

# | **JOB APPLICATION TRACKING SYSTEM**

## **1. INTRODUCTION**

### **1.1.OVERVIEW**

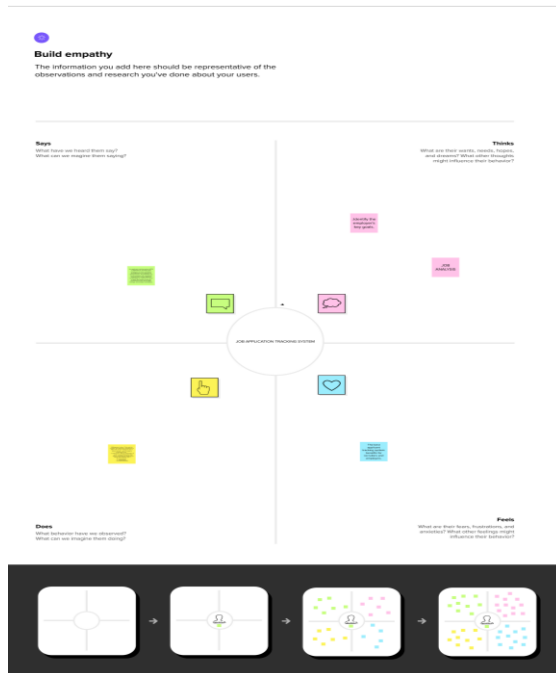
Assess the CRM needs and set goals,choose the correct CRM application.The process of centralizing between a cuaseuseompany and its customer involves a CRM software with feature that match your needs.

### **1.2.Purpose**

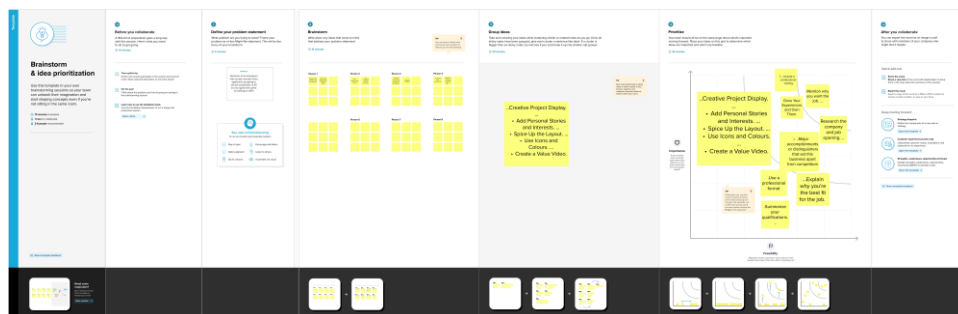
Companies can also use bea CRM toi expand the scope of (or event change a job funtion if needed to support business goal .For example ,you sales team will use a CRM to manage customers better and sell more

## 2.PROBLEM DEFINATION & DESING THINKING

### 2.2.Empathy Map



### 2.2.Ideation & Brainstorming Map



Result:

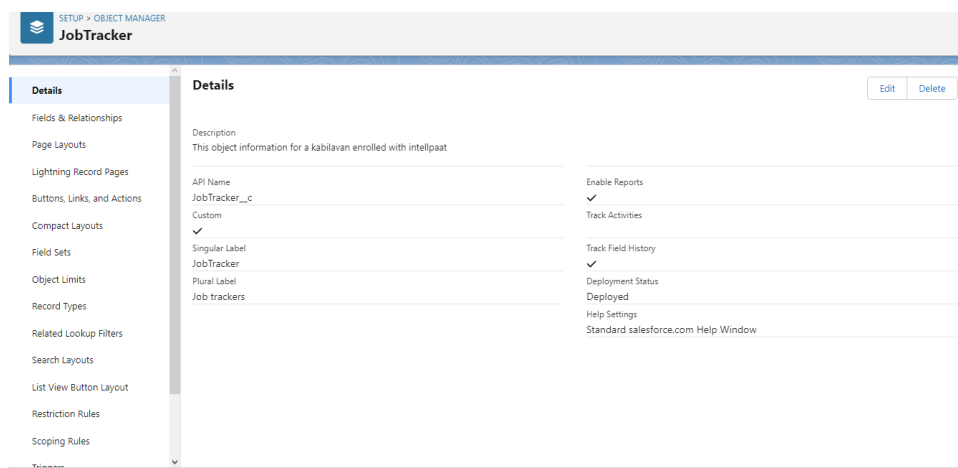
3.1.Data Model:

Object name	Field in the object	
Obj1	Field label	Data type
	knowledg e	text
Obj2	Field label	Data type
	Job tracker	Look up

## 3.2ACTIVITY&SCREENSHOT

### Milestone1:Salesforce

#### Activity 1:



## Milestone 2:

### Activity 1:

HOME | LOGOUT MANAGER | **USER**

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OBJECT MANAGER

**Tracker**

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Custom Object Definition Edit

Save | Save & New | Cancel

**Custom Object Information**

The sample on what object values are used in table, page headers, and reports.  
**Be careful when changing the name or label as it may affect existing integrations and page templates.**

**NAME**  **Example:** Account

**PLURAL NAME**  **Example:** Accounts

Starts with capital letter

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

**OBJECT NAME**  **Example:** Account

**DESCRIPTION**

**Custom Definition Help Setting**

☒ Open the standard Definition with Help & Tracking section

☐ Open in Definition editor & Definition page

**Custom Name**  **Example:** Account

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**Enter Record Name Label and Format**

The Record Name appears on page headers, key lists, related lists, toolbars, and search results. For example, the Record Name for Account is "Record Name" and for Case is "Case Number". Note that the Record Name field is always called "Name" when referenced via the API.

**Record Name**  **Example:** Account Name

**Display Format**  **Example:** ABC Tracker

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**Default Features**

☒ Allow Reports

☒ Allow Actions

☒ Track Field History

☒ Enable in Global Search

☐ Enable Linking

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**Object Classification**

When these settings are enabled, the object is classified as an Enterprise Application object. When these settings are disabled, the object is classified as a Light Application object. [Learn more](#)

☒ Allow Sharing

☒ Allow Related Records

☒ Allow Streaming API Access

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**Deployment Status**

☒ In Development

☐ Released

## Milestone 3:

### Activity 2:

## App Details & Branding

Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.


### App Details


\* App Name ⓘ  
JOB TRACKING

\* Developer Name ⓘ  
JOB\_TRACKING

Description ⓘ  
Thios Application for insights job viewers

### App Branding

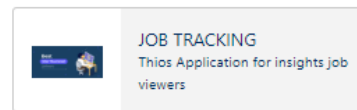
Image ⓘ  


Primary Color Hex Value ⓘ  
 #13FF0F

Clear

Org Theme Options  
☐ Use the app's image and color instead of the org's custom theme

### App Launcher Preview



## Milestone 4:

## Activity 3:

SETUP > OBJECT MANAGER  
**JobTracker**

**Details** Edit Delete

Description  
This object information for a kabilavan enrolled with intelpaat

API Name  
JobTracker\_\_c

Custom  
✓

Singular Label  
JobTracker

Plural Label  
Job trackers

Enable Reports  
✓

Track Activities

Track Field History  
✓

Deployment Status  
Deployed

Help Settings  
Standard salesforce.com Help Window

Fields & Relationships  
Page Layouts  
Lightning Record Pages  
Buttons, Links, and Actions  
Compact Layouts  
Field Sets  
Object Limits  
Record Types  
Related Lookup Filters  
Search Layouts  
List View Button Layout  
Restriction Rules  
Scoping Rules  
Triggers

## Milestone 5:

### Activity 4:

Fields & Relationships				
7 items. Sorted by Field Label				
<input type="text" value="Quick Find"/> <a href="#">New</a> <a href="#">Deleted Fields</a> <a href="#">Field Dependencies</a> <a href="#">Set History Tracking</a>				
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Broadcast Communication	Broadcast_Communication__c	Master-Detail(Broadcast Communication)		✓
Created By	CreatedById	Lookup(User)		
job application	job_application__c	Text Area(255)		
job application tracking system	job_application_tracking_system__c	Text(50)		
job tracker	Name	Auto Number		✓
Last Modified By	LastModifiedById	Lookup(User)		
Tracking system	Tracking_system__c	Text(50)		

## 4.Trailhead Profile Public URL

Team Lead: <https://trailblazer.me/id/sskabilavan>

Team member 1:<https://trailblazer.me/id/soldierdinesh>

Team member 2: <https://trailblazer.me/id/karaneswaran>

Team member

3:<https://trailblazer.me/id/harishkannan0051>

## Project Report

## ADVANTAGES & DISADVANTAGES

Many successful companies have implemented CRM. However, the features CRM has, and the specific advantage and disadvantage are not yet well known.

One of the reasons is that there are many types of CRM software, SFA, and other similar tools, so there are hurdles in understanding and selecting the right one.

Every business is planned, established, and run on based on its customers. Customers are like the blood of every business, without which business organs can't function. Happy customer reflects the quality and growth of any business.

## 6.APPLICATIONS

A Customer relationship management CRM system can be a life line for keeping track of all of your customer and attracting new ones. But in order to get the most out of your CRM, it is important to ensure you get the right options for your needs. If you're overwhelmed with the number of options out there, don't fret.

We can group the multitude of CRM solution into three primary types: operational, analytical and collaborative. Each is built to handle specific processes related to managing relationships with customers and storing customers data, like automating sales, marketing and service tasks.

#### Collaborative CRM :

Collaborative CRM centralizes customers data where marketing sales and service professionals can see it. With visibility into all your customers communication, purchase history, service requests, notes and other details, service reps will be better prepared to solve their customers problems. collaborative CRMs can even act on this information automatically to expedite service.

#### 7.CONCLUSION:

Conclusion customers relationship management enables a company to align its strategy with the needs of the customers in order to best meet those needs and thus ensure long term customers loyalty. However, in order to be successful in this aim, the different company departments have to work together and use measures in coordinated fashion.



## 8. FUTURE SCOPE:

Customers are fundamentally changing ,and it goes beyond simple demographics. There a changing how all customers segments across Business – to –Business and Business –to – consumer select who and why they buy from one company or another as well as when they buy.The harness that information ,you have to collect it that where CRM comes in.

Positive customers expreiences built trust,fuel repurchases, crate loyalty and lead to higher life time customers values,this chain reaction of customers-centric growth gets started when marketing and sales teams knows what customers are expecting,why they are expecting it and how best to delivier product or services that a exceed customer expectations,customer retention:with all data available today,theirs no excuse for not having a complete 360 degree view of

customers. Today CRM systems should provide teams with customers information all their fingertips. This makes for a much more considerate journey.