

DR.M.G.R.GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN

JOB APPLICATION TRACKING SYSTEM

PROJECT BASED EXPERIENTIAL LEARNING PROGRAM

SALESFORCE

2023

By

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III B.Sc Statistic

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.

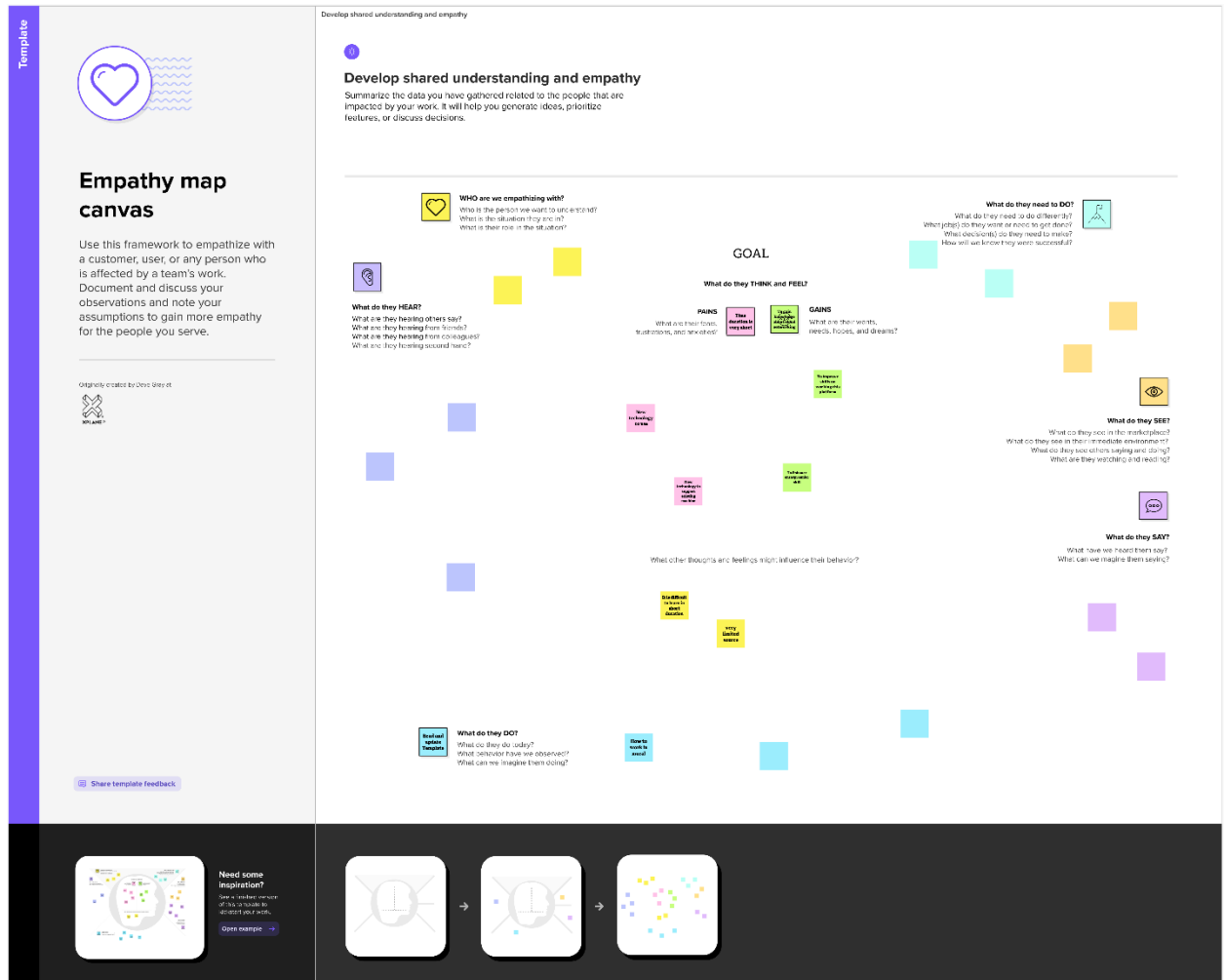
It allows Salesforce users to handle recruitment process without switch to different platform. The salesforce ATS helps the team to save time and effort by providing a centralized platform for carrying out all the recruitment process. This is an integral part of your salesforce and allows you to work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

