

# CareerBridge CRM – Connecting Youth Skills to Jobs

## Phase 1: Problem Understanding & Industry Analysis

---

### ◆ Requirement Gathering

- Conducted sessions with **NGO representatives, Youth Coordinators, and Employers** to understand challenges in youth employment.
- **Core requirements identified:**
  1. Youth should be able to register easily with basic details and skills.
  2. Employers should be able to post jobs with required skills and details.
  3. The system should **auto-match Youth ↔ Jobs** based on skills.
  4. Automatically create and track **Interviews**.
  5. Send **email notifications** to youth at each important step (Welcome, Interview Scheduled, Interview Completed).
  6. Provide **reports and dashboards** to NGOs for monitoring outcomes.

**Scope Defined:** A digital bridge between **Youth, NGO, and Employers**.

---

### ◆ Stakeholder Analysis

#### Primary Stakeholders:

- **Youth** → Seek job opportunities, need interview scheduling and notifications.
- **Employers** → Want skilled candidates matched to their job postings.
- **NGOs / Placement Coordinators** → Manage youth registrations, monitor interview progress, and report outcomes.

#### Secondary Stakeholders:

- **System Administrators** → Ensure data security, flow automation, and reporting accuracy.
- **Salesforce Platform** → Provides infrastructure for automation, email notifications, and scalability.

Stakeholder roles are clearly mapped to project requirements.

---

## ◆ Business Process Mapping

### Current Process (Manual):

- Youth submit resumes manually.
- NGOs try to connect them with employers.
- Communication gaps → missed opportunities.
- No centralized reporting.

### Proposed Process (Automated with Salesforce):

- Youth register via Salesforce form.
- Employers post job requirements.
- System auto-matches **skills ↔ jobs**.
- **Interviews scheduled automatically.**
- Youth notified by email at each step.
- Dashboards give NGOs real-time insights.

**Automation replaces manual steps, ensuring transparency and efficiency.**

---

## ◆ Industry-Specific Use Case Analysis

- In the **Education & Employment sector**, NGOs face challenges in bridging the gap between fresh youth talent and employers.
- Existing job portals:
  - Lack personalization.
  - Do not integrate with NGO-driven career programs.

### Our Salesforce Solution:

- Centralized **Youth + Job data**.
- **Skill-based matching**.
- Automated **Interview lifecycle**.
- **Reporting** for NGO impact analysis.

Industry gap identified → **Salesforce can close it effectively.**

---

## ◆ AppExchange Exploration

- Explored existing **Recruitment Management Apps** on Salesforce AppExchange:
  - **Talent Management Solutions** (general HR systems).
  - **Job Board Apps** (basic posting & matching).

### Findings:

- Existing solutions are **too generic** or **enterprise-focused**.
- None provide **NGO-specific youth employability features**.

### Decision:

- Build a **custom solution** using Salesforce Objects (**Youth, Job, Skill, Interview**) with automation flows and custom emails.

AppExchange exploration confirmed **need for custom development**.