



Transforming International Agent Management



Streamline Processes, Ensure Compliance, and Enhance Student Experience

The UK higher education sector is grappling with managing international student recruitment complexities. With nearly 700,000 international students studying annually, effective agent management is crucial.

Recent research indicates that 50% of these students use agents for admission support. However, institutions face challenges in ensuring compliance, mitigating risks, and meeting agents' expectations. Rogue actors pose significant risks, and the need for robust solutions to safeguard students and institutions is paramount. Universities must navigate these complexities while maintaining high standards and enhancing the student experience.

Built on Microsoft technology, Crimson has developed a solution to transform international agent management.





Harness Microsoft Power Platform to Streamline Agent Management and Ensure Best Practice

Crimson offers a comprehensive International Agent Management solution tailored for higher education.

Leveraging Microsoft Power Platform, our solution addresses the critical stages of agent management: Select and Onboard, Plan and Activate, Monitor and Support, Review, and Renew or Terminate.

Our innovative approach ensures compliance with legislation and adherence to best practice principles, safeguarding both students and institutions. By automating and optimising processes, we enhance the efficiency and effectiveness of agent management.

Crimson's solution empowers institutions to protect their reputation, meet agent expectations, and position themselves as leaders in the international student recruitment market.

Key Features and Benefits of the Solution

Crimson's International Agent Management solution is designed to streamline and optimise the agent management process, delivering a range of features and benefits to higher education institutions.

Agent Management App

- **Agency (Organisation) Management**
 - Maintain comprehensive records and hierarchy of agencies.
 - Manage agency applications, contracts, onboarding, planning, support, complaints, feedback, reviews, renewals, commissions, events, and financial and marketing support.
- **Agent (Counsellor) Management:**
 - Keep detailed records of individual agents.
 - Facilitate agent training to ensure they are well-informed and effective.

International Agent Portal

- Enable agencies to manage applications, contracts, renewals, training details, commissions, student applications, expenses, and secure communications.
- Integration with existing systems ensures seamless operation and data flow.

Why Choose Crimson's Microsoft-Powered International Agent Management solution?

- **Solution Accelerators:** Pre-configured components shortcut delivery and de-risk the project.
- **Seamless, Scalable Integrations:** Unify all your operations under the Microsoft umbrella—Dynamics 365, Power Platform, Power Pages, and Power Virtual Agents.
- **AI-Powered:** Enabled by Microsoft AI services, integrity checks ensure authenticity and accelerate administration.
- **Ongoing Enhancements:** Continued Microsoft investment in the platform ensures innovations – such as AI – will continue to streamline ways of working so your team can focus on students most in need of personal support.
- **Extensible Solution:** Crimson continues to invest in building a unified student journey, from application to postgraduate alumni engagement. Choosing Crimson and Microsoft means realising the vision of a 360-degree view of the student.





“

Crimson have brought a combination of practical advice and a broader perspective that is supporting our goal of offering a sector leading experience.”

John McCarthy
Associate Chief Operating Officer,
University of Salford

University of
Salford



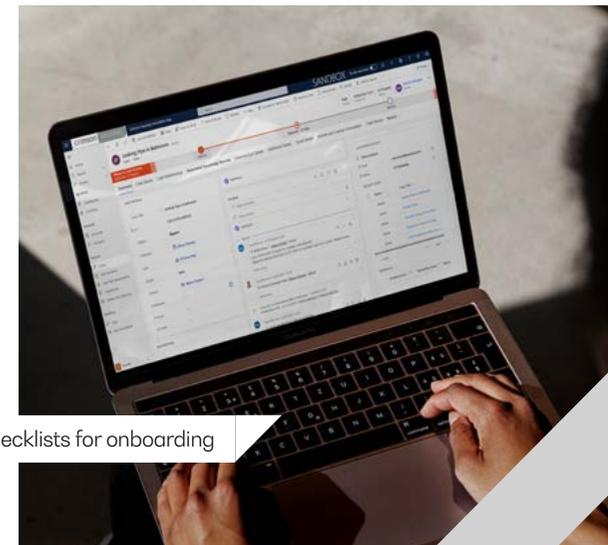
Unleashing the Full Potential of International Agent Management

By implementing Crimson's International Agent Management solution, higher education institutions can elevate their international recruitment efforts, ensure compliance, and deliver a superior experience to both agents and students. This comprehensive solution mitigates risks and positions institutions as leaders in the competitive landscape of global student recruitment.

University Transformation

Key Strategic Advantages

- **Mitigate Business and Reputational Risks:** Adhere to best practices and ensure compliance with The UK Agent Quality Framework (AQF).
- **Improve Student and Staff Experience:** Streamlined processes lead to better service delivery and satisfaction.
- **Transform Agent Processes:** Enhance automation and efficiency, reducing manual workload and errors.



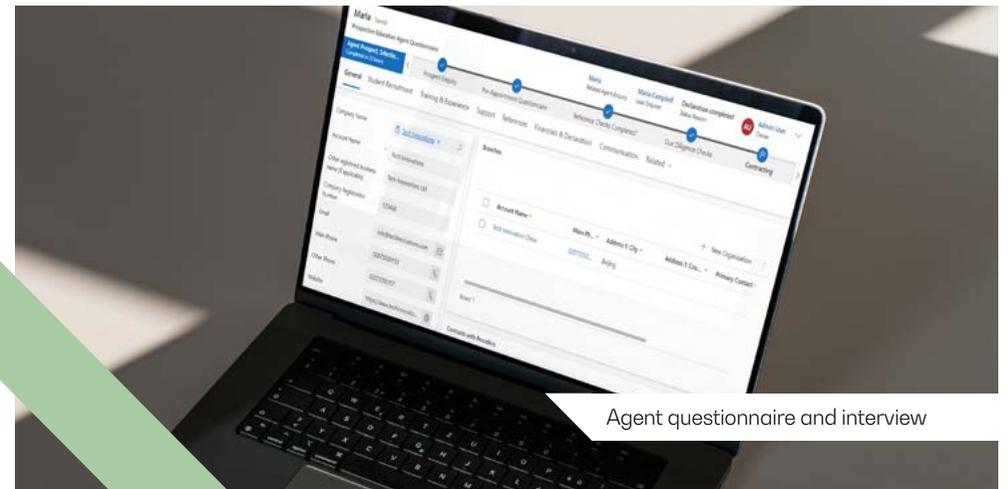
Induction checklists for onboarding

- **Operational Scalability:**
Enter new international markets faster and scale agent management operations effectively.
- **Single, Integrated Platform:**
Consolidate all agent management activities into one platform for better control and oversight.
- **Flexibility and Adaptability:**
Respond to internal and external changes with ease.

- **Data Quality and Insights:**
Improved data accuracy across the journey enables better decision-making.
- **Enhanced Relationship Management:**
Develop and manