

Salesforce Capstone Project

Project Title: TalentTrack – Recruitment & Candidate Management System

Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

- Companies receive thousands of resumes daily, making manual tracking inefficient.
- Recruiters face delays in managing candidates across multiple hiring stages.
- Lack of centralized system results in poor candidate experience and drop-offs.
- Hiring managers lack visibility into time-to-hire, source of candidates, and conversion rates.
- Candidates often have queries about their applications, interview status, or offers, which need proper handling.

2. Stakeholder Analysis

- Candidates – Apply for jobs, track their application status, raise queries, and receive updates.
- Recruiters – Manage candidate records, schedule interviews, resolve candidate queries, and streamline communication.
- Hiring Managers – Review shortlisted candidates, provide feedback, and approve offers.
- HR Admin – Monitor the overall recruitment process, compliance, and generate analytics.

3. Business Process Mapping

- Candidate applies via form/portal → Captured as Lead in Salesforce (Sales Cloud).

- Recruiter qualifies Lead → Converted into Candidate record (Sales Cloud).
- Interviews scheduled → Candidate notified automatically via email/SMS (Sales Cloud).
- Feedback recorded → Hiring decision (Offer/Reject) (Sales Cloud).
- Candidate raises queries (e.g., about status, interview schedule) → Captured as Case (Service Cloud).
- Case routed to recruiters/HR → Resolved and tracked (Service Cloud).
- Reports generated on recruitment pipeline and candidate queries (Sales + Service Cloud).

4. Industry-specific Use Case Analysis (HR CRM)

- Applicant Tracking (Sales Cloud): Manage end-to-end application pipeline across roles.
- Interview Scheduling (Sales Cloud): Automate scheduling, reminders, and feedback collection.
- Offer Management (Sales Cloud): Streamline offer approvals and communication.
- Recruitment Analytics (Sales Cloud): Dashboards for source effectiveness, bottlenecks, and time-to-hire.
- Candidate Query Management (Service Cloud): Handle candidate inquiries using Cases, assignment rules, and resolution tracking.

5. AppExchange Exploration

Reviewed AppExchange tools such as Bullhorn for Salesforce (recruitment pipeline), DocuSign (for offer letter signing), and SMS Magic (for candidate notifications). For Service Cloud, explored plugins for case management automation and chatbot integration to assist with candidate queries.