2.1 Empathy Map



2.2 Ideation & Brainstorming map Screenshot



3. RESULT

3.1 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

3.2 Activity & Screenshot

Create an Object

Activity 1

Object Manager | Salesforce x New Custom Object ~ Salesf... x Home | Salesforce x Recruiter | Salesforce x Recruiter | Salesforce x

dmrggovernmentartsandscie6-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003oK1R/Details/view

Apps Google Duo Zoom WhatsApp CENTAC - Govt. of... https://drive.google... Untitled mural • Na... Home • MURAL MURAL

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
Recruiter

Details Edit Delete

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

Details

Description

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

Type here to search

4:51 PM 3/25/2023

Activity 2:

New Accounts Report | Salesforce x candidate_c | Salesforce x

dmrggovernmentartsandscie6-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0112w000003p5Wn/FieldsAndRelationships/view

Apps Google Duo whatsapp https://www.hotstar... https://en.savefrom... google translate ~... https://www.instagram... https://web.telegra...

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
candidate_c

Fields & Relationships Quick Find New Deleted Fields Field Dependencies Set History Tracking

5 Items, Sorted by Field Label

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

https://dmrggovernmentartsandscie6-dev-ed.develop.lightning.force.com/one/one.app#/setup/ObjectManager/0112w000003p5Wn/FieldsAndRelationships/view

Type here to search

28°C 10:23 AM 4/11/2023

drmgovernmentartsandsocie6-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w00003oI5U/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
Jobs

Details

Fields & Relationships

4 Items, Sorted by Field Label

Q Quick Find New Deleted Fields Field Dependencies Set History Tracking

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)		✓

Type here to search

28°C 10:24 AM 4/11/2023

drmgovernmentartsandsocie6-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w00003p68D/FieldsAndRelationships/view

Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
Job Application

Details

Fields & Relationships

4 Items, Sorted by Field Label

Q Quick Find New Deleted Fields Field Dependencies Set History Tracking

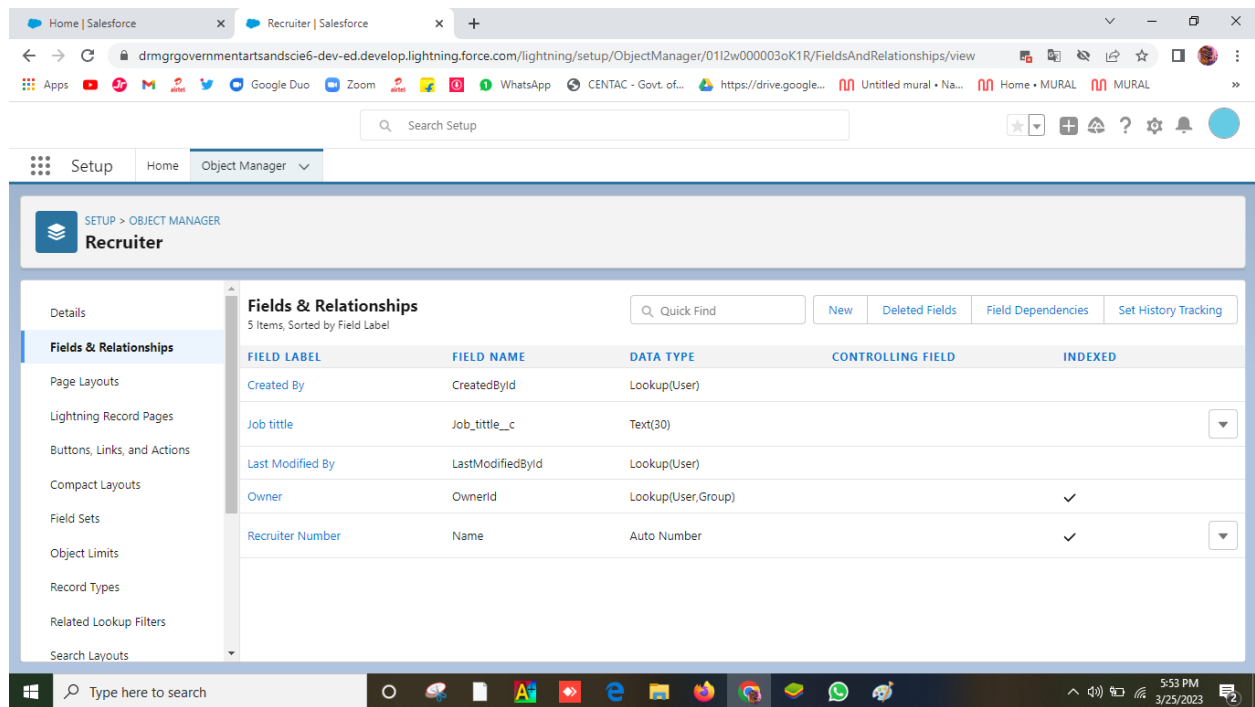
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Job Application number	Name	Auto Number		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

Type here to search

28°C 10:24 AM 4/11/2023

2. Create a custom fields:

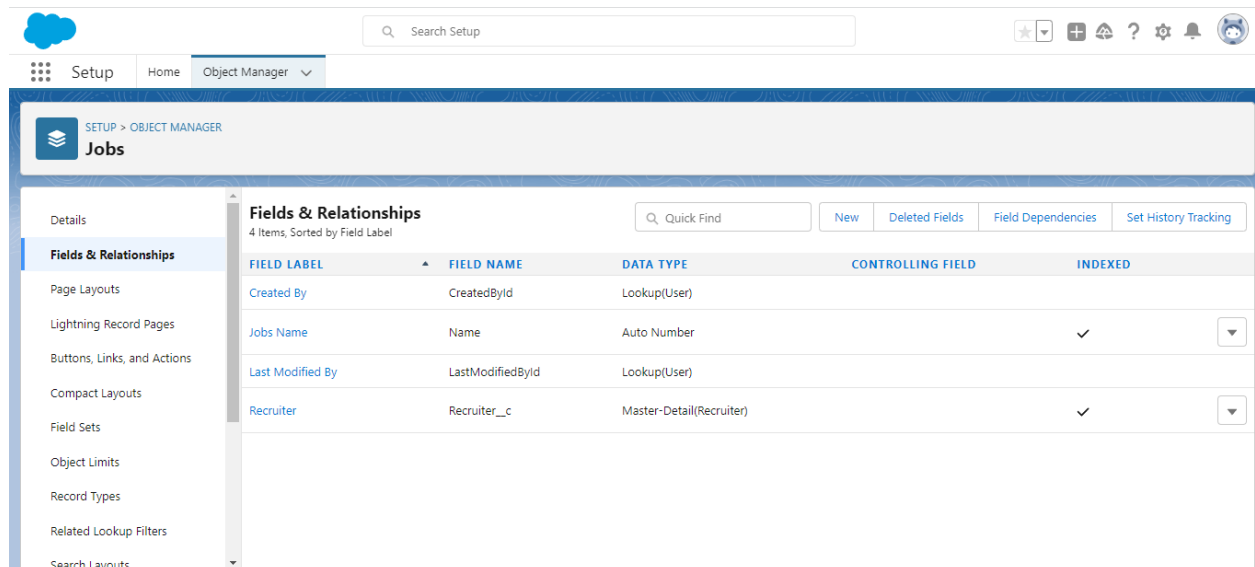
Activity 1:



The screenshot shows the Salesforce Object Manager interface for the 'Recruiter' object. The 'Fields & Relationships' section is active, displaying a table with 5 items. The table columns are FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The items listed are: Created By (Lookup(User)), Job title (Text(30)), Last Modified By (Lookup(User)), Owner (Lookup(User,Group)), and Recruiter Number (Auto Number). The 'Recruiter Number' field is highlighted in blue.

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 'Fields & Relationships' section is active, displaying a table with 4 items. The table columns are FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The items listed are: Created By (Lookup(User)), Jobs Name (Auto Number), Last Modified By (Lookup(User)), and Recruiter (Master-Detail(Recruiter)). The 'Jobs Name' field is highlighted in blue.

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 Home Object Manager

Search Setup

SETUP > OBJECT MANAGER
Jobs

Details

Fields & Relationships
5 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	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)		✓

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

Activity 4:

Setup Home Object Manager

Search Setup

SETUP > OBJECT MANAGER
Jobs

Details

Fields & Relationships
6 Items, Sorted by Field Label

Quick Find New Deleted Fields Field Dependencies Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	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)		✓

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

Create a Tab:

Activity 1:

The screenshot shows the Salesforce Setup interface. The left sidebar contains navigation links: Setup, Home, and Object Manager. The main content area is titled 'Custom Tabs' and includes a search bar, a 'User Interface' section with links to 'Loaded Console Tab Limit' and 'Rename Tabs and Labels', and a 'Tabs' section. The 'Custom Tabs' section contains three sub-sections: 'Custom Object Tabs' (with a table showing 'Recruiters' and 'Cup' tabs), 'Web Tabs', and 'Visualforce Tabs'. Each sub-section has a 'New' button and a 'What Is This?' link.

Create a Custom profile:

Activity 1:

The screenshot shows the Salesforce Profile page for 'Standard User'. The left sidebar contains navigation links: Home, Chatter, Libraries, Content, Subscriptions, Recruiters, and All Tabs. The main content area is titled 'Profile Standard User' and includes a 'Quick Find / Search...' bar, a 'Transition from Salesforce Classic to Lightning Experience' section, and a 'Salesforce Mobile Quick Start' section. The 'Profile Detail' section shows the user's name, user license, and created/modified dates. The 'Page Layouts' section shows a table of layouts for various objects, including Global, Email Application, Home Page Layout, Account, Alternative Payment Method, Object Milestone, Operating Hours, Opportunity, Opportunity Product, and Order.

Activity 2:

Salesforce.com

Search...

Content

HomeChatterLibrariesContentSubscriptionsRecruitersAll Tabs

Quick Find / Search...

Expand All | Collapse All

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

Administer

Release Updates

Collapse - Manage Users - Level 1

Manage Users

Users

Mass Email Users

Roles

Permission Sets

Profile

Sales Manager

Help for this Page

Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information.

If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.

Login IP Ranges (0) | Enabled Apex Class Access (0) | Enabled Visualforce Page Access (0) | Enabled External Data Source Access (0) | Enabled Named Credential Access (0) | Enabled Custom Metadata Type Access (0) | Enabled Custom Setting Definitions Access (0) | Enabled Flow Access (0) | Enabled Service Presence Status Access (0) | Enabled Custom Permissions (0)

Profile Detail

EditCloneDeleteView Users

Name	Sales Manager	Custom Profile	Checked
User License	Salesforce		
Description			
Created By	Kaviya C. 28/03/2023, 5:59 pm	Modified By	Kaviya C. 28/03/2023, 5:59 pm

Page Layouts

Standard Object Layouts	Global	Global Layout [View Assignment]	Object Milestone	Object Milestone Layout [View Assignment]
	Email Application	Not Assigned [View Assignment]	Operating Hours	Operating Hours Layout [View Assignment]
	Home Page Layout	DE Default [View Assignment]	Opportunity	Opportunity Layout [View Assignment]
	Account	Account Layout [View Assignment]	Opportunity Product	Opportunity Product Layout [View Assignment]

To Create a User:

Activity 1:

Salesforce.com

Search...

Content

HomeChatterLibrariesContentSubscriptionsRecruitersAll Tabs

Quick Find / Search...

Expand All | Collapse All

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

Administer

Release Updates

Collapse - Manage Users - Level 1

Manage Users

Users

Mass Email Users

Roles

Permission Sets

User

Hr Manager

Edit Layout | User Profile | Help for this Page

Permission Set Assignments (0) | Permission Set Assignments: Activation Required (0) | Permission Set Group Assignments (0) | Permission Set License Assignments (0) | Personal Groups (0) | Public Group Membership (0) | Queue Membership (0) | Team (0) | Managers in the Role Hierarchy (0) | OAuth Connected Apps (0) | Third-Party Account Links (0) | Installed Mobile Apps (0) | Authentication Settings for External Systems (0) | Login History (0+) | User Provisioning Accounts (0)

User Detail

EditSharingReset PasswordFreeze

Name	Hr Manager	Role	
Alias	hmana	User License	Salesforce Platform
Email	ganeshgill@gmail.com	Profile	Standard Platform User
Username	ganeshgill@gmail.com	Active	Checked
Nickname	User1680094973801347465	Marketing User	Not Checked
Title		Offline User	Not Checked
Company		Knowledge User	Not Checked
Department		Flow User	Not Checked
Division		Service Cloud User	Not Checked
Address		Site.com Contributor User	Not Checked
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User	Not Checked
Locale	English (India)	WDC User	Not Checked
Language	English	Mobile Push Registrations	View
Delegated Approver		Data.com User Type	
Manager		Accessibility Mode (Classic Only)	Not Checked
Receive Approval Request Emails	Only if I am an approver	Debug Mode	Not Checked

Activity 1:

[illegible]

Create a reort:

Activity 1:

☰

Sales

Home

Opportunities

Leads

Tasks

Files

Accounts

Contacts

Campaigns

Dashboards

Reports

Chatter

Groups

More

REPORT

New Accounts Report

Accounts

↶

↷

Add Chart

Save & Run

Save

Close

Run

Search all fields...

🔍

×

Outline

Filters

Summary Formulas (0)

Create Formula

Account General (37)

A Account Owner

A Account Owner Alias

A Created By

A Created Alias

A Last Modified By

A Last Modified Alias

A Account Name

A Account Site

Annual Revenue

Type

Ticker Symbol

Rating

Groups

GROUP ROWS

Add group...

Rating

GROUP COLUMNS

Type

Billing City

Columns

Add column...

Last Activity

Account Owner

Previewing a limited number of records. Run the report to see everything.

Update Preview Automatically

Type	Customer - Direct										
Rating	Billing City		San Francisco	Subtotal		Austin	Burlington	Chicago	New York	Singapore	Tuc
-	Record Count	1	1	2	1	0	0	0	0	1	1
Hot	Record Count	0	0	0	0	1	0	0	1	0	0
Warm	Record Count	0	0	0	0	0	1	1	0	0	0

Details (13 Rows)

Click an intersection in the table above to filter details.

	Last Activity	Account Owner	Billing State/Province	Last Modified Date
1	- Automated Process	-		22/03/2023
2	- Kaviya C	CA		22/03/2023
3	- Kaviya C	UK		22/03/2023

Row Counts

Detail Rows

Subtotals

Grand Total

Stacked Summaries

Conditional Formatting

4. Trailhead profile Public URL:

Team Leader(Kaviya.- <https://trailblazer.me/id/kchinnadurai3>

Team Member(S.Keshma)-<http://trailblazer.me/id/keshs5>

Team Member(Kiruthika.M)-<https://trailblazer.me/id/kirum10>

Team Member(Kowsalya.K)-<http://trailblazer.me/id/kowsk13>

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 ATS 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.