

Job Application Tracking System

Team ID : NM2023TMID36573

1 INTRODUCTION

1.1 Overview

Salesforce is the world's No 1 customer relationship management CRM platform. It helps in marketing, sales, service, commerce and IT teams work as one from anywhere in the world. This can help field sales teams ensure that orders are fulfilled quickly and accurately and that inventory levels are maintained at optimal levels.

1.2 Purpose

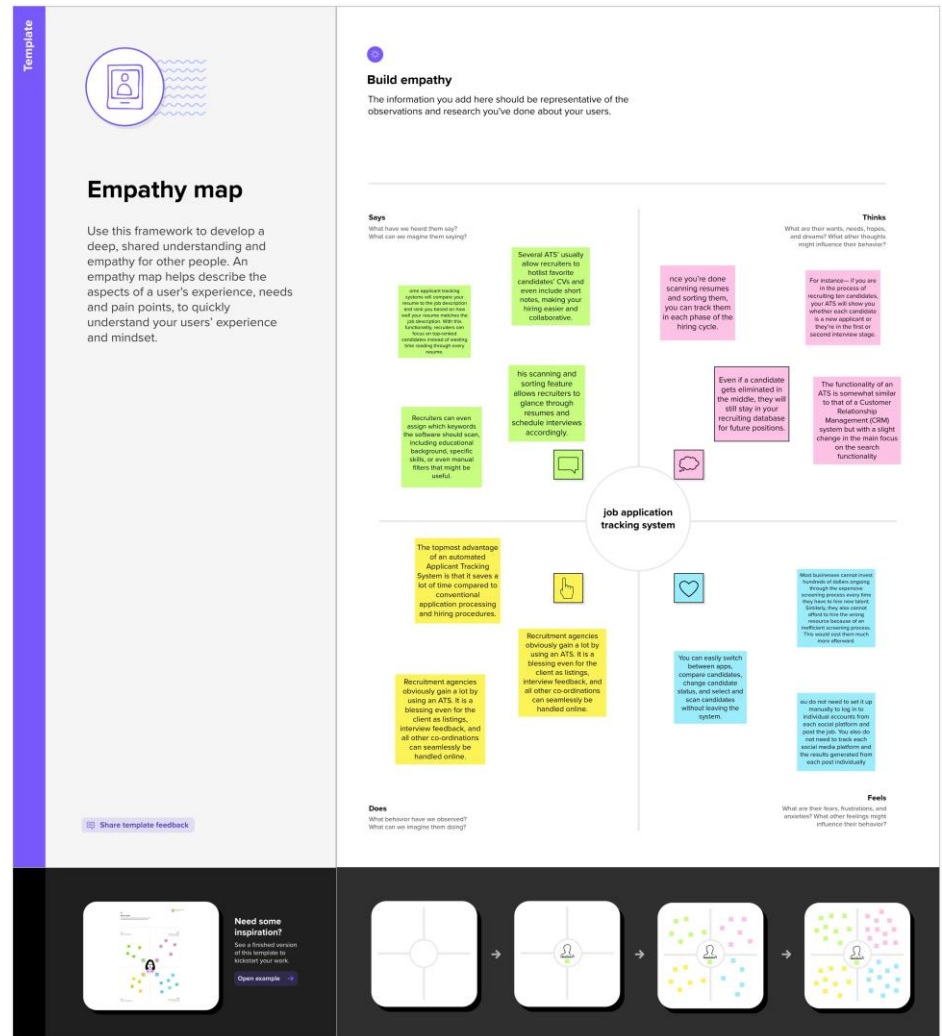
Job application tracking system is a software that automates administrative tasks in recruitment and hiring. For example, this software enables faster interview scheduling, easier job advertising, optimized referrals, automated processes and more. Overall, it helps relieve many recruiting pains that recruiters and hiring managers often face. There are some alternative names for this software. They are hiring software, talent acquisition software, hiring platform and recruitment software.

2 Problem Definition & Design Thinking

2.1 Empathy Map

An empathy map is a widely used visualization tool. The primary purpose of an empathy map is to bridge the understanding of the end user. Within context of its application, this tool is used to build a shared understanding of the user's needs and provide context to a user-centered solution. The traditional empathy map begins with four categories: they are says, thinks, does and feels.

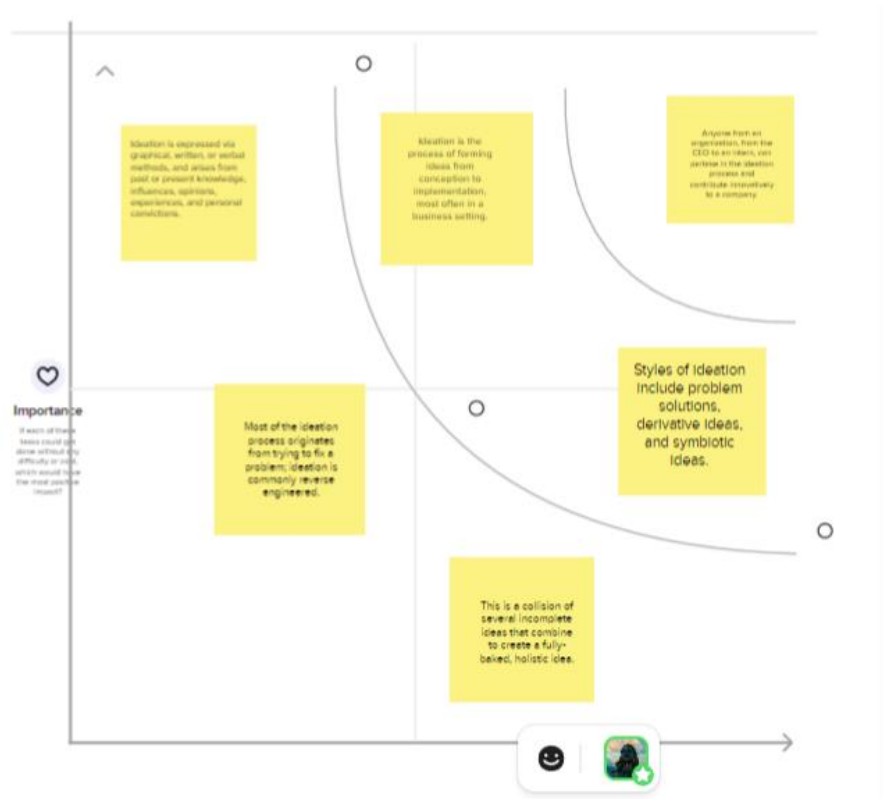
- Says category contains what the user says out loud during research.
- Thinks category contains what the user is thinking
- Does category contains the user's action and behavior.
- Feels category contains the user's emotional state in context with their experience.



2.2 Ideation & Brainstorming Map

Brainstorming is an activity that will help you generate more innovative ideas. Its one of many methods of ideations. The process of coming up with new ideas and its core to the design thinking process. It is a process of forming ideas from conception to implementation, most often in a business setting. It is expressed via graphical, written or verbal methods and arises from past or present knowledge, influences, opinions, experiences and personal convictions. There are four types of brainstorming. They are reverse brainstorming, Stops-and-Go brainstorming, Phillips 66 brainstorming, brain writing.

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Person 1

Besides private messages, the platform enables you to create channels for specific projects, teams, and departments. Each team member can also share documents, start a thread, and pin important messages on the channel.

In the space of just a few years, CRMs have evolved enormously. Approachable and far easier to learn, implement, and pay for, they've morphed from three-letter monsters into ready-set-go software for businesses of all shapes and sizes.

Yes, they're still mainly designed for sales, marketing, and service teams. But now they do a dizzying number of other things too, like help users manage relationships between team members, vendors, partners, and collaborators.

Person 2

A CRM system manages all your contacts and aggregates real and customer information to build profiles of everyone you interact with. This gives you the means to import information to better understand customer behavior and purchase records and analyze communications with contacts across different channels (chat, email, etc.). Customers can't have to repeat their story over and over to you, and you'll be able to address issues with less friction and less effort for improved customer loyalty.

Streamlining and improving the sales process, building a sales pipeline, automating tasks, and analyzing your sales data will inevitably lead to one outcome: increased sales and sales productivity. A CRM system allows you to have all your customer-facing sales, chat, and email touchpoints accessible in one place. You'll obtain more data by building a measurable, proven sales process, and delivering the right message on the right channel at just the right time.

Retention and churn rates are extremely important determiners for a company's success. Customer churn is a major obstacle to business growth. CRM tools like sentiment analysis, automated follow-up, and customer support and customer advice automation can dramatically improve your retention by solving future agents' unique problems. Analytics tools that look at customer life cycle can allow you to identify churn reasons and why so you can identify and address pain points.

Person 3

Analytics: CRM tools make your data available, intelligible, and relevant to your business needs. All your heaps of sales data, finance data, and marketing data flow into CRM to become usable metrics, with data warehousing and data mining there to make sense of everything. The net benefit is customer evaluation, customer retention, and better data management.

Having all your major day-to-day business functions in one place means for better workflow, easier collaboration between team members, and better project management. Task automation eliminates manual, repetitive work and gives more time for the significant tasks humans are best at. Dashboards and analytics will help you gain insights into your work and optimize all kinds of business processes.

Mass communication and use of information transfer are two major components. When you send one email, having to do things when team members create, then how to do it, or even on redundant sales, you're taking a lot of time per week. Collaboration: CRM tools can organize your teamwork by letting you build a knowledge base, access in real time, create workflow, and allowing for transparent communication between team members.

Person 4

A CRM system allows you to foster greater transparency in your organization by assigning tasks, sharing notes, and designing exactly who is who and who is doing what. If your main concern is sales, you can make use of performance tracking for individual sales agents. A CRM platform allows everyone in your organization to gain visibility in your business processes, fostering more mutual understanding and collaboration.

CRMs pull in information from email, voice calls, and other channels to help you get more customers and keep the ones you have. They give you a single place to organize your workflows and business processes, so you can collaborate, close more deals, and get more done.

Marketing and sales force automation, contact and project management—these are the bread and butter features of a CRM system.

3 RESULT

3.1 Data Model:

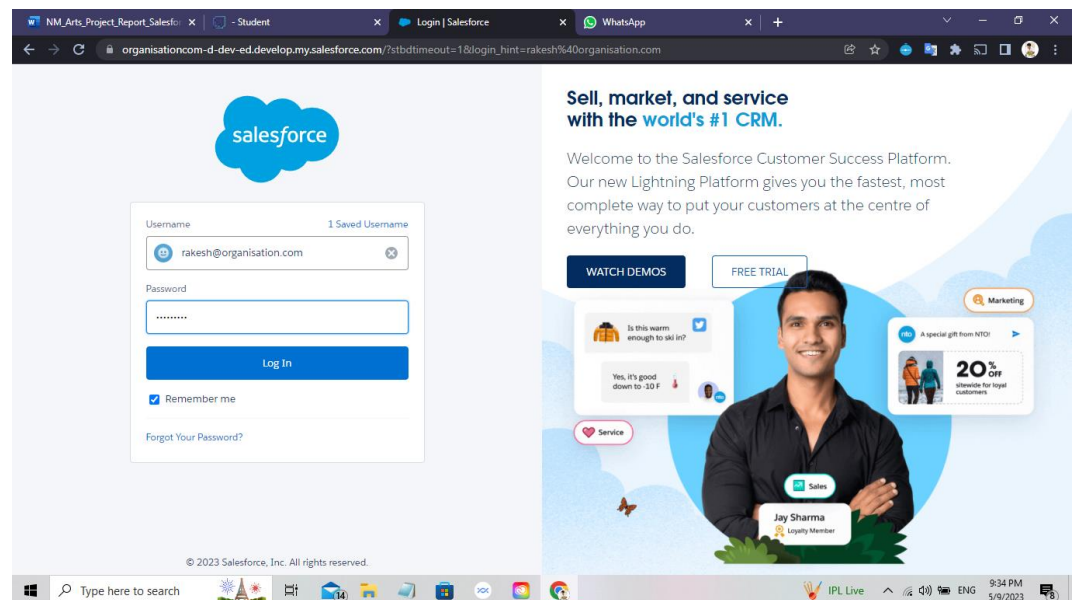
Object name	Fields and relationship
Recruiter	Field label : Job title Data type : Text

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Recruiter	Field lable : Recruiter Data type : Master-detail
Jobs	Field lable : Description Data type : Text area
Jobs	Field lable : Location Data type : Text

3.2 Activity & Screenshot

Creating a Salesforce Developer Org:



Salesforce is your customer success platform, designed to help you sell, service, market, analyze connect with your customers.

Creating a custom objects:

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organisationcom-d-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115i00000271ed/Details/View

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

Link View Button Layout

Details

Description

API Name
Jobs__c

Enable Reports
✓

Track Activities
✓

Track Field History
✓

Deployment Status
Deployed

Help Settings
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Setup | Home | Object Manager

SETUP > OBJECT MANAGER

Candidate

Details

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Link View Button Layout

Details

Description

API Name
Candidate__c

Enable Reports
✓

Track Activities
✓

Track Field History
✓

Deployment Status
Deployed

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Setup | Home | Object Manager

SETUP > OBJECT MANAGER

Job Application

Details

Fields & Relationships

Page Layouts

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Buttons, Links, and Actions

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Description

API Name
Job_Application__c

Enable Reports
✓

Track Activities
✓

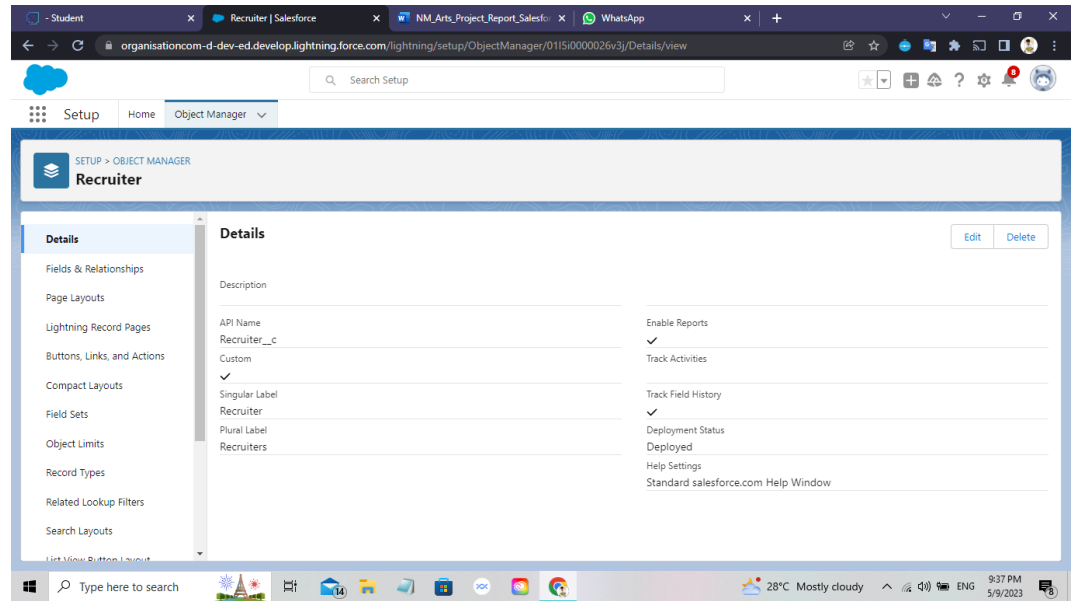
Track Field History
✓

Deployment Status
Deployed

Help Settings
Standard salesforce.com Help Window

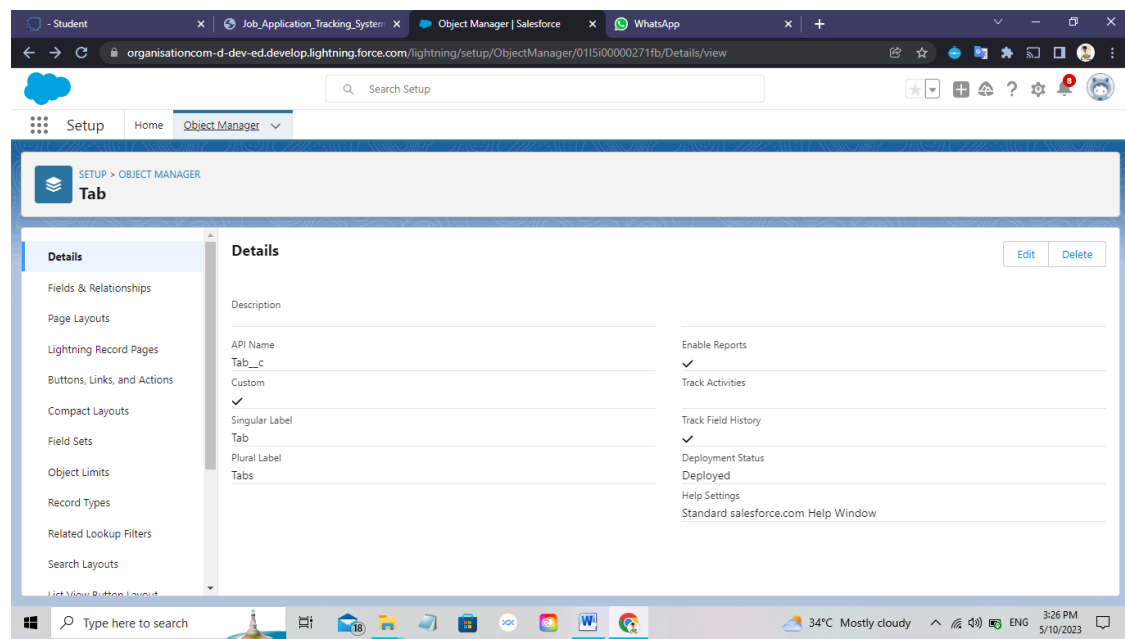
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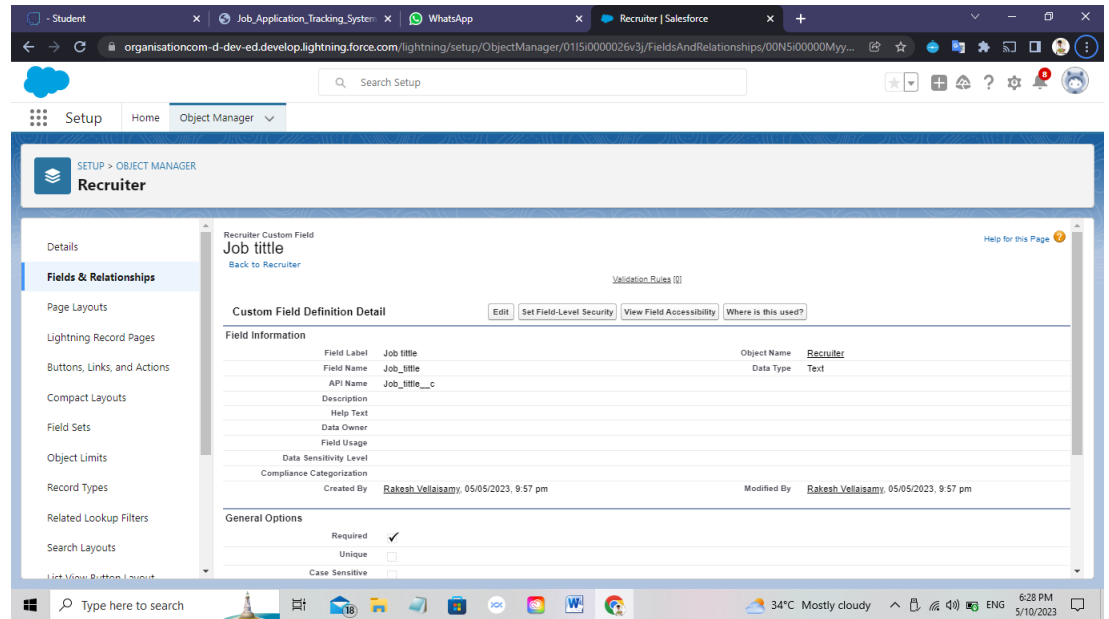


Salesforce objects are database tables that permit you to store data that is specific to an organization. It consists of field (columns) and records (rows).

Creating custom fields:

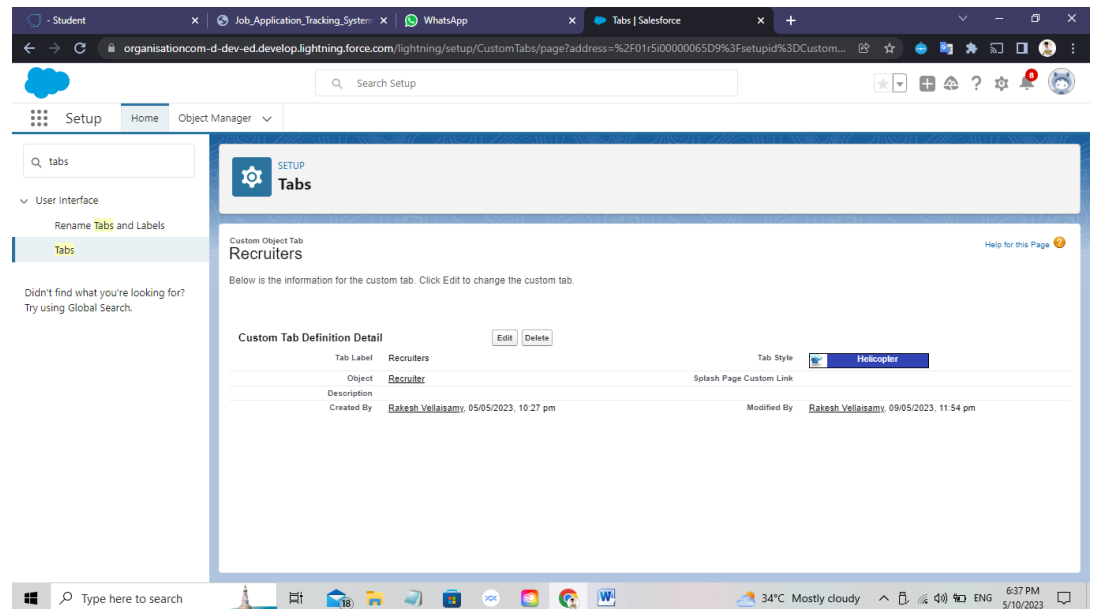


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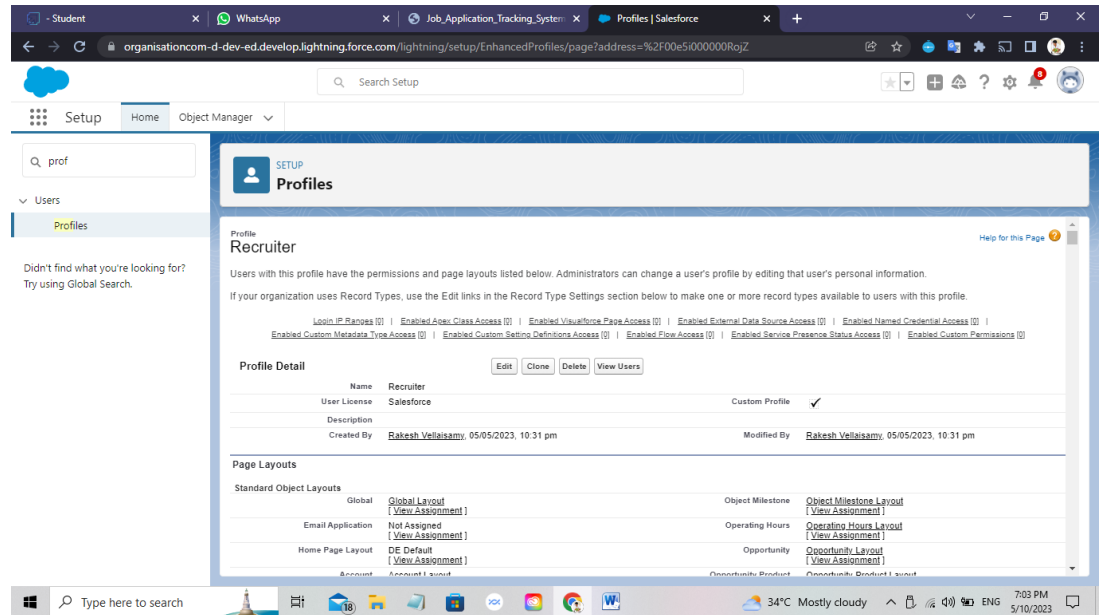
Fields in salesforce represents what the columns represent in relation databases. It can store data values which are required for a particular object in a record.

Creating a Tab:



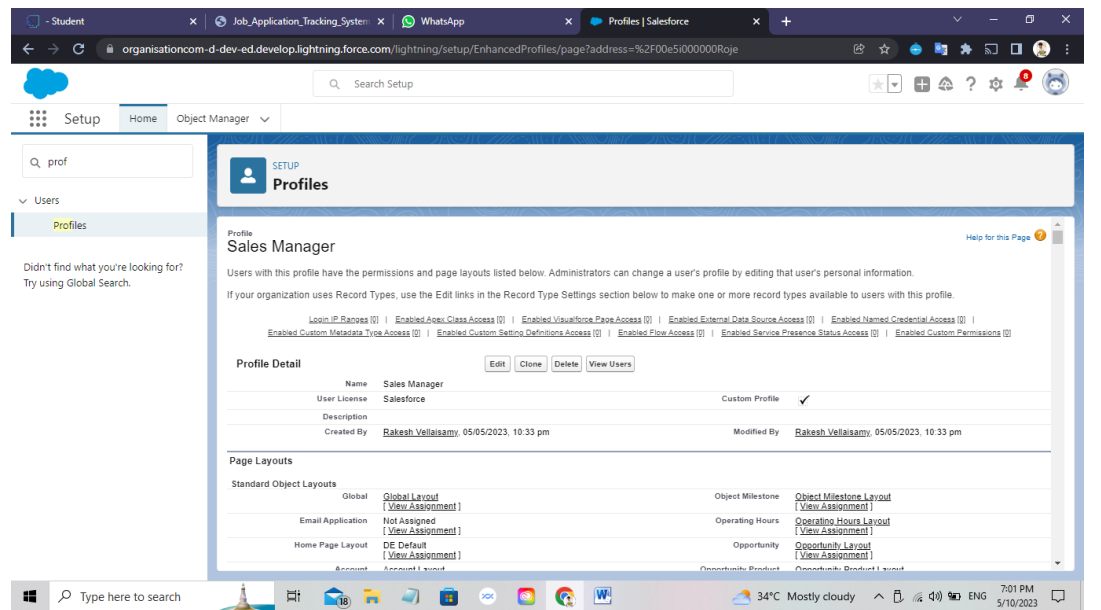
In salesforce, a tab is a user interface element that allows users to navigate to different sections of the platform, such as accounts, contacts, leads, and opportunities .

Create A Custom Profile:



The screenshot shows the Salesforce Setup interface for the 'Recruiter' profile. The left sidebar contains 'Setup', 'Home', and 'Object Manager'. The main content area is titled 'SETUP Profiles' and shows the 'Recruiter' profile details. The profile is a custom profile with the user license 'Salesforce'. The 'Page Layouts' section shows the following assignments:

Standard Object Layouts	Global	Object Milestone	Object Milestone Layout
Email Application	Global Layout [View Assignment]	Operating Hours	Operating Hours Layout [View Assignment]
Home Page Layout	DE Default [View Assignment]	Opportunity	Opportunity Layout [View Assignment]
Account	Account Layout	Opportunity Product	Opportunity Product Layout

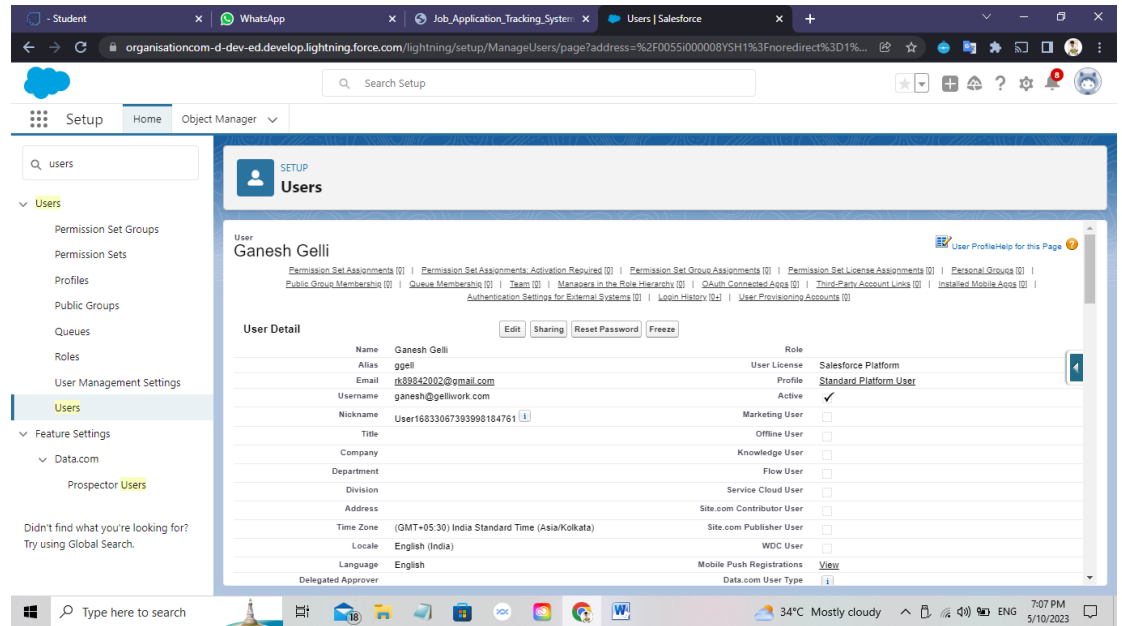


The screenshot shows the Salesforce Setup interface for the 'Sales Manager' profile. The left sidebar contains 'Setup', 'Home', and 'Object Manager'. The main content area is titled 'SETUP Profiles' and shows the 'Sales Manager' profile details. The profile is a custom profile with the user license 'Salesforce'. The 'Page Layouts' section shows the following assignments:

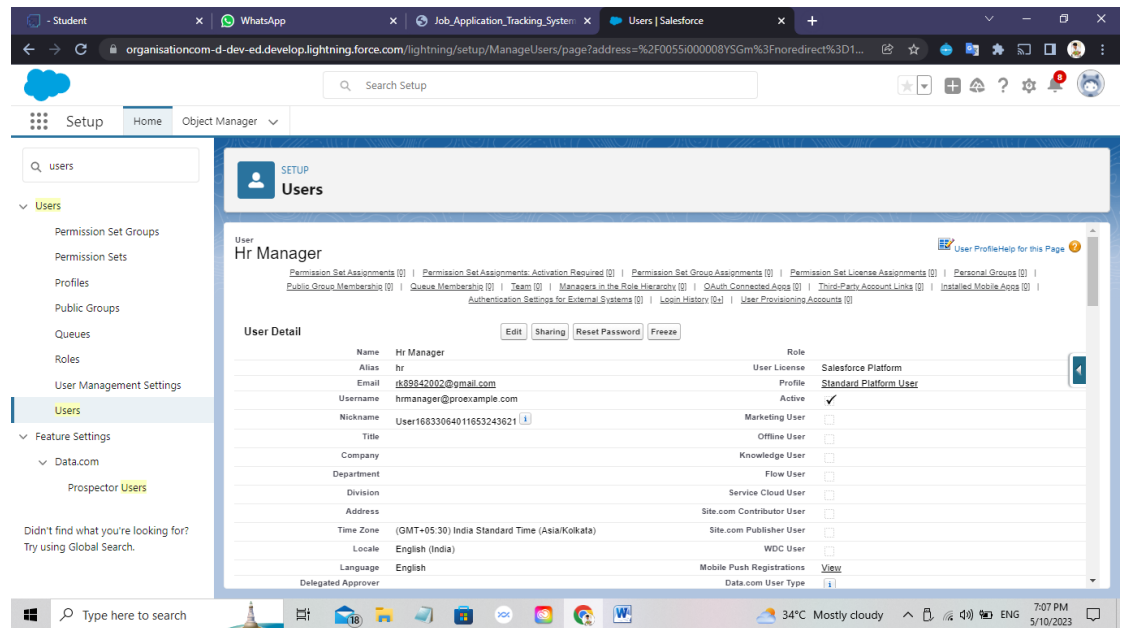
Standard Object Layouts	Global	Object Milestone	Object Milestone Layout
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Account	Account Layout	Opportunity Product	Opportunity Product Layout

A profile is a group /collection of settings and permissions that define what a user can do in salesforce.

Creating a users:



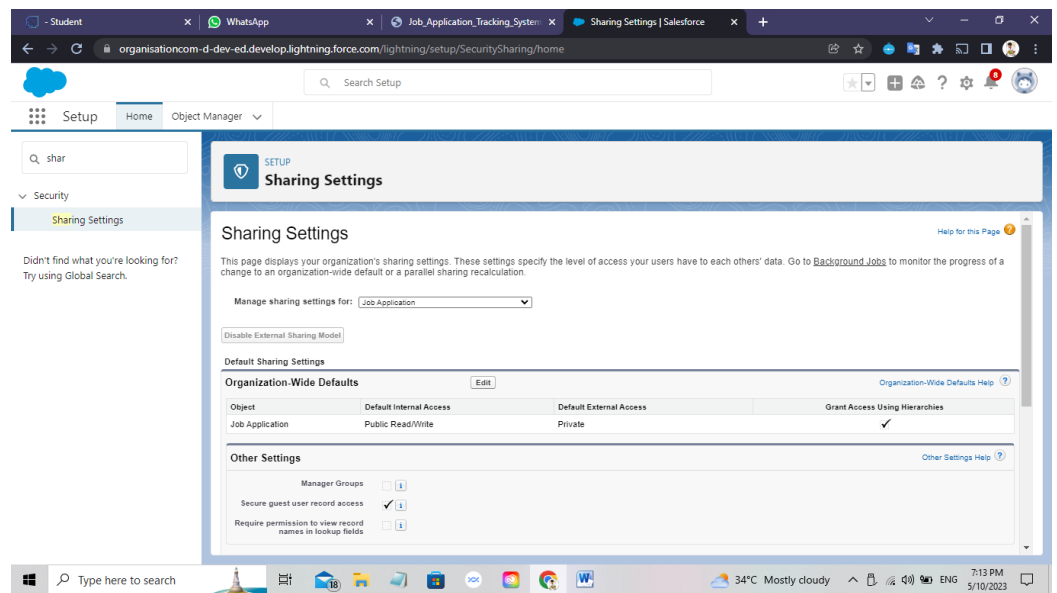
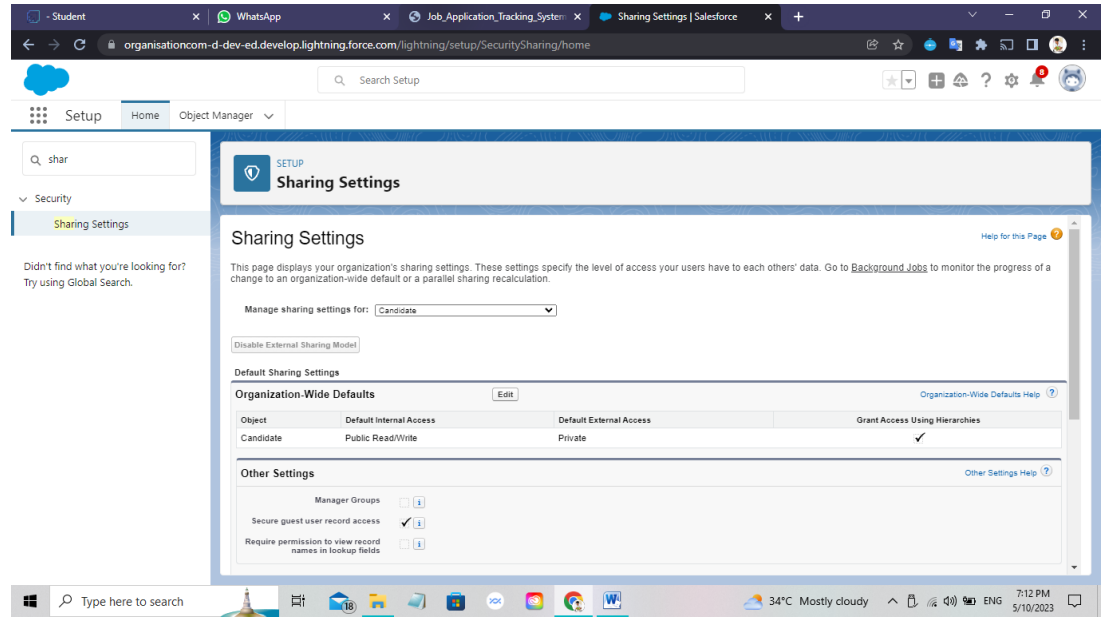
The screenshot shows the Salesforce Setup page for User Management. The left sidebar contains a navigation menu with options like Setup, Home, Object Manager, and Users. The main content area displays the profile for a user named Ganesh Gelli. The profile includes fields for Name, Alias, Email, Username, Nickname, Title, Company, Department, Division, Address, Time Zone, Locale, Language, and Role. The Role is set to Salesforce Platform, and the Profile is Standard Platform User. The user is active and has a marketing user role.



The screenshot shows the Salesforce Setup page for User Management, displaying the profile for a user named Hr Manager. The profile includes fields for Name, Alias, Email, Username, Nickname, Title, Company, Department, Division, Address, Time Zone, Locale, Language, and Role. The Role is set to Salesforce Platform, and the Profile is Standard Platform User. The user is active and has a marketing user role.

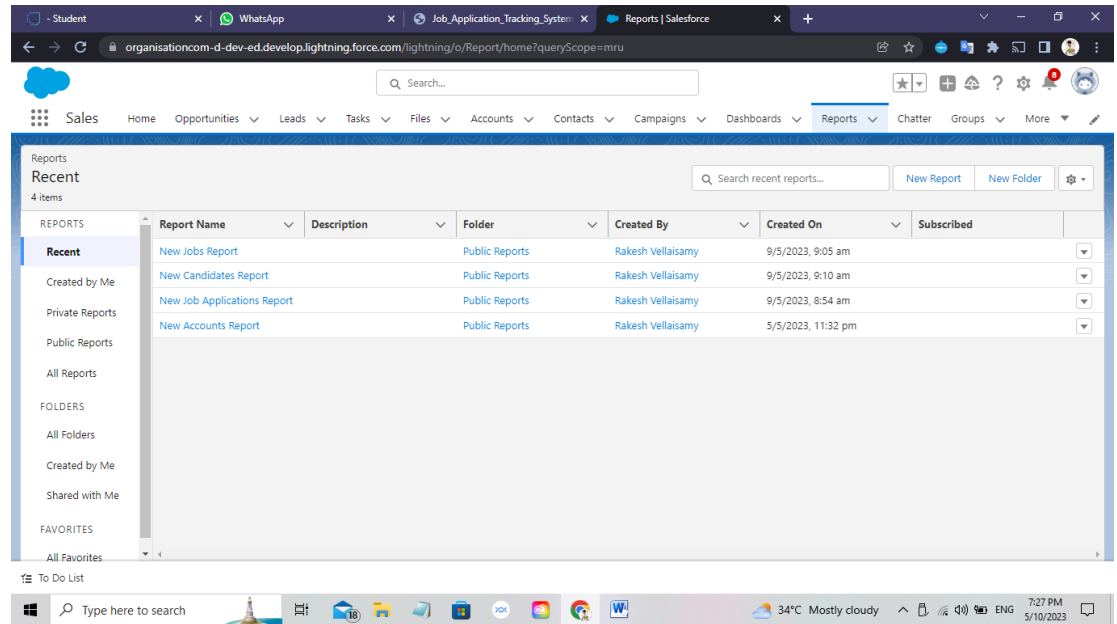
A user is anyone who logs in two salesforce. Users are employees at your company, such as sales reps, managers, and IT specialist, who need access to the companies records.

Creating a sharing rules:



Sharing rules help users to share records based on conditions.

Creating a Reports:



A report is a list of records that meet the criteria you define. It's defined in rows and columns and can be filtered, grouped or displayed in a graphical chart.

4 Trailhead Profile Public URL

Team Lead –

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

Team Member 1 –

<https://trailblazer.me/id/pmurugesan18>

Team Member 2 –

<https://trailblazer.me/id/santhoshsandy2>

Team Member 3 –

<https://trailblazer.me/id/saravana15>

5 **ADVANTAGES & DISADVANTAGE**

Advantages:

1. Post jobs on multiple job boards.
2. Save time by automating tasks.
3. Manage talent data base.
4. It is used to identify and hire best candidate.
5. Reduces time spent with administrative task.
6. Facilitates collaborative hiring.
7. Improves the quality of hire.

Disadvantages:

1. Missing qualified applicants due to wrong keyboard selection.
2. Automatic elimination of resumes that software cannot recognize and interpret.
3. They are open to manipulation.
4. Communication can be less personalized.
5. Companies can miss out good candidate.
6. Creating biases.

6 **APPLICATIONS**

1. In house recruitment.
2. Video tutorials.
3. Solutions.
4. Staffing agencies.
5. Industries.
6. IT fields.
7. Unreliable and not perfect.

7 **CONCLUSION**

- Job application tracking system is a software used for hiring process .Nowadays after pandemic most probably every companies started using this software there are many advantages but there is still some drawbacks which cannot be rectified. We would like to say that we have done in this project. Through this project we first created sales force developer org.
- Then we have created custom object, custom field, new

Project Report Template

custom field, profile, standard user, sharing rules and finally we have finished it with report.

8 FUTURE SCOPE

- This software creates opportunities to automate manual processes increases visibility into the hiring cycle for the entire recruiting team and increases opportunities for communication through the candidate journey.