

**GOVERNMENT ARTS COLLEGE FOR WOMEN  
SALEM-08**

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## 1) INTRODUCTION:

### 1.1 OVERVIEW:

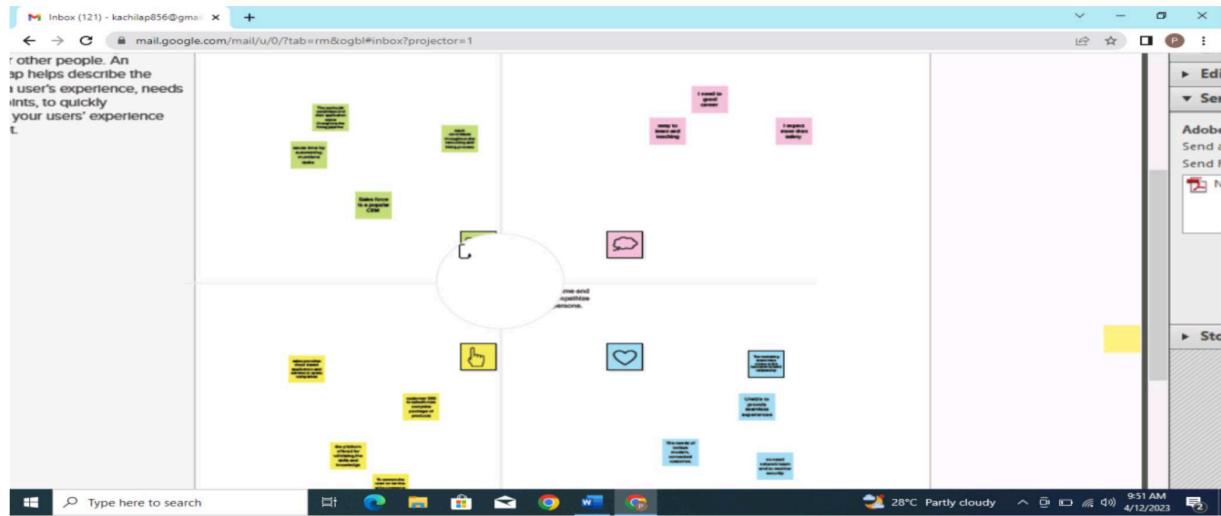
- ❖ An application tracking system is software for recruiters and employers to track candidates throughout the recruiting and hiring process.

### 1.2 PURPOSES:

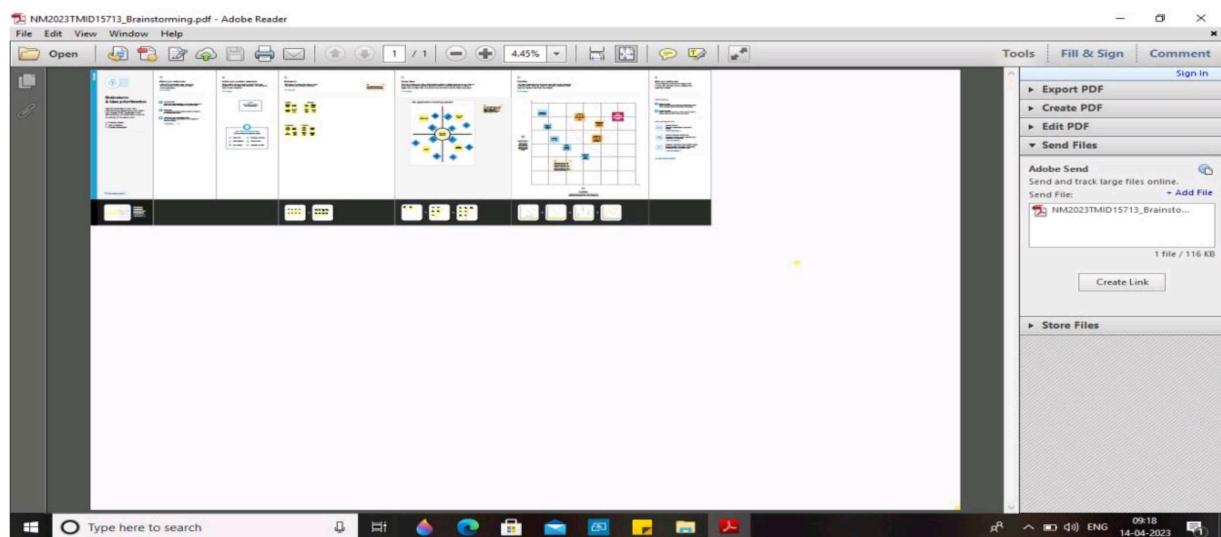
- ❖ Many employers want workers to fill out a job application.
- ❖ Employers use applications to see who can do a job.
- ❖ Employers also use applications to read about our past jobs and training.

## 2) PROBLEM DEFINITION & DESIGN THINKING:

### 2.1 EMPATHY MAP:



## 2.2 IDEATION & BRAINSTORMING MAP:



## 3) RESULT:

### 3.1 DATA MODEL:

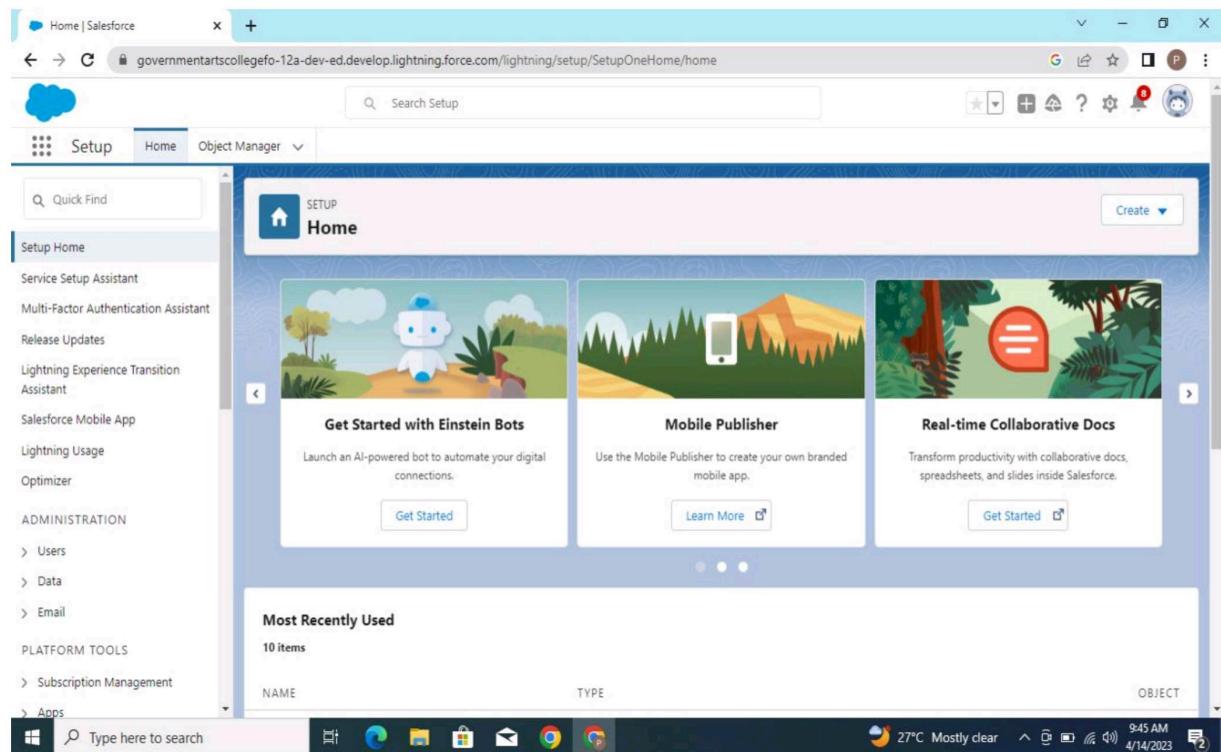
OBJECT NAME	FIELDS	
RECRUITER	FIELD LABEL	DATA TYPE
	Recruiter	Auto number
CANDIDATE	FIELD LABEL	DATA TYPE
	Candidate	Auto number
JOB APPLICATION	FIELD LABEL	DATA TYPE
	Job application	Auto number
JOB	FIELD LABEL	DATA TYPE
	Job	Auto number

## 3.2 ACTIVITY & SCREEN SHOT:

### MILESTONE :1

- ❖ Creating a salesforce developer org :

➤ Creating a developer org in salesforse.



### MILESTONE:2 –OBJECT

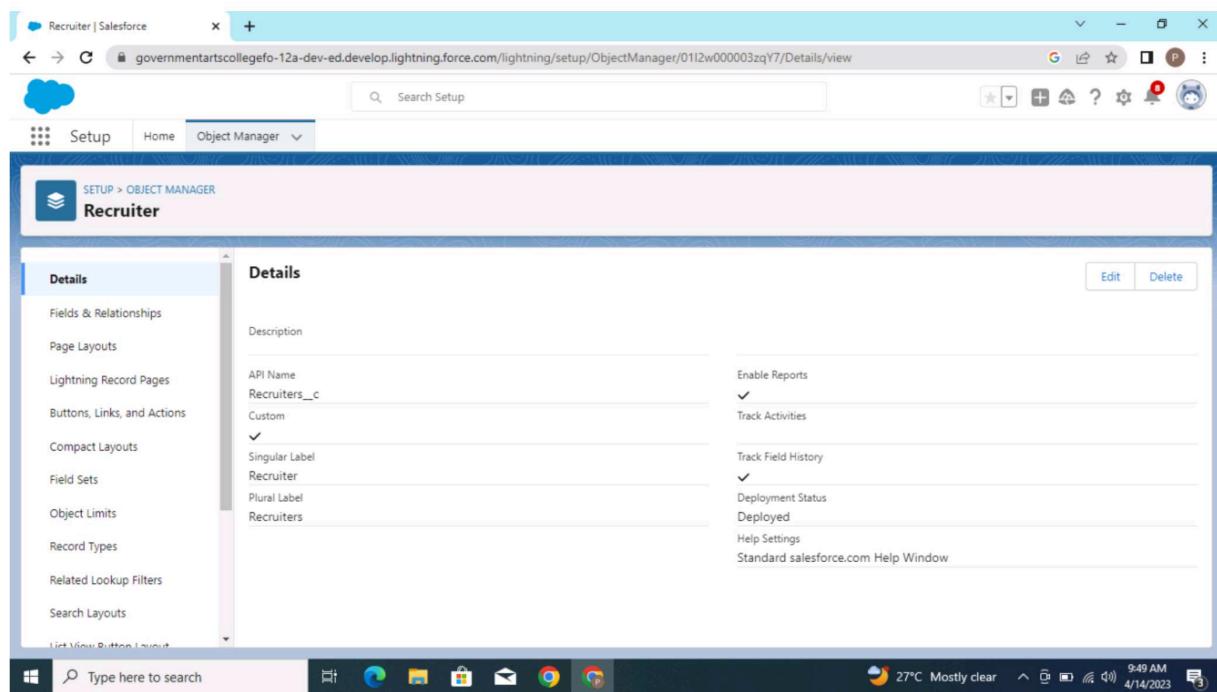
➤ Salesforce objects are database tables that permit you to store data specific to an organization.

➤ It consists of fields and records.

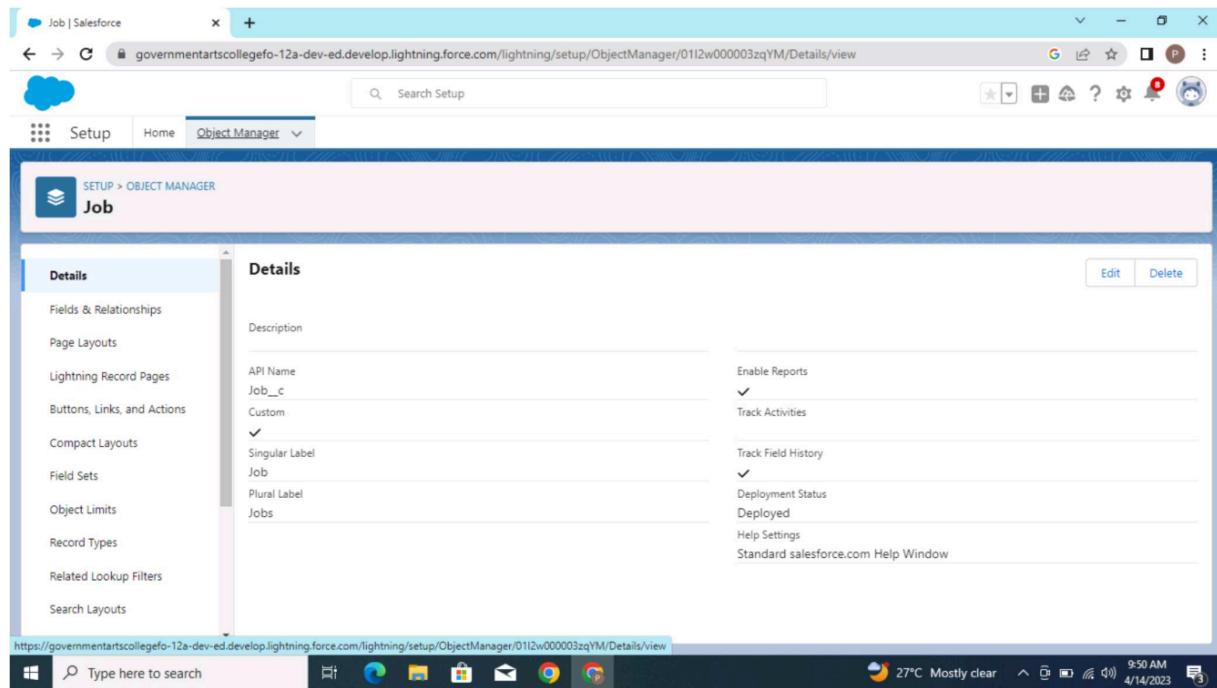
➤ Standard objects are provided by salesforce.com such as users, contracts, reports, dashboard, etc.

- Click setup.
- Click object manager.
- Click custom field.
- Create Recruiter, job, Candidate, Job application.

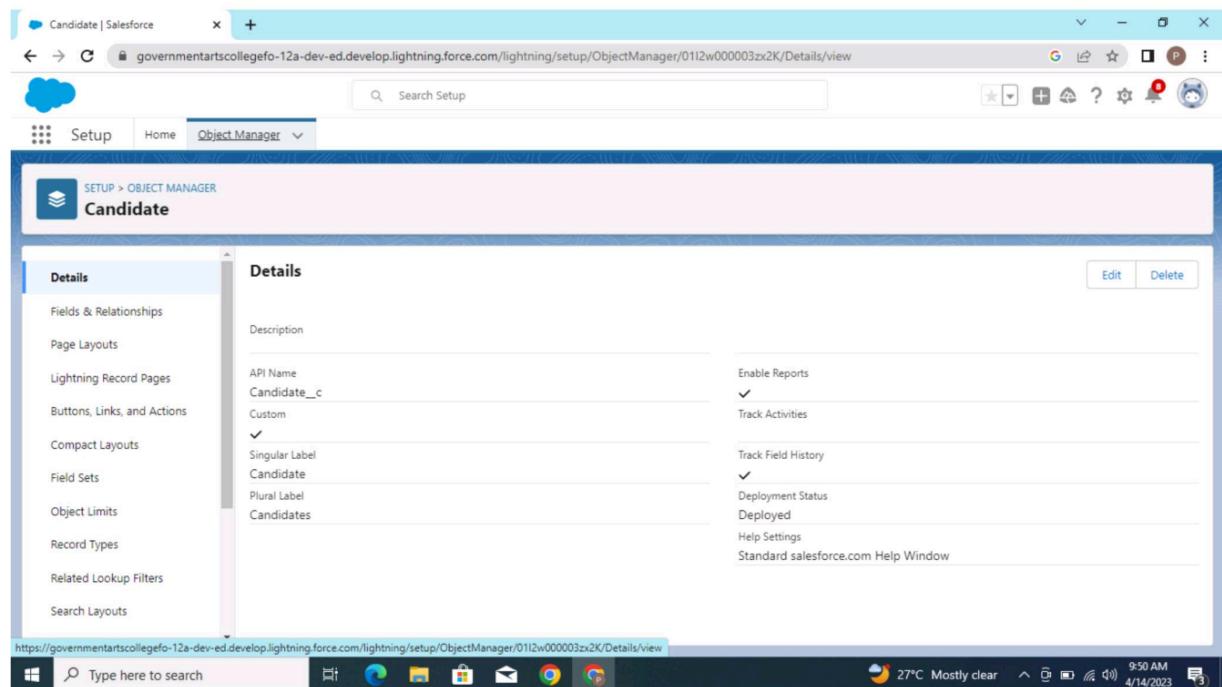
## 1] CREATE A CUSTOM OBJECT FOR RECRUITER :



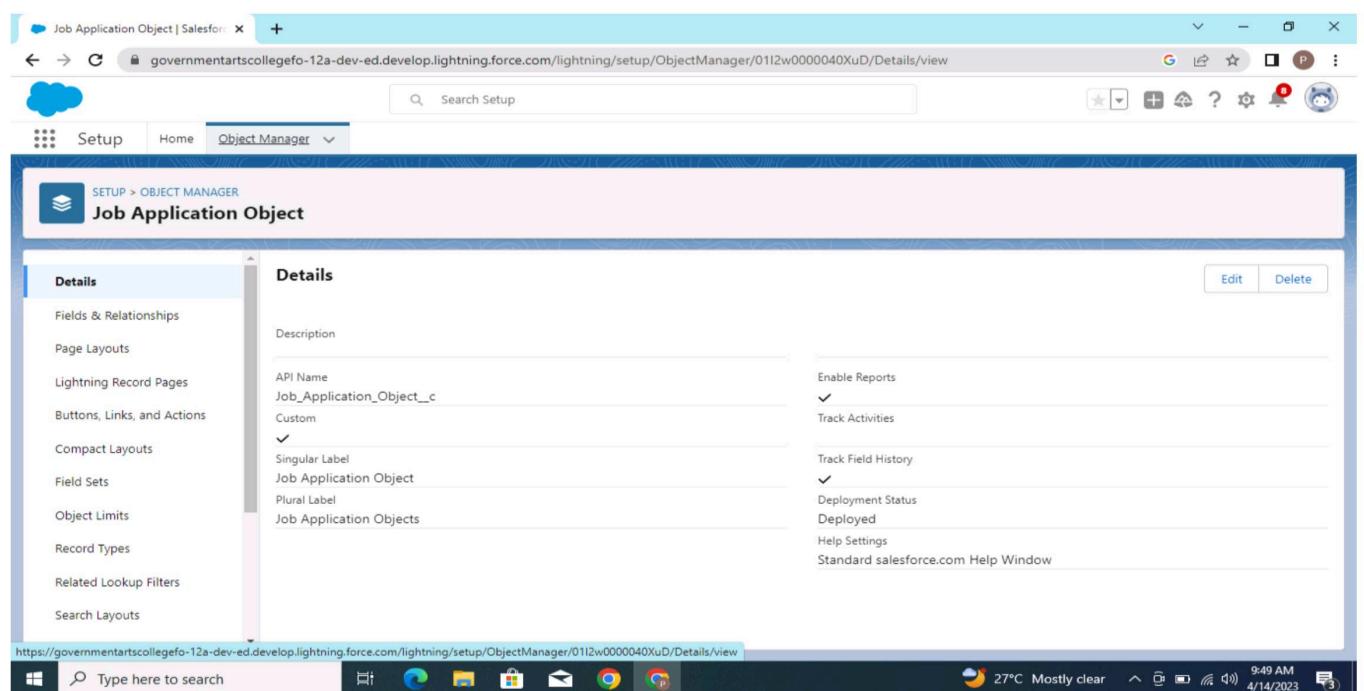
## 2]CREATE A CUSTOM OBJECT FOR JOB :



### 3] CREATE A CUSTOM OBJECT FOR CANDIDATE:



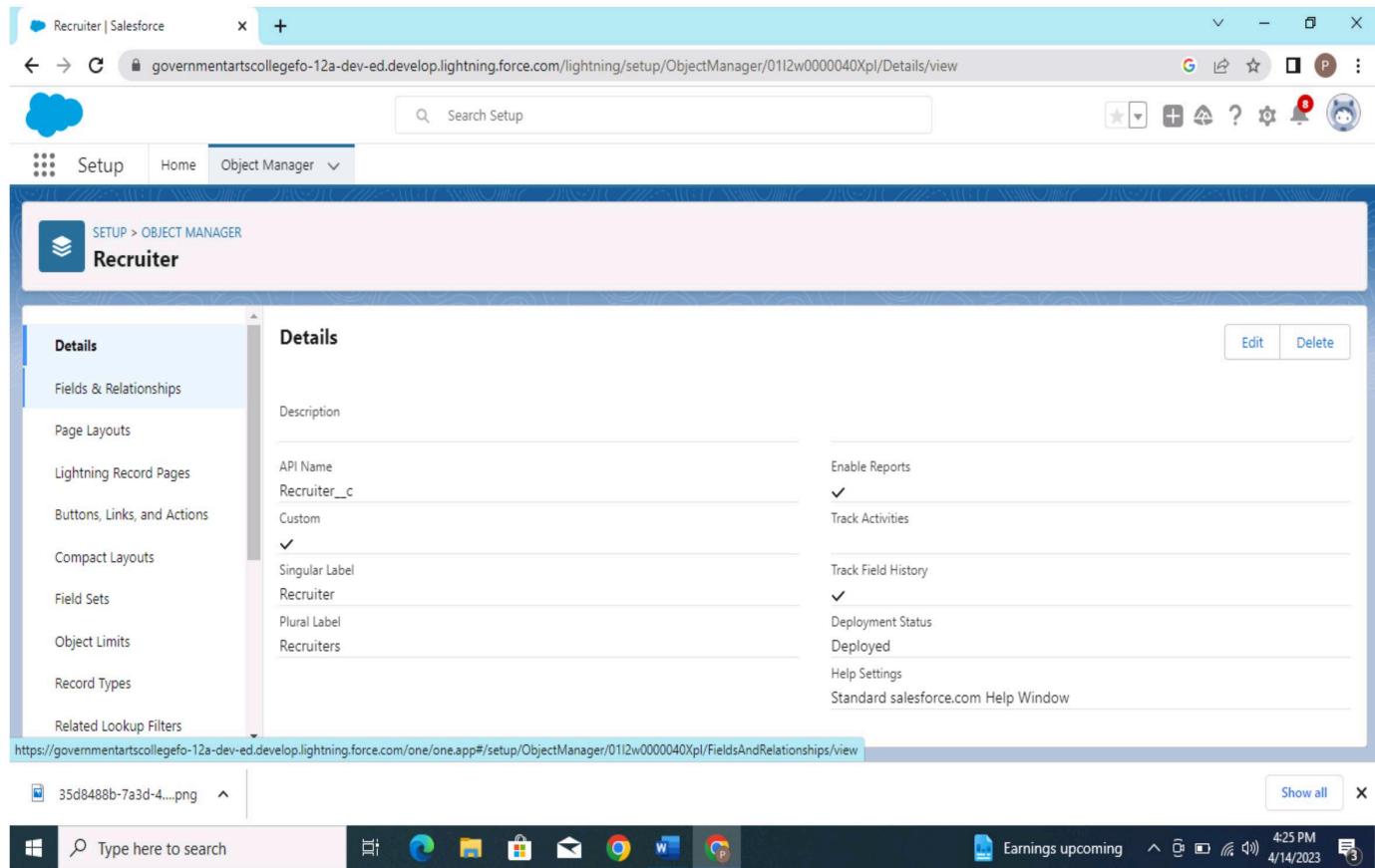
### 4] CREATE A CUSTOM OBJECT FOR JOB APPLICATION :



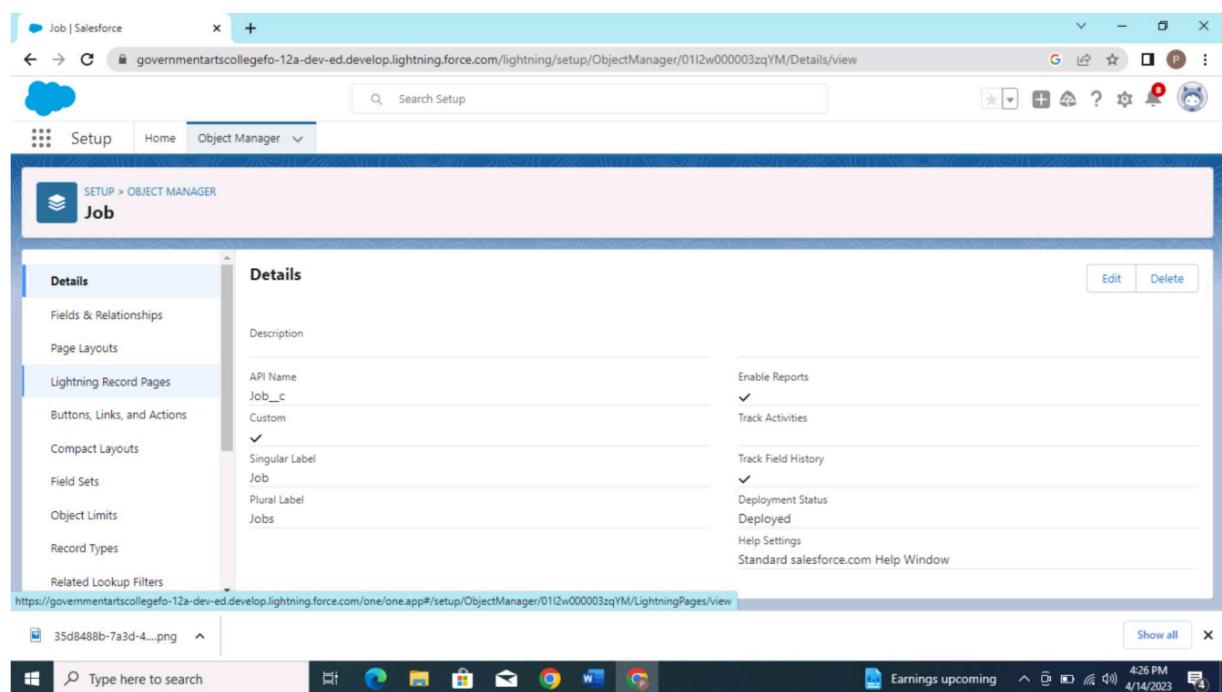
## MILESTONE: 3- FIELDS

- Fields in salesforce represents what the columns represent in relational databases.
- It can store data values which are required for a particular object in a record.

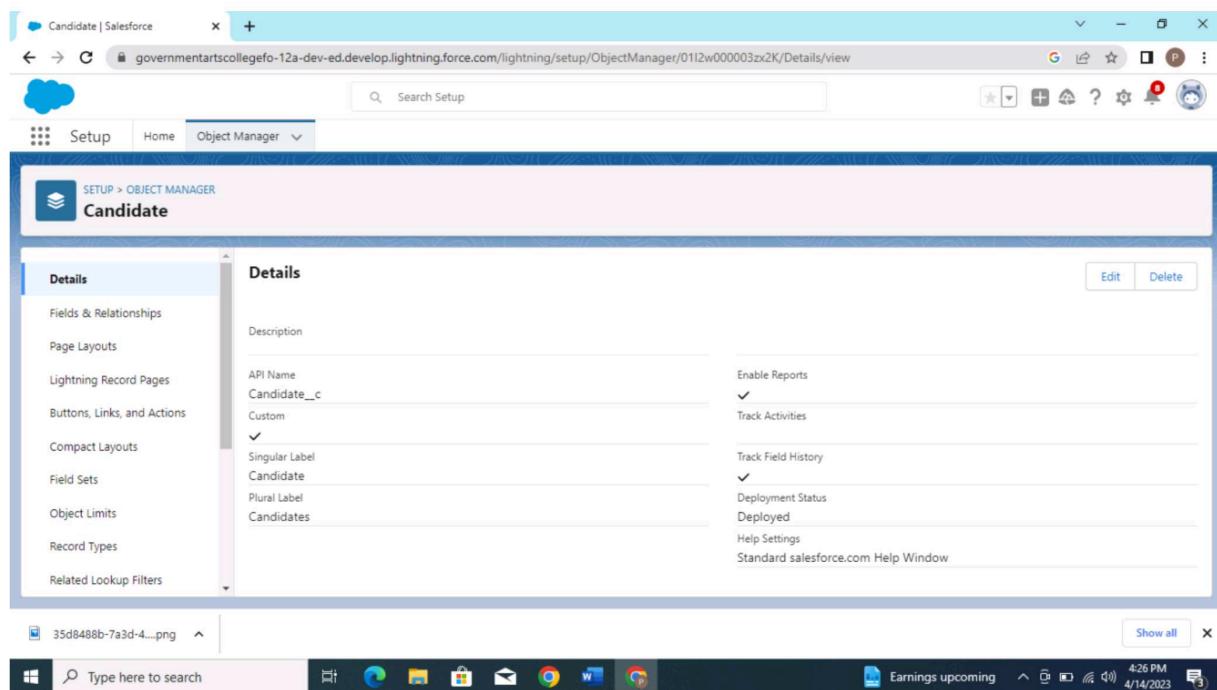
### 1] CREATE A CUSTOM RECRUITER FIELD :



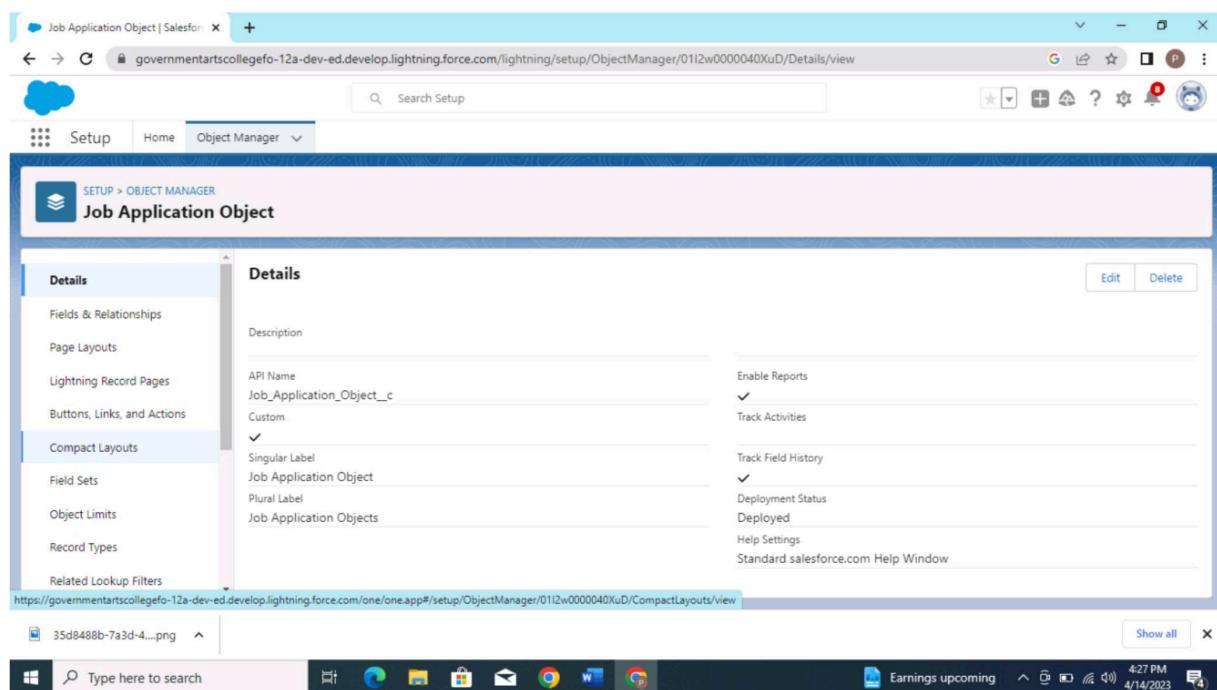
## 2]CREATE A CUSTOM JOB FIELD :



## 3]CREATE A CUSTOM CANDIDATE FIELD:



## 4] CREATE A CUSTOM JOB APPLICATION OBJECT FIELD :

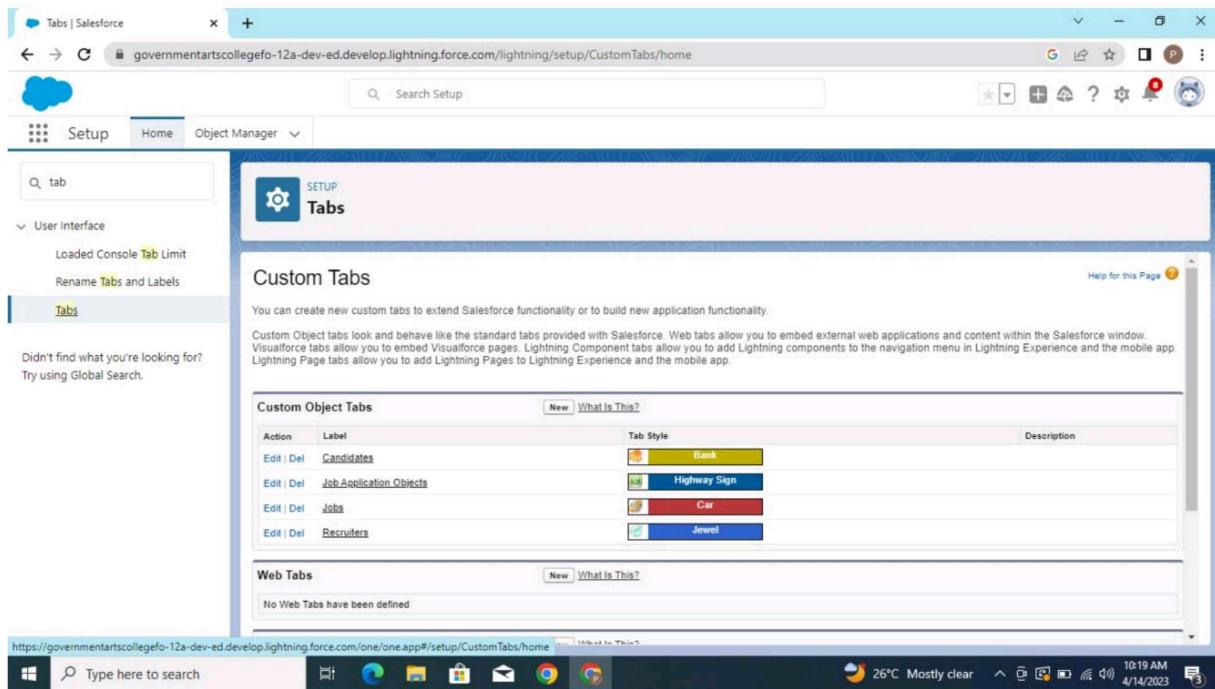


## MILESTONE :4- TAB

- A Tab is a user interface element that allows users to navigate to different sections of the platform, such as accounts, contacts, leads and opportunities.
- Tabs can also be used to access custom objects and custom pages.

### 1] CREATE A TAB :

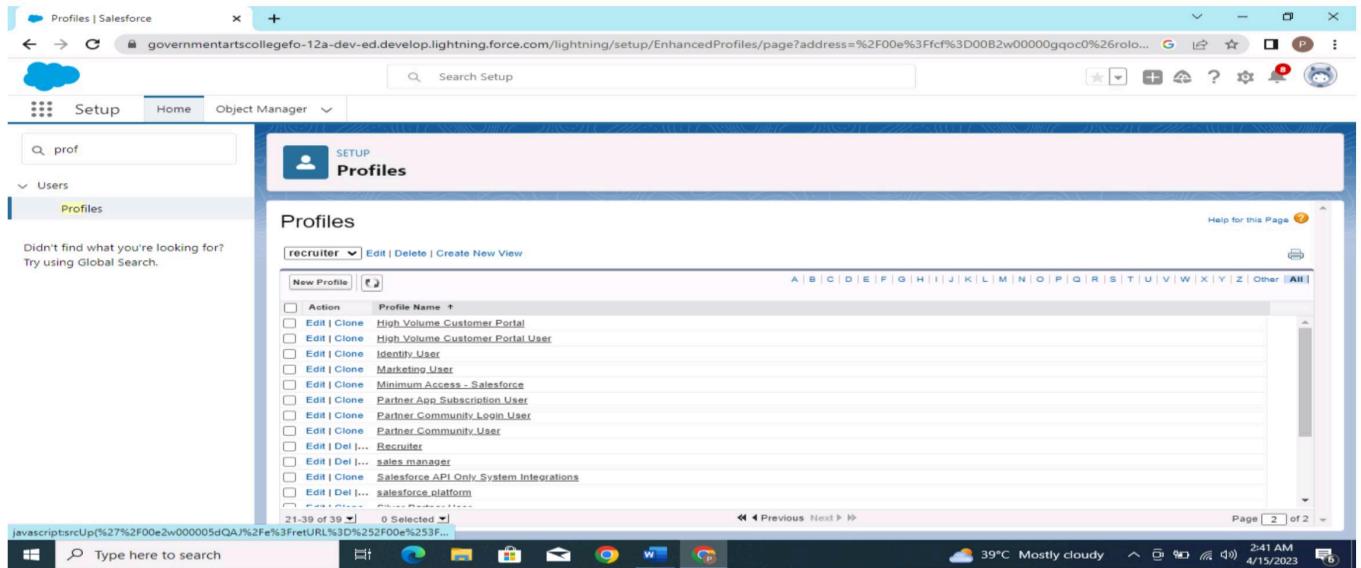
- Create tabs for Recruiter, Job, Candidate, Job application .



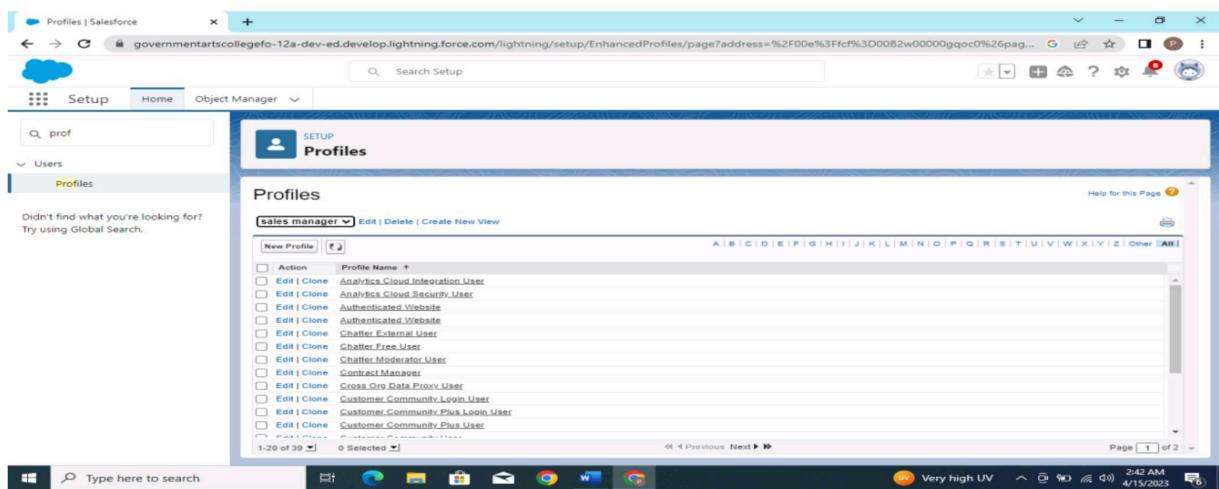
## MILESTONE :5 -PROFILE

- A profile is a group /collection of settings and permissions that define what a user can do in salesforce.
- A profile controls “Object permissions, Field permissions, User permissions etc.

### 1]CREATE A CUSTOM PROFILE WITH RECRUITER :



## 2] CREATE A CUSTOM PROFILE WITH SALES MANAGER :

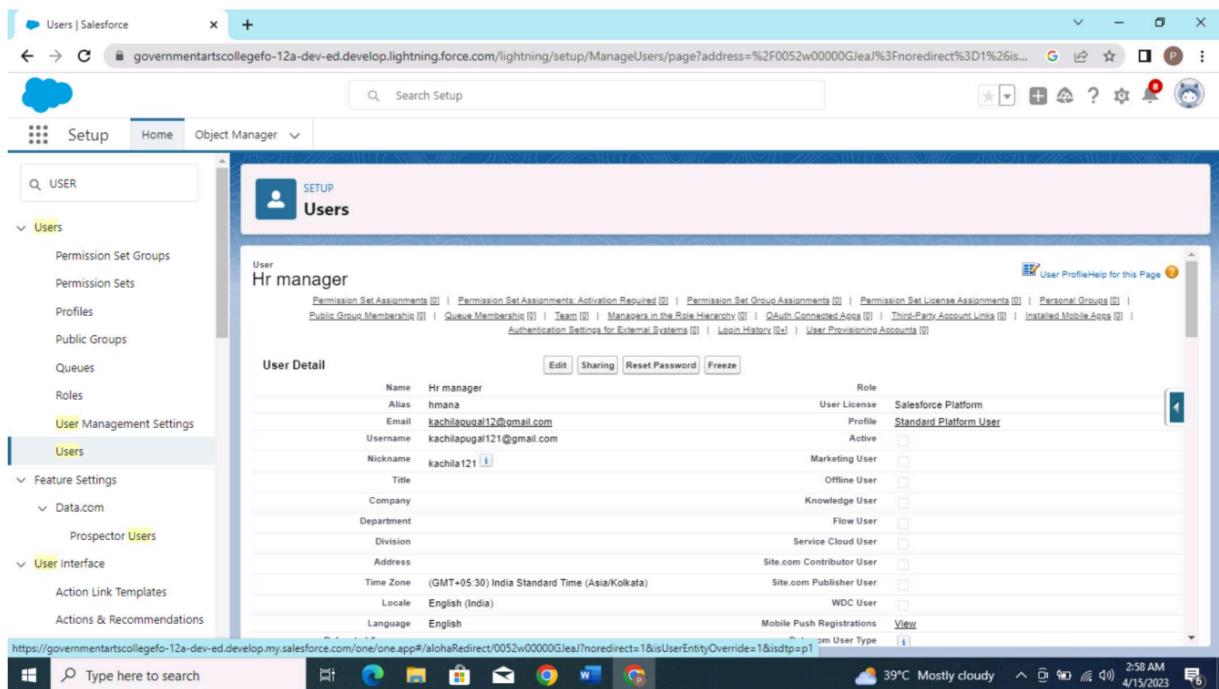


## MILESTONE :6 -USERS

➤ Every user in salesforce has a user account.

➤ The user account identifies the user and the user, and the user account settings determine what features and records the user can access.

## 1] CREATE A USER WITH HR MANAGER :



The screenshot shows the Salesforce Setup interface for creating a new user. The left sidebar is expanded, showing various categories under 'Users'. The 'Users' category is selected and highlighted in yellow. The main content area displays the 'User Detail' form for a user named 'Hr manager'. The 'Role' section indicates 'Salesforce Platform Standard Platform User'. Other details include Alias 'hrman', Email 'kachilapugal12@gmail.com', Username 'kachilapugal121@gmail.com', Nickname 'kachila121', Title (empty), Company (empty), Department (empty), Division (empty), Address (empty), Time Zone '(GMT+05:30) India Standard Time (Asia/Kolkata)', Locale 'English (India)', Language 'English', and Mobile Push Registrations (View). The status bar at the bottom shows the URL, system information like '39°C Mostly cloudy', and the date/time '4/15/2023 2:58 AM'.

## 2] CREATE A USER WITH GANESH GELLI:

User Detail

Name	Hr manager	User License	Salesforce
Alias	hmana	Profile	salesforce_platform
Email	ganeshgelli12@gmail.com	Active	<input checked="" type="checkbox"/>
Username	ganeshgelli12@gmail.com	Marketing User	<input type="checkbox"/>
Nickname	peacock	Offline User	<input type="checkbox"/>
Title		Knowledge User	<input type="checkbox"/>
Company		Flow User	<input type="checkbox"/>
Department		Service Cloud User	<input type="checkbox"/>
Division	sales manager	Site.com Contributor User	<input type="checkbox"/>
Address		Site.com Publisher User	<input type="checkbox"/>
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	WDC User	<input type="checkbox"/>
Locale	English (India)	Mobile Push Registrations	<a href="#">View</a>
Language	English	Data.com User Type	<a href="#">View</a>

## MILESTONE :7-SHARING RULE

➤ Sharing rules help users to share records based on conditions.

➤ restrict it.

### 1] CREATE A SHARING RULE: Candidate

The screenshot shows the Salesforce Sharing Settings page for the Candidate object. The left sidebar includes sections for Users, Data, Feature Settings, Marketing, Lead Processes, Sales, and Products. The main content area displays sharing settings for Candidates, showing that they have Public Read/Write access by default and Private external access. Other settings include Manager Groups, Secure guest user record access (checked), and Require permission to view record names in lookup fields.

## 2]JOB APPLICATION:

The screenshot shows the Salesforce Sharing Settings page for the Job Application Object. The left sidebar includes sections for Development, Org Shape, Security, and Sharing Settings. The main content area displays sharing settings for Job Application Objects, showing that they have Controlled by Parent access by default and Controlled by Parent external access. Other settings include Manager Groups, Secure guest user record access (checked), and Require permission to view record names in lookup fields.

## MILESTONE :8 -REPORTS

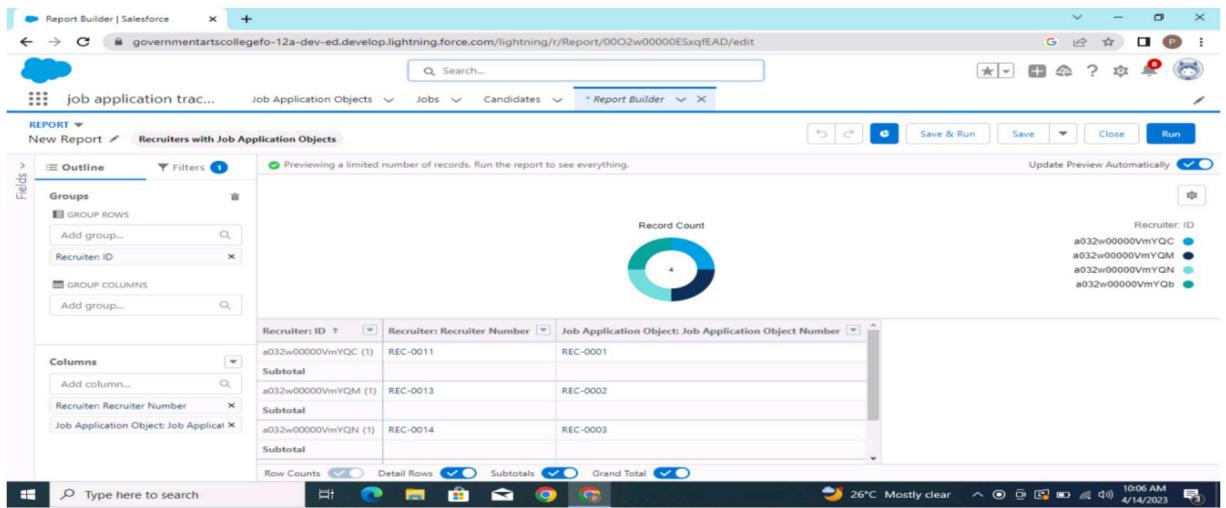
- ❖ A report is a list of records that meet the criteria you define.

