



**NAAN MUDHALVAN**

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# **DOCUMENT**

OF OUR PROJECT USING SALESFORCE AND SMARTINTERNZ



## **JOB APPLICATION TRACKING SYSTEM**

**BY**

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# **1.INTRODUCTION**

## **1.1 OVERVIEW**

The job application tracking system is a user-friendly solution used to track top candidates - those who apply for job openings as well as passive prospects recruiters proactively engage for open roles through the entire recruiting process: from resume-reviewing and interview-scheduling to feedback-compiling and offer- extension.

An Application tracking system 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 based report that it has improved the quality of the candidates they hire.

## 1.2 PURPOSE

An application tracking system (ATS), also sometimes called a talent management system, is a type of recruiting software that helps streamline the hiring process for an organization from beginning to end. It typically handles tasks such as posting job openings to multiple job boards, storing applicant data, and screening applications for potential matches. An ATS may also allow recruiters to comment on and rate applicants in a single database, so everyone involved in the hiring process can easily collaborate.

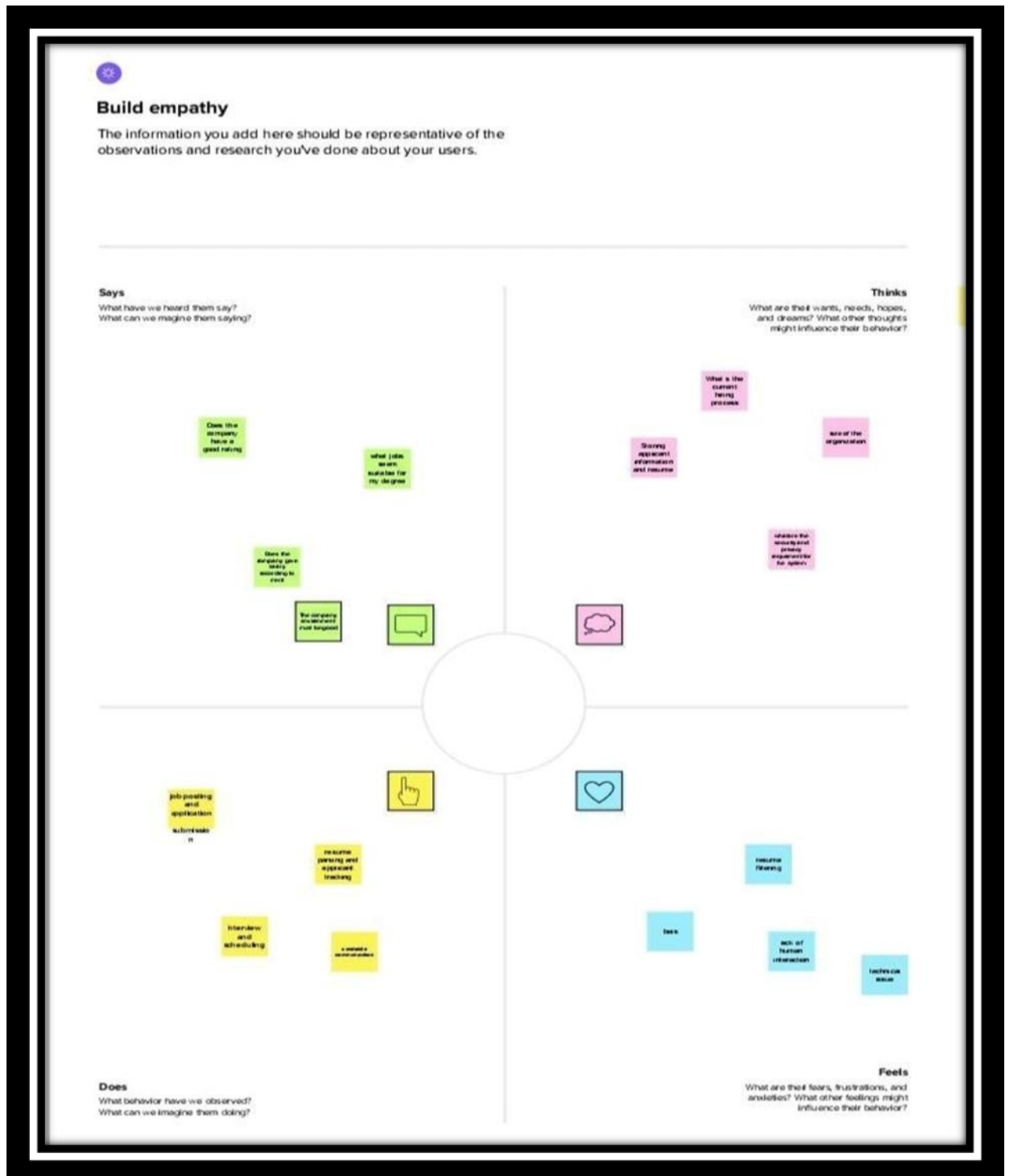
One of the primary functions of many applicant tracking systems is to automatically sift through resumes and applications to determine which candidates should move to the next phase of the hiring process.

Often, an ATS tracking system uses filters based on keywords and set parameters, like number of years of experience, listed skill sets, and other criteria that the organization designates to select applicants. However, some applicant tracking systems are now using more advanced methods like artificial intelligence and natural language processing to screen applications.

Each feature of an applicant tracking system is designed to improve the hiring process for both recruiters and candidates. Built-in communication channels and automated email reminders help recruiters communicate with candidates more consistently, which in turn helps candidates feel more connected and informed throughout the process.

## 2. IDEATION & BRAINSTORMING MAP SCREENSHOT

### 2.1 EMPATHY MAPING:



**Brainstorm & idea prioritization**

Use this template to plan and brainstorm ideas or your team generated that represent and prioritizing relevant ones (you're including it in the table)

☐ Brainstorm  
☐ Idea selection  
☐ Brainstorm

**Before your session**

Write 8-10 possible questions you want to answer. Write down your top 3-5 questions. Write down your top 3-5 questions.

☐ Before  
☐ After

**During your session**

Write down your top 3-5 questions. Write down your top 3-5 questions. Write down your top 3-5 questions.

☐ Before  
☐ After

**After your session**

Write down your top 3-5 questions. Write down your top 3-5 questions. Write down your top 3-5 questions.

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☐ After

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☐ Before  
☐ After



# Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕒 **10 minutes** to prepare
  - 🕒 **1 hour** to collaborate
  - 👤 **2-8 people** recommended
-



## Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

---

A

### Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

### Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

### Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)





## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes



### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes with your mind.

2

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Tip

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

### Person 1

what are the biggest pain points of the business (from owner)?	what is the educational gap/need?	How can an ATS help?
How can the scheduling capabilities be built by the business?	what is the role of the recruitment?	How can the ATS help with the recruitment?
what is the other main scheduling?	what are the key features of an ATS?	what are the key features of an ATS?

### Person 2

what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?

### Person 3

what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?

### Person 4

what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?

### Person 5

what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?

### Person 6

what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?

### Person 7

what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?

