

GOVERNMENT ARTS AND SCIENCE COLLEGE VANUR

JOB APPLICATION TRACKING SYSTEM

PROJECT BASED EXPERIENTIAL LEARNING PROGRAM

SALESFORCE

2023

By

S.SUNIL

III B.Sc MATHS

INTRODUCTION

1.1 Overview

Job application tracking system is used for potential employees and streamline the recruitment process. It helps employees directly and indirectly to both the growth of employee and organization. It is important to select the potential candidate for the right jobs to make success in their career and institution runs smoothly. Through this salesforce platform recruitment can handle easily and conveniently through salesforce.org. Recruitment through this platform is an end-end Application Tracking System that helps you monitor all the applications received by our company and track them easily. The salesforce recruitment app is designed to help by the use of CRM functionality to handle job applications as you receive them relieving your team to carry out the process manually.

It allows Salesforce users to handle recruitment process without switch to different platform. The salesforce ATS helps the team to save time and effort by providing a centralized platform for carrying out all the recruitment process. This is an integral part of your salesforce and allows you to work on your CRM with efficiency.

The need for suitable jobs in every sector keeps increasing, organizations are often overburdened with job applications whenever they announce a vacancy. Using traditional and manual application tracking processes would make it nearly impossible for the employees to assess every single application, match the requirements, and select the most suitable candidates for the required jobs. The Salesforce recruitment app helps you automate recruitment workflows through seamless process automation.

From the moment

you receive an application and add it to the ATS, the tool allows you to process and analyze the same with increased automation and accuracy.

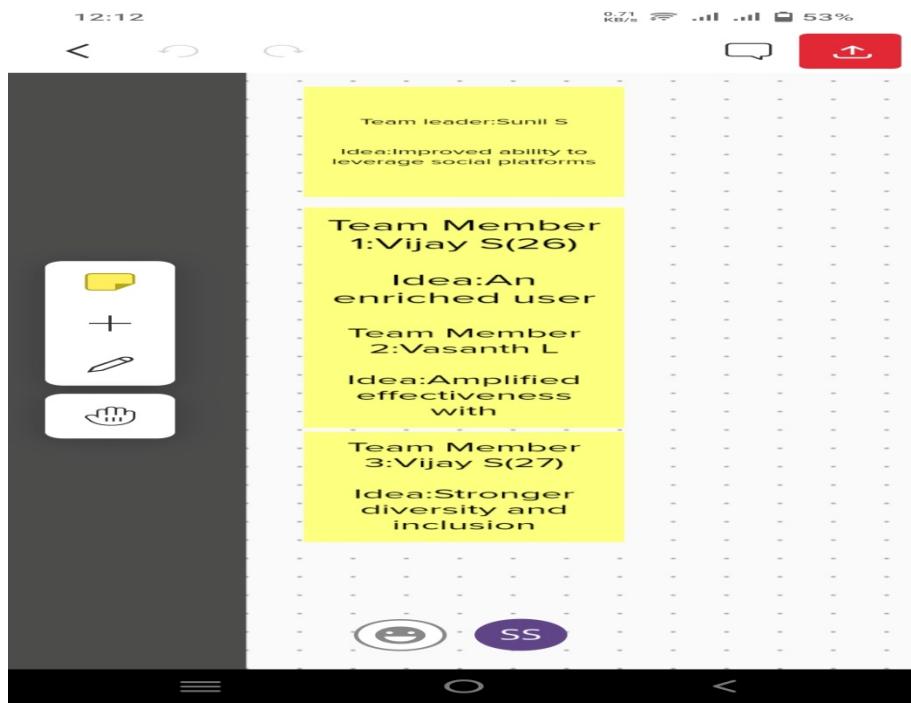
2. problem Definition & Design Thinking

Empathy Map

The screenshot shows a digital empathy map template. On the left, there's a vertical purple sidebar labeled "Template". The main area has a white background with a large heart icon at the top. Below it, the title "Empathy map canvas" is displayed. A descriptive text block explains the purpose of the template: "Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve." At the bottom of this section, there's a "Share template feedback" button and a "Need some inspiration? See a broader overview of this template to download your own." link with an "Open example" button.

The central part of the template is titled "Develop shared understanding and empathy" and contains a sub-section "Develop shared understanding and empathy". It includes a summary text and a list of questions under categories like "WHO are we empathizing with?", "What do they HEAR?", "What do they SEE?", "What do they SAY?", "What do they THINK and FEEL?", and "GOAL". There are also sections for "PAINS", "THREE PREDICTED OUTCOMES", and "GAINS". The right side of the template features a large grid for notes, with various colored sticky notes placed on it. The bottom of the template has a dark footer with three circular icons showing different stages of the process.

Ideation & Brainstorming map Screenshot



3. RESULT

Data Model:

Object Name	Fields in the Object	
	Field label	Data type
Object 1	Recruiter	Auto Number
Object 2	Jobs	Auto Number
Object 3	candidate	Auto Number
Object 4	Job application	Auto Number

Activity & Screenshot

Create an
Object
Activity 1

The screenshot shows the Salesforce Object Manager interface for the 'Recruiter' custom object. The left sidebar lists various configuration options: Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main 'Details' tab displays the following information:

Description	Value
API Name	Recruiter__c
Custom	✓
Singular Label	Recruiter
Plural Label	Recruiters
Enable Reports	✓
Track Activities	
Track Field History	✓
Deployment Status	Deployed
Help Settings	Standard salesforce.com Help Window

At the bottom right of the main area are 'Edit' and 'Delete' buttons. The top navigation bar shows tabs for Object Manager, Home, and Setup, along with a search bar and various icons.

Activity 2:

The screenshot shows the Salesforce Object Manager interface for the 'candidate_c' custom object. The left sidebar lists configuration options: Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main 'Fields & Relationships' tab displays the following fields:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
candidate Number	Name	Auto Number		✓
candidate_c	candidate_c__c	Number(18, 0)		
Created By	CreatedBy	Lookup(User)		
Last Modified By	LastModifiedBy	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

At the bottom right of the main area are buttons for 'New', 'Deleted Fields', 'Field Dependencies', and 'Set History Tracking'. The top navigation bar shows tabs for Object Manager, Home, and Setup, along with a search bar and various icons.

New Accounts Report | Salesforce Jobs | Salesforce

drmgrgovernmentartsandscie6-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w000003o15U/FieldsAndRelationships/view

Cloud Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER Jobs

Details Fields & Relationships

Page Layouts Lightning Record Pages Buttons, Links, and Actions Compact Layouts Field Sets Object Limits Record Types Related Lookup Filters Search Layouts

Fields & Relationships

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Jobs Name	Name	Auto Number		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

Quick Find New Deleted Fields Field Dependencies Set History Tracking

Type here to search

Windows Taskbar: 28°C 10:24 AM 4/11/2023

New Accounts Report | Salesforce Job Application | Salesforce

drmgrgovernmentartsandscie6-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w000003p68D/FieldsAndRelationships/view

Cloud Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER Job Application

Details Fields & Relationships

Page Layouts Lightning Record Pages Buttons, Links, and Actions Compact Layouts Field Sets Object Limits Record Types Related Lookup Filters Search Layouts

Fields & Relationships

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Job Application number	Name	Auto Number		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

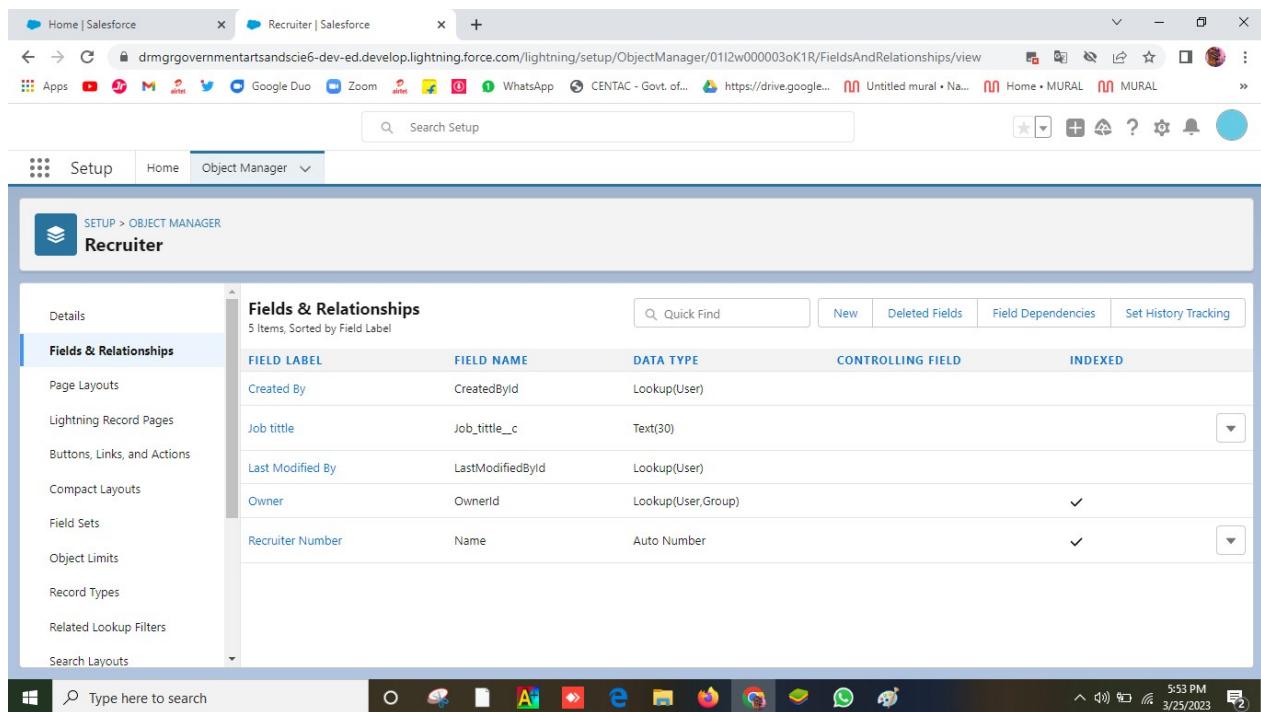
Quick Find New Deleted Fields Field Dependencies Set History Tracking

Type here to search

Windows Taskbar: 28°C 10:24 AM 4/11/2023

2. Create a custom fields:

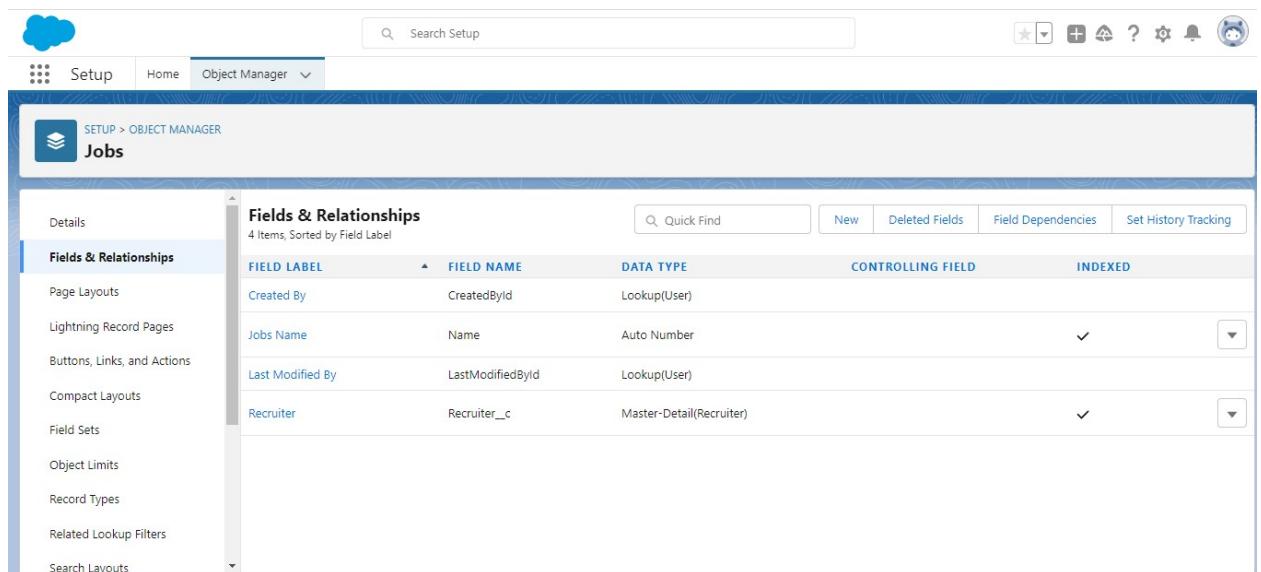
Activity 1:



The screenshot shows the Salesforce Object Manager interface for the 'Recruiter' object. The left sidebar lists various setup options like Page Layouts, Lightning Record Pages, and Field Sets. The main content area displays the 'Fields & Relationships' section with 5 items, sorted by Field Label. The table includes columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Job title	Job_title__c	Text(30)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)	✓	
Recruiter Number	Name	Auto Number	✓	

Activity 2



The screenshot shows the Salesforce Object Manager interface for the 'Jobs' object. The left sidebar lists various setup options. The main content area displays the 'Fields & Relationships' section with 4 items, sorted by Field Label. The table includes columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Jobs Name	Name	Auto Number	✓	
Last Modified By	LastModifiedById	Lookup(User)		
Recruiter	Recruiter__c	Master-Detail(Recruiter)	✓	

Activity 3:

SETUP > OBJECT MANAGER
Jobs

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

Fields & Relationships
5 Items, Sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
Description	Description__c	Text Area(255)		
Jobs Name	Name	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
Recruiter	Recruiter__c	Master-Detail(Recruiter)		

Activity 4:

SETUP > OBJECT MANAGER
Jobs

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

Fields & Relationships
6 Items, Sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
Description	Description__c	Text Area(255)		
Jobs Name	Name	Auto Number		
Last Modified By	LastModifiedById	Lookup(User)		
Location	Location__c	Text(30)		
Recruiter	Recruiter__c	Master-Detail(Recruiter)		

Create a
Tab: Activity

1:

Search Setup

User Interface

Loaded Console Tab Limit

Rename Tabs and Labels

Tabs

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.

Action	Label	Tab Style	Description
Edit Del	Recruiters	Cup	

Web Tabs

No Web Tabs have been defined

Visualforce Tabs

No Visualforce Tabs have been defined

Create a Custom profile: Activity 1:

Profile

Standard User

Help for this Page

Back to List: Profiles

Transition from Salesforce Classic to Lightning Experience

Lightning Experience Transition Assistant

Move to the new, more productive Salesforce.

Get Started

Salesforce Mobile Quick Start

Home

Administrator

- Release Updates
- Manage Users - Level 1**
- Users
- Mass Email Users
- Roles
- Permission Sets

Content

Name: Standard User

User License: Salesforce

Created By: Kavya C, 22/03/2023, 4:29 pm

Custom Profile: Not Checked

Modified By: Kavya C, 28/03/2023, 10:48 am

Profile Detail

Name	Value	Object	Value
User License	Salesforce	Custom Profile	Not Checked
Created By	Kavya C	Modified By	Kavya C

Page Layouts

Object	Layout Name	Assignment
Global	Global Layout	[View Assignment]
Email Application	Not Assigned	[View Assignment]
Home Page Layout	DE Default	[View Assignment]
Account	Account Layout	[View Assignment]
Alternative Payment Method	Alternative Payment Method Layout	[View Assignment]
Object Milestone	Object Milestone Layout	[View Assignment]
Operating Hours	Operating Hours Layout	[View Assignment]
Opportunity	Opportunity Layout	[View Assignment]
Opportunity Product	Opportunity Product Layout	[View Assignment]
Order	Order Layout	[View Assignment]

Activity 2:

Sales Manager

Name: Sales Manager
User License: Salesforce
Description: Created By: Kavita C, 28/03/2023, 5:59 pm
Modified By: Kavita C, 28/03/2023, 5:59 pm

Object	Layout	Assignment
Global	Global Layout	[View Assignment]
Email Application	Not Assigned	[View Assignment]
Home Page Layout	DE Default	[View Assignment]
Account	Account Layout	[View Assignment]

To Create a

User: Activity 1:

Hr Manager

Name: Hr Manager
Alias: hmana
Email: ganeshgill@gmail.com
Username: ganeshgill@gmail.com
Nickname: User1680094973801347465
Title: Company
Department: Division
Address: Time Zone: (GMT+05:30) India Standard Time (Asia/Kolkata)
Locale: English (India)
Language: English
Delegated Approver: Manager
Receive Approval Request Emails: Only if I am an approver

Create a Sharing rule:

Activity 1:

The screenshot shows the Salesforce Sharing Settings page for a user named 'Hr Manager'. The user details include:

Name	Hr Manager	Role
Alias	hmana	Salesforce Platform
Email	ganeshgill@gmail.com	Profile
Username	ganeshgill@gmail.com	Active
Nickname	User1680094973801347465	Marketing User
Title		Offline User
Company		Knowledge User
Department		Flow User
Division		Service Cloud User
Address		Site.com Contributor User
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User
Locale	English (India)	WDC User

Create a report:

Activity 1:

The screenshot shows the Salesforce Reports interface for a 'New Accounts Report' under the 'Accounts' category. The report preview shows data for 'Customer - Direct' accounts, grouped by 'Rating' and 'Billing City'. The main pane displays a table with columns for Record Count, Subtotal, and various cities like San Francisco, Austin, Burlington, Chicago, New York, Singapore, and Tuc. Below the main table, a 'Details' section shows 13 rows of account information, including Last Activity, Account Owner, Billing State/Province, and Last Modified Date. The sidebar on the left contains filters for 'Groups' and 'Columns'.

4. Trailhead profile Public URL:

Team Leader(S.SUNIL)- <https://trailblazer.me/id/sunis36>

Team Member(L.VASANTH)- <https://trailblazer.me/id/vvasanth30>

Team Member(S.VIJAY(26))-

<https://trailblazer.me/id/vsaravanan21>

Team Member(S.VIJAY(27)) <https://trailblazer.me/id/svijaysunil>

5. Advantage:

- Streamlines recruiting.
- Posts jobs on multiple job boards.
- Saves time by automating mundane tasks.
- Builds your brand.
- Manages talent database.
- Promotes easy collaboration among the recruiting teams.

Disadvantages:

- A Disadvantage of ATS is missing qualified applicants due to wrong keyword selection.
- Automatic elimination of resumes that software cannot recognize and interpret is another drawback of ATS.
- An Applicant Tracking System Disadvantage is that they are open to manipulation.

5. Applications

1. A job requisition enters into the ATS. This requisition includes information about the position, such as the job title, desired skills, and required experience.
2. The ATS then uses this information to create a profile for the ideal candidate.
3. As applicants submit their resumes, the ATS parses, sorts, and ranks them based on how well they match the profile.
4. Hiring managers then quickly identify the most qualified candidates and move them forward in the hiring process.

7. 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 inefficiencies and expedite the entire talent acquisition process in a minute.

8. Future Scope:

An ATI creates opportunity 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 ATS report that it has improved the quality of the candidates they hire.