## 1] CREATE A NEW ACCOUNT REPORT:

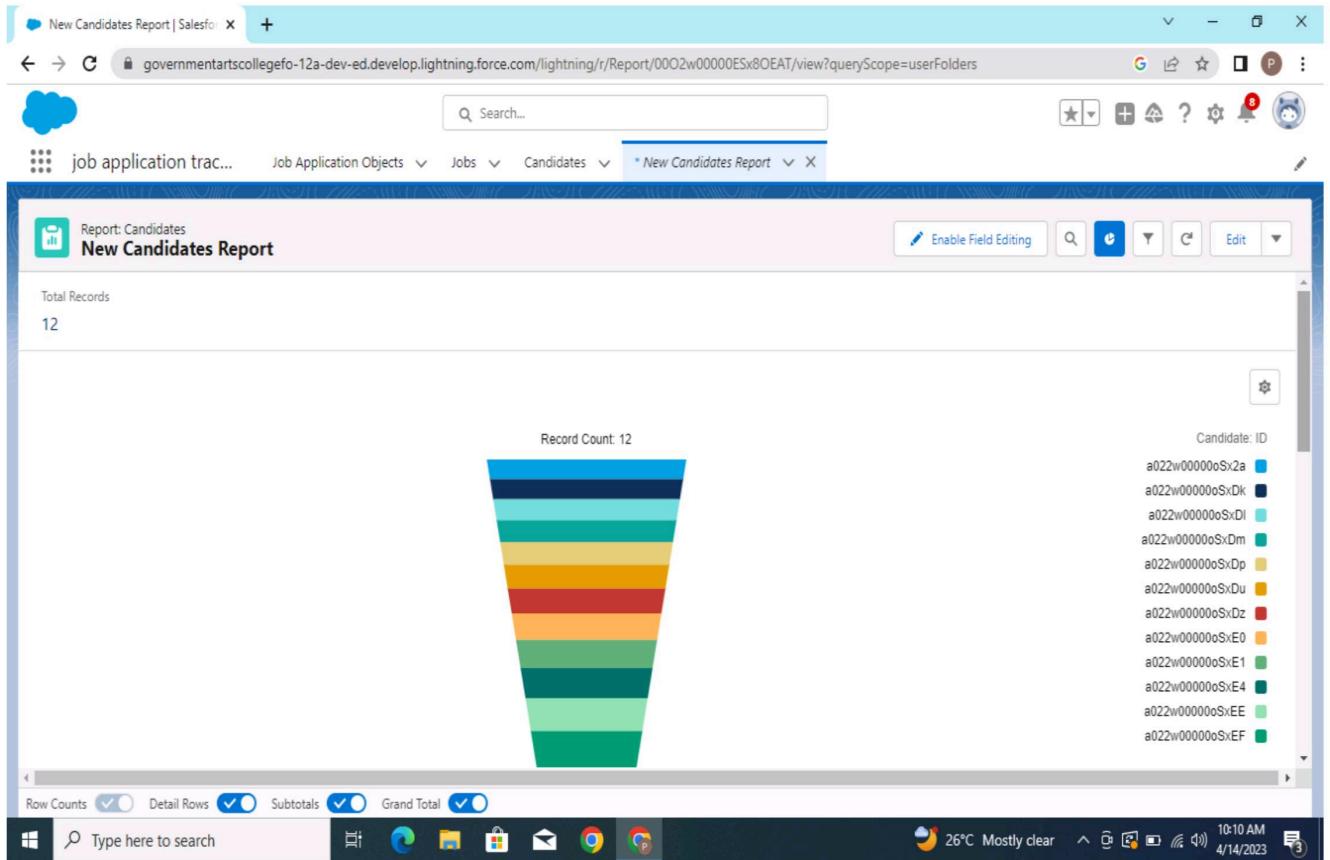
The screenshot shows a Salesforce Lightning report titled "New Accounts Report". The report interface includes a search bar, navigation tabs for "Job Application Objects", "Jobs", "Candidates", and the current report, and a toolbar with various icons. The main content area displays a summary section with a "Record Count" chart and a table of 12 rows. The table columns are: Last Activity, Account Owner, Account Name, Billing State/Province, Type, and Last Modified Date. The data in the table is as follows:

	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Last Modified Date
1	-	P Kachila	United Oil & Gas, UK	UK	Customer - Direct	14/03/2023
2	-	P Kachila	Dickenson plc	KS	Customer - Channel	14/03/2023
3	-	P Kachila	Pyramid Construction Inc.	-	Customer - Channel	14/03/2023
4	-	P Kachila	sForce	CA	-	14/03/2023
5	-	P Kachila	United Oil & Gas, Singapore	Singapore	Customer - Direct	14/03/2023

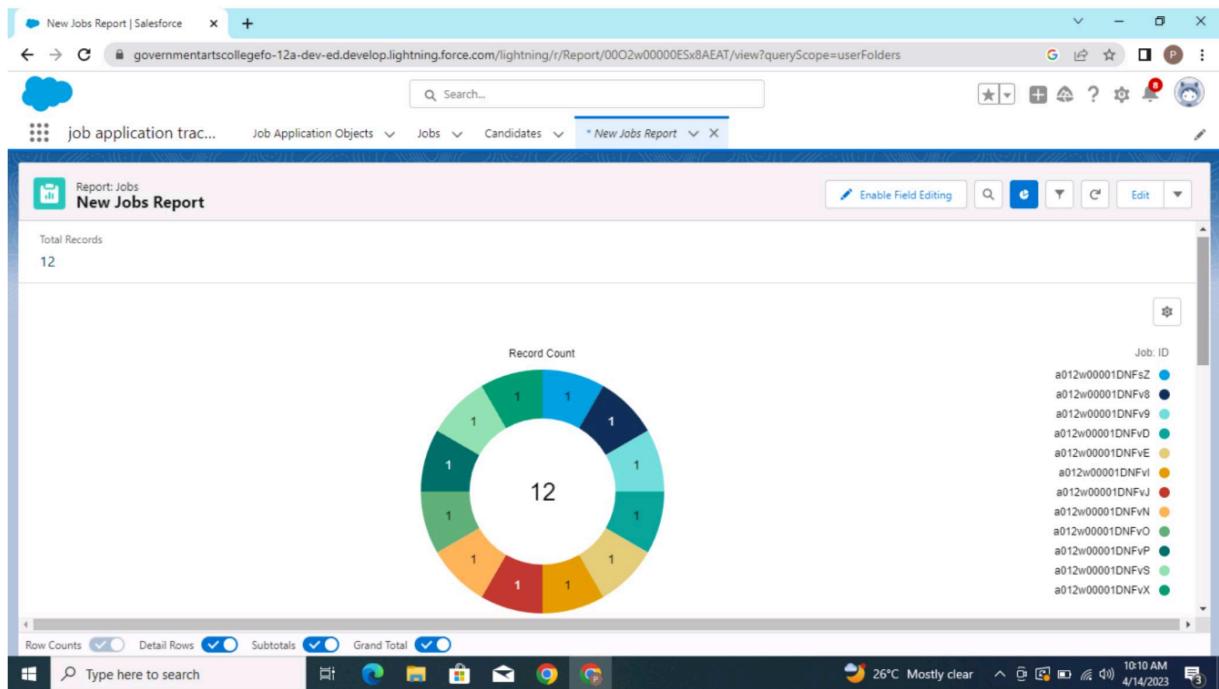
## 2]CREATE A NEW RECRUITER WITH JOB APPLICATION REPORT:



### 3] CREATE A NEW CANDIDATE REPORT:



## 4]CREATE A NEW JOB REPORT:



## 4)TRAILHEAD PROFILE PUBLIC URL:

Team lead – <https://trailblazer.me/id/strailhead>

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

Team member 2 – <https://trailblazer.me/id/kkarthika20>

Team member 3- <https://trailblazer.me/id/ftyhbf>

## 5) ADVANTAGES :

- ❖ Saves time for value added work .
- ❖ Flexible system for both employer & the agency.
- ❖ Better overview of applications.
- ❖ Easy job posting.
- ❖ Improved cost-per-hire.
- ❖ Improved quality of hire.
- ❖ Improved inter -departmental communication.
- ❖ Faster& better decisions.

- ❖ Posts jobs on multiple job boards.
- ❖ Improved candidate experience.

## DISADVANTAGES:

- ❖ Limit potential candidates.
- ❖ Only focuses on data \analytical information.
- ❖ Harder to integrate.
- ❖ Communications can be less personalized .
- ❖ They are open to manipulation.
- ❖ Missing qualified applicants due to wrong keyword selection.

- ❖ Automatic elimination of resumes that software cannot recognize.

## 6) APPLICATIONS :

- An job application tracking system is software for recruiters and employers to track candidates throughout the recruiting and hiring process.

## 7) CONCLUSION:

- Applicant tracking system for recruiters is a very effective hiring solution that most of the successful recruiters utilize.
- Because without it ,there is a good chance that your process of moving applicants through different stages can become very difficult.

## 8) FUTURE SCOPE :

- The job market has become more candidate focused and has included new components like employer branding and candidate experience.
- Candidate communication may become more fluid with the use of conversational AI interfaces.