### Person 8

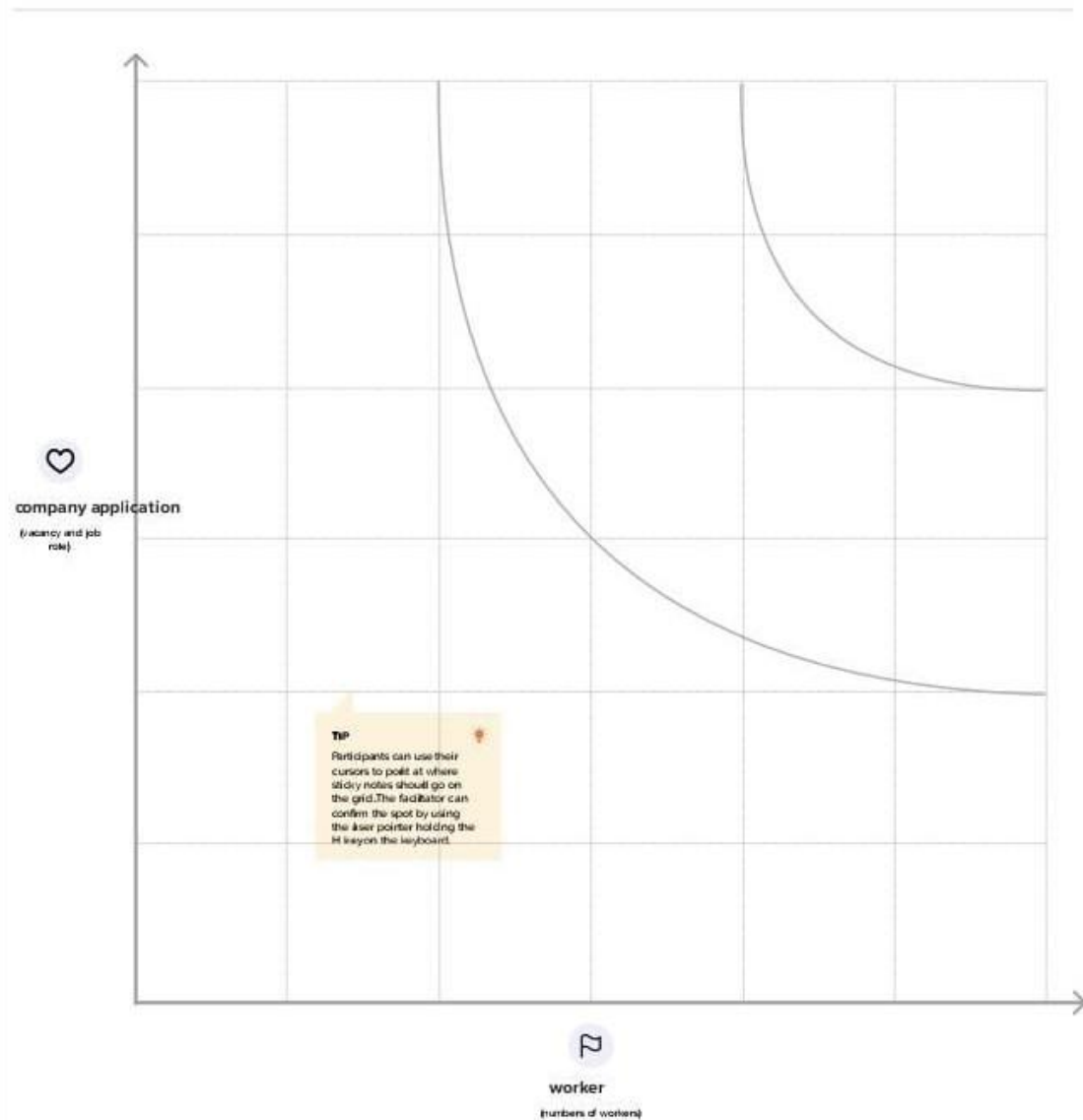
what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?
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what are the biggest pain points of the business (from owner)?	what are the biggest pain points of the business (from owner)?	How can the ATS help?

4

## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

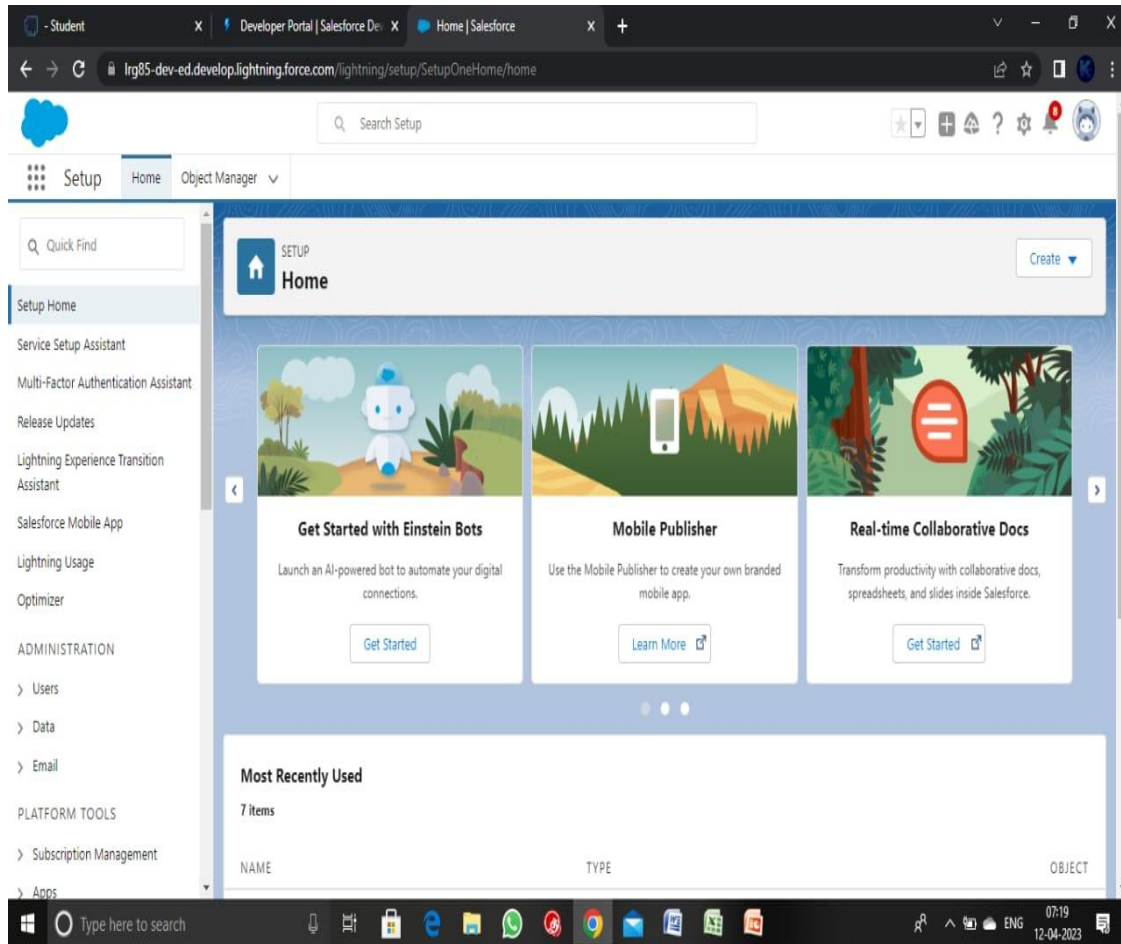


## 3.RESULT

### 3.1 DATA MODEL

OBJECT NAME	FIELDS IN THE OBJECT
OBJECT 1	FIELD LABEL: RECRUITER  DATA TYPE :CUSTOM OBJECT
OBJECT 2	FIELD LABEL: 100% EMPLOYMENT  DATA TYPE :CUSTOM OBJECT

## 3.2 ACTIVITIES AND SCREENSHOT



Browser tabs: - Student, Developer Portal | Salesforce Dev, Object Manager | Salesforce

Address bar: lrg85-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/home

Search Setup

Setup Home Object Manager

### Object Manager

51+ Items, Sorted by Label

Quick Find Schema Builder Create

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Account	Account	Standard Object			
Activity	Activity	Standard Object			
Alternative Payment Method	AlternativePaymentMethod	Standard Object			
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object			
Appointment Invitation	AppointmentInvitation	Standard Object			
Appointment Invitee	AppointmentInvitee	Standard Object			
Appointment Topic Time Slot	AppointmentTopicTimeSlot	Standard Object			
Asset	Asset	Standard Object			
Asset Action	AssetAction	Standard Object			
Asset Action Source	AssetActionSource	Standard Object			
Asset Relationship	AssetRelationship	Standard Object			

https://lrg85-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/home

Browser tabs: - Student, Developer Portal | Salesforce Dev, New Custom Object | Salesforce

Address bar: lrg85-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/new

Search Setup

Setup Home Object Manager

### Object Manager

#### New Custom Object

Help for this Page

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition Edit Save Save & New Cancel

##### Custom Object Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label  Example: Account

Plural Label  Example: Accounts

Starts with vowel sound ☐

The Object Name is used when referencing the object via the API.

Object Name  Example: Account

Description

Context-Sensitive Help Setting Open the standard Salesforce.com Help & Training window

Browser tabs: - Student, Developer Portal | Salesforce Dev, Home | Salesforce

Address bar: lrg85-dev-ed.develop.lightning.force.com/lightning/setup/CustomTabs/home

Search Setup

Setup Home

Service Setup Assistant

Multi-Factor Authentication Assistant

Release Updates

Lightning Experience Transition Assistant

Salesforce Mobile App

Lightning Usage

Optimizer

ADMINISTRATION

> Users

> Data

> Email

PLATFORM TOOLS

> Subscription Management

### Custom Tabs

You can create new custom tabs to extend Salesforce functionality or to build new application functionality.

Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.

#### Custom Object Tabs

[New](#) [What Is This?](#)

Action	Label	Tab Style	Description
<a href="#">Edit</a>   <a href="#">Del</a>	students	Books	To check the student details

#### Web Tabs

[New](#) [What Is This?](#)

No Web Tabs have been defined

#### Visualforce Tabs

[New](#) [What Is This?](#)

No Visualforce Tabs have been defined

Browser tabs: - Student, Developer Portal | Salesforce Dev, Profiles | Salesforce

Address bar: lrg85-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/home

Search Setup

Setup Home

Service Setup Assistant

Multi-Factor Authentication Assistant

Release Updates

Lightning Experience Transition Assistant

Salesforce Mobile App

Lightning Usage

Optimizer

ADMINISTRATION

> Users

> Data

> Email

PLATFORM TOOLS

> Subscription Management

### Profiles

[All Profiles](#) | [Edit](#) | [Delete](#) | [Create New View](#)

[New Profile](#)

Action	Profile Name	User License	Custom
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Analytics Cloud Integration User</a>	Analytics Cloud Integration User	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Analytics Cloud Security User</a>	Analytics Cloud Integration User	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Authenticated Website</a>	Authenticated Website	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Authenticated Website</a>	Authenticated Website	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Chatter External User</a>	Chatter External	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Chatter Free User</a>	Chatter Free	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Chatter Moderator User</a>	Chatter Free	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Contract Manager</a>	Salesforce	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Clone</a>	<a href="#">Cross Org Data Proxy User</a>	XOrg Proxy User	<input type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Del</a>   ...	<a href="#">Custom_Marketing_Profile</a>	Salesforce	<input checked="" type="checkbox"/>
<a href="#">Edit</a>   <a href="#">Del</a>   ...	<a href="#">Custom_Sales_Profile</a>	Salesforce	<input checked="" type="checkbox"/>

1-25 of 40 | 0 Selected | << Previous Next >> | Page 1 of 2



Student Developer Portal | Salesforce Dev Users | Salesforce

lrg85-dev-ed.develop.lightning.force.com/lightning/setup/ManageUsers/home

Search Setup

Setup Home Object Manager

app m

Apps

App Manager

User Interface

App Menu

Didn't find what you're looking for? Try using Global Search.

## SETUP Users

All Users

On this page you can create, view, and manage users.

In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile devices: [iOS](#) | [Android](#)

View: All Users Edit Create New View

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

New User Reset Password(s) Add Multiple Users

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	A. Myhill	MA	mythilamugam8@gmail.com		✓	System Administrator
<input type="checkbox"/> Edit	A. riva	riva	edvagriva08@gmail.com	CEO	✓	Custom Marketing Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chath.0042u00000rklomeai.nv0693vk9ok@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/> Edit	User Integration	integ	integration@0042u00000rklomeai.com		✓	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	insightsecurity@0042u00000rklomeai.com		✓	Analytics Cloud Security User

New User Reset Password(s) Add Multiple Users

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

Student Developer Portal | Salesforce Dev Profiles | Salesforce

lrg85-dev-ed.develop.lightning.force.com/lightning/setup/EnhancedProfiles/page?address=%2F\_ui%2Fperms%2Fui%2Fprofile%2FProfileClone%2F%3Fid%3D00e2w00...

Search Setup

Setup Home Object Manager

app m

Apps

App Manager

User Interface

App Menu

Didn't find what you're looking for? Try using Global Search.

## SETUP Profiles

Clone Profile

Enter the name of the new profile.

You must select an existing profile to clone from. Required Information

Existing Profile	Analytics Cloud Integration User
User License	Analytics Cloud Integration User
Profile Name	<input type="text" value="school profile"/>

school profile



## 4. TRAILHEAD PROFILE PUBLIC URL

<b>TEAM ID</b>	<b>NM2023TMID08386</b>
<b>TEAM LEADER</b>	<b>RITHIKA.S</b> lrg-5a-dev- ed.develop.my.salesforce.com
<b>TEAM MEMBER 1</b>	<b>RAMYA.V</b> lrg64-dev- ed.develop.my.salesforce.com/
<b>TEAM MEMBER 2</b>	<b>LAKSHMIPRABHA S</b> lrg7-dev- ed.develop.my.salesforce.com
<b>TEAM MEMBER 3</b>	<b>TAMILSELVI.S</b> <a href="https://lrg9-dev-ed.develop.my.salesforce.com/">https://lrg9-dev- ed.develop.my.salesforce.com/</a>
<b>TEAM MEMBER 4</b>	<b>GNANAMBIGAI.P</b> lrg70-dev- ed.develop.my.salesforce.com/

## **5.ADVANTAGES AND DISADVANTAGEG**

### **ADVANTAGES:**

1. Reduces 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 more 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 speeds 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 providemanagement 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:**

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

## 6.APPLICATION

Although the ATS can potentially help recruiters save tons of time, money, and effort in the hiring process, it's not accurate enough to replace the human recruiter.

However, many applicant tracking systems have started using machine learning algorithms to match applicants to a role, so they are expected to become more accurate over time.

Monitor and coordinate an organization's job applications

- ✓Stores candidates resumes inside a database to permit effective searching filtering and routing of application

- ✓Improve productivity in their recruiting process

- ✓Automate the recruitment processes

- ✓Provides the right employees in right time on right post in an organization.

- ✓Allows quicker recruitment decisions

- ✓Leads to reduced cost and time per hire

- ✓EEO

## **7.CONCLUSION**

The best applicant tracking system software is the rich implementation that persists in creation to fit the speed of evolution and needs in the organization. There is a lot of tracking software available in the market nowadays which can help you face all the challenges related to your recruitment and job searching issues and provide you with the best applicants as per your needs. You can select the best applicant tracking system software from above that can help you achieve your goals effortlessly and robustly.

## **8.FUTURE ENHANCEMENT**

### **THE FUTURE OF APPLICANT TRACKING SYSTEMS:**

Applicant tracking systems are robust tools that continue to innovate to match the pace of change and demand in the workforce. The best systems are meeting this challenge now, but they will share the following common features in the future:

### **MOBILE-FIRST, INFORMATION-RICH, RAPID ADAPTABILITY:**

The needs of a multigenerational workforce are constantly changing, and your ATS must be flexible and adaptable to meet those expectations. Top candidates demand seamless, fully mobile interaction, and the leaders in the ATS marketplace are meeting them where and how they search and apply—on their phone and on the go. Job seekers also expect detailed answers to a litany of pre-employment questions, driving ATSs to become more searchable, provide live support or employ bots to tackle FAQs, and be customizable to address new needs in real time.

### **AN ENRICHED USER EXPERIENCE:**

ATSs will continue to refine and optimize the candidate journey. More intuitive, simpler interfaces; the ability to pull information

automatically from resumes; and self-service for scheduling interviews are and will continue to be differentiating features for prospective employees. Recruiters will also benefit from a more seamless experience in everything from job posting to task management.

## **IMPROVED ABILITY TO LEVERAGE SOCIAL PLATFORMS:**

Social networks are essential to the recruiting process, and ATSs will be more fully integrated with social media to identify top-end passive and active candidates while also helping organizations build a strong social brand.

## **AMPLIFIED EFFECTIVENESS WITH AI:**

AI is essential for creating greater efficiencies. An ATS that incorporates AI can process complex data sets, helping identify the skills that differentiate top performers within an organization. By isolating the factors that determine success, employers and recruiters can create more targeted job postings, screen and assess skills on a more granular level, and help address weaknesses in the hiring process. Refined algorithms will provide a more nuanced, detailed portrait of an ideal candidate, and create a more personalized, frictionless experience for job seekers.



## **A CLOUD-BASED, FULLY INTEGRATED ECOSYSTEM:**

The future of ATS will be in the cloud, eliminating the need for on-premises maintenance and management while leveraging third-party infrastructure, scalability, and security capability. Leading ATSs will also integrate with the broader technology stack, allowing employers to better understand the ways in which recruiting processes impact the business.

## **STRONGER DIVERSITY AND INCLUSION:**

Not only do a diverse workforce and an inclusive culture strengthen an organization, but they're also an expectation for employers and candidates. An ATS will use data and hiring patterns to identify and eliminate intrinsic bias in the hiring process, opening businesses to a more diverse set of skilled applicants.

**THANK YOU**