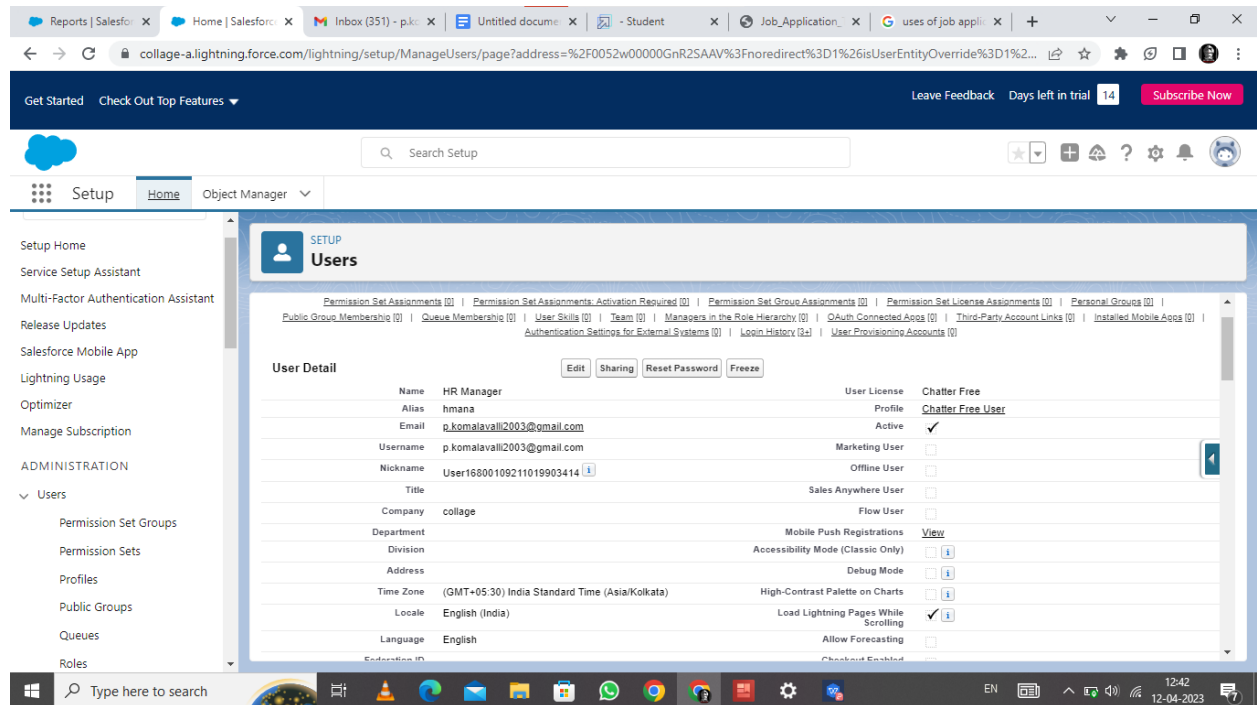
Reports

What are 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.

Create A Report

Create a report that displays rating of the account and which has type and account name.

1) Click on app launcher search for reports.

2) Click on the new report and select the category has accounts and contacts.

3) And the report type has accounts.

4) In the details section select the option start report.

5) In the filter pane select All accounts to show me.

6) And All time is created.

7) In the outline pane, group rows select Rating and in group columns select Account Name.

8) In the columns section add Type and Billing city.

9) Save the report by giving label name and save the folder as a public folder and save the report.

Create A Report Using The Objects Jobs, Candidate And Job Application.

Create a Report using the Objects Jobs, Candidate and Job Application.

Follow the steps from above Activity.

4 Trailhead profile public URL

Team lead-https://trailblazer.me/id/komap1

Team Member 1-https://trailblazer.me/id/mahea21

Team Member 2-https://trailblazer.me/id/nkanniyappan

Team Member 3- https://trailblazer.me/id/karasan10

5 ADVANTAGES & DISADVANTAGES

1. easily and quickly, which leads to a lower cost-per-hire. All communications, including notes, interviewer ratings, cases, and more can be stored and viewed in one location, which simplifies and speeReduces time spent on admin tasks. ATS software allows you to automate various tasks of the hiring process that can save you a lot of time and free up your recruiting personnel for other high-value tasks. Posting to multiple job boards, tracking candidate applications, notifying candidates individually, and scheduling interview feedback can all be automated. Not only will it speed up the time it takes to do all of those tasks, it will increase the overall quality through standardization.

2. Resume and CV screening. With recruiters receiving 100s of resumes per role, even scanning can take a lot of time. ATS software can be utilized to review applications and filter out candidates that don't meet the minimum requirements of the role. So, the number of resumes a recruiter needs to review can be reduced drastically using pre-screening questions or word searches within resumes. Once again, a recruiter's time can be redirected to higher value items of the business.

3. Speeds up the recruitment cycle. Having candidates' information centralized on a single platform gives recruiters access to organized information allowing them to review and compare candidates moreds up the evaluation process.

4. Improves the quality of hire. Not only do ATS's create more efficient workflows, as previously discussed, they can also improve the quality of your hire. First, you were able to cast a wider net by posting on job boards with standardized messaging to attract more candidates. Second, you used automated matching and filtering weed out unqualified candidates. Both benefits saved you or your recruiter the time necessary to deeply evaluate candidates and gather more insightful information so they can communicate with stakeholders and make a well-informed decision. In the end, the entire process was strengthened.

5. Enhances reporting and compliance. Lack of compliance in the recruiting process can devastate your business and brand. Recruiting software can help keep you stay compliant by standardizing the hiring procedures and communications. In the end, you'll still need to create compliant standards initially, then everyone using the software will adhere to those guidelines. With all relevant in one place, reporting on recruiting performance or adherence to compliance standards becomes

very simple. Automated dashboards provide management with a good view of recruiting performance.

6. **Boosts your brand.** Having a streamlined recruiting workflow and messaging can enhance the candidate experience can make a great first impression as you're trying to attract top-notch talent.

7. **Improves onboarding.** As an extension of the recruiting process, onboarding can be streamlined as well. Once you find the right candidate, you want to onboard them as quickly as possible so they can focus on improving your business. Things like tax forms, new hire packets, IT setup requests, and more can be centralized to create a great onboarding experience for your new hire.

Disadvantages of Applicant Tracking Systems

- **Could filter out good candidates.** When "programming" your recruiting software to recognize common keywords around roles and responsibilities, you could end up filtering out good candidates that have atypical experience or lack keywords that are aligned with what you are looking for. Careful considegood candidates. This can happen with manual reviews as well, so automation, in most situations, has a net benefit.

- **Communications can be less personalized.** When automating responses to candidates, your messaging will be less personalized and can come off as robotic. Taking additional time to construct good communication can help make it feel more personalized. It's much better to send a less personalized communication than no communication at all.

- ration of your filters and a quality assurance process will help to fine tune the filter and reduce filtering out

6 APPLICATIONS

An applicant tracking system (ATS) is software for recruiters and employers **to track candidates throughout the recruiting and hiring process.**

Project Report Template

7 CONCLUSION

Applicant Tracking System for recruiters is a very effective hiring solution that most of the successful recruiters utilize. Because without it, there is a good chance that your process of moving applicants through different stages can become very difficult.

8 FUTURE SCOPE

The world is moving into automation and AI, and leads way to the new age Applicant Tracking System(ATS). Read further to understand what the future might be like for the ATS.

[Future of ATS](#)

world knows tThe hat Applicant Tracking Systems (ATS) made their way into the recruitment domain just a few years ago. Although, previously, ATS solutions were implemented only by a few companies that could bear the heavy investment costs, now their use in the HR arena has risen to a great extent. According to a recently released [survey report](#), the majority of staffing firms worldwide will opt for an Applicant Tracking System by the end of 2020 to improve the overall talent acquisition efficacy, in this scope the future of ATS definitely looks bright.

Read on to find out more about the evolution of Applicant Tracking Systems and how the same has been beneficial for the new breed of recruiters.

Traditional Applicant Tracking System

Until a few years, staffing agencies were all using their manual expertise or outdated tools to track potential candidates for vacant positions. Even if few agencies used ATS tools, they would use it only to post job ads to job boards or social channels manually. In addition,

the agencies would manually go through all the job boards and candidate databases, and call them individually to inform them about the posting or set up interview dates and times. It was highly time-consuming and tiring. The productivity level was too low as compared to today's automated and intelligent ATS.

Modern Applicant Tracking System

Leaving tradition behind, the recruitment-technology domain has added new aspects and innovative features, making **ATS** the core of the recruitment industry. It has embraced multiple processes of accessing and distributing in genres like social networking via Whatsapp and video conferencing. Given all these developments and innovations, it has become extremely easy for an HR leader to stay up to date.

Let's have a sneak peek at the improvements that ATS has brought in recent years that have reached the next level of excellence and automation.

Features of modern ATS

ATS Will Begin to Look and Act More Like Social Network

For a long time, ATS was stuck in the "call" with the client phase, representing candidates as little more than names and tokens of information. Now, however, the ATS is entering its Linkedin and other social media phase, ATS will begin to look and act more Like a Social Network.

As more and more people rail against the ATS's overemphasis on keywords and are finding ways to present fuller pictures of candidates as human beings. Soon enough, a candidate's presence in an ATS will be more like a portfolio than a traditional ATS database. Candidates will be able to upload their photos, and of course, explain their experiences and qualifications in much more detail.

Applicant Tracking Systems have become more user-friendly

It is a known fact that Applicant Tracking Systems have now become more user-friendly and recruiters do not have to undergo any specific

training course to make effective use of them. Modern-day ATS solutions feature a highly effective user interface along with simple-to-use control buttons to ensure that HR professionals can easily create efficient workflows and keep a constant check on the hiring process without any difficulty.

There is a rise in AI-based Applicant Tracking System

HR professionals worldwide have begun harnessing the power of AI-powered Applicant Tracking Software to optimize the efficiency of their recruitment process. Unlike previously, ATS software-driven by AI is making it easier for recruiters to navigate tasks like live interview scheduling, Feedback mechanism, and enabling them to give better job recommendations, thereby giving a noteworthy boost to their hiring endeavors. This way modern-day HR managers can easily source exceptionally skilled passive job candidates, fill vacant positions faster, and significantly remove bias from the hiring process.

Applicant Tracking Software now have deep integration capabilities

Nowadays, the majority of ATS solutions come packed with excellent deep integration capabilities to ensure better functionality around the clock. The best part about an [integrated ATS solution](#) is that it reduces the total amount of time spent onboarding new workers and gives deeper insights to human resources personnel that they can use to make improvements in the hiring process. Integration prepares the way for continuous recruiting workflows and helps human resources professionals to remove bottlenecks from the talent acquisition process for producing favorable business outcomes at the earliest possible time.

There is a rise of cloud-based ATS solutions

There was a time when ATS solutions were installed on the company's system and accessibility was limited only to a couple of users. But with the rise of modern-day technologies in the hiring landscape, most Applicant Tracking Systems are now based in the Cloud. Since the software is hosted virtually, this paves the path for improved flexibility as the solution can be accessed from any location in the globe as long as you have a steady internet connection.

ATS Will Turn Rejected Talents into Future Hires Analytics

The problem with this setup is that there is an assumption that a candidate who isn't right at this moment won't be right later on down the line. Many recruiters are already challenging this supposition by nurturing [talent pools](#), which serve as pre-filled talent pipelines. By maintaining relationships with high-quality candidates in the long term, recruiters can more easily find the best talent when positions open up in the future.

Conclusion

In an age where the recruiting world is witnessing rapid technological innovations, it would not be wrong to say that the new generations of [Applicant Tracking Systems](#) powered by Artificial Intelligence (AI) have emerged as an essential tool for the present-day recruiters looking to drive innovative hiring results. Besides making it simpler for hiring managers to track prospective applicants and precisely match resumes with vacant posts for determining the best fit for the job role, ATS solutions can also work wonders for nurturing

recruitment campaigns. Above all, make sure that you pick out the most up-to-date recruitment software for your organization so as to get rid of serious manual inefficacies and expedite the entire talent acquisition process in a minute.