Phase 1: Problem Understanding & Industry Analysis

Requirement Gathering

The primary goal was to understand the existing challenges and expectations from a modern recruitment system.

- **Pain Points Identified in Current Processes**:

  - **Slow shortlisting**: Manual review of resumes led to delays of several days, often resulting in losing high-quality candidates.

  - **Delayed approvals**: Hiring managers frequently approved candidates late due to lack of centralized tracking, causing bottlenecks.

  - **Poor tracking**: Candidates and HR teams had no unified view of application progress, leading to confusion and repeated communication.

  - **Inconsistent onboarding**: Each department followed its own process, resulting in irregular document collection, training, and system setup.

- **Key Requirements Defined**:

  - **Candidate Portal**: A single platform for candidates to apply, track progress, and upload required documents.

  - **Automated Shortlisting**: AI-based screening to filter out irrelevant applications.

  - **Interview Scheduling**: Integrated email remainder to both HR and Candidate.

  - **Onboarding Management**: Predefined Task assignment and email remainders to ensure smooth onboarding.

  - **Analytics & Dashboards**: Real-time metrics on hiring pipeline, time-to-hire, and onboarding progress.

Stakeholder Analysis

The system involves multiple stakeholders, each with unique needs and interactions:

- **Primary Users**:

  - *Recruiters*: Require tools to post jobs, view applicants, and track progress.

  - *HR Head*: Need approval mechanisms and visibility into shortlisted candidates.

  - *HR Staff*: Require onboarding workflows and compliance tracking.

  - *New Hires*: Expect a transparent, seamless experience from application to onboarding.

- **Secondary Users**:

  - *IT Teams*: Handle provisioning of laptops, email accounts, and software access during onboarding.

  - *Department Heads*: Provide final approval for hiring and ensure resource allocation.

- **External Stakeholders**:

  - *Job Applicants*: Individuals applying through the portal.

  - *Background Verification Agencies*: Potential future integration to validate employment history, education, and identity.

Business Process Mapping

- **As-is Process (Current State)**:

  1. Jobs are posted manually on portals or circulated internally.

  2. Candidates apply via email or through basic forms, and data is maintained in spreadsheets.

  3. HR manually screens resumes and follows up via calls or email.

  4. Approvals are sought through informal communication channels, often causing delays.

5. Onboarding varies by department, lacking consistency or transparency.

- **To-be Process (Future State with Salesforce Integration)**:

    1. Recruiters posts jobs centrally on a Salesforce-powered portal.

    2. Candidates apply directly on the portal, and their applications are automatically logged.

    3. Automated shortlisting and ranking of resumes reduces HR effort.

    4. A structured multi-level approval flow ensures accountability and timeliness.

    5. Onboarding workflows guide candidates through document submission, IT setup requests, and training modules.

    6. Real-time dashboards display the status of recruitment and onboarding to HR, managers, and leadership.

- **Automation Opportunities Identified**:

    o Status updates sent automatically to candidates and recruiters.

    o Reminders for pending approvals and onboarding tasks.

    o Dashboards for insights into pipeline health, time-to-hire, and onboarding completion rates.

Industry-Specific Use Case Analysis

- **Key Challenges in Large Enterprises**:

    o High volume of applicants requiring rapid screening.

    o Compliance with labour laws and organizational policies.

    o Increasing demand for improving *time-to-hire* and candidate experience.

- **Industry Benchmarks**:

    o Reducing average time-to-hire from weeks to days.

- o Ensuring transparent processes through applicant tracking systems.

- o Delivering a positive candidate experience to strengthen employer branding.

- **Relevant Salesforce Use Cases Studied**:

  - o **Talent Management Applications**: Manage the entire employee lifecycle from hiring to retention.

  - o **HR Service Portals**: Provide employees with self-service access to HR services.

  - o **Employee Lifecycle Management Systems**: Automate workflows for onboarding, role changes, and exits.

AppExchange Exploration

As part of the industry scan, existing recruitment and onboarding apps on Salesforce AppExchange were explored:

- **JobScience (Recruitment & Staffing)**: Focused on recruitment workflows and staffing agency needs.

- **Talent Rover (End-to-End Recruitment)**: Offers CRM-style candidate management for staffing firms.

- **Onboarding Management Apps**: Provide digital onboarding flows but often lack deep customization.

- **Gaps Identified**:

  - o Existing tools are often too generic or focused on staffing agencies.

  - o Limited emphasis on *self-service candidate onboarding* and *customized approval flows*.

  - o Lack of flexible dashboards tailored to HR leaders' decision-making needs.

- **Opportunity for Custom Solution**: A Salesforce-native recruitment and onboarding system tailored for enterprises, with automation, transparency, and self-service portals at its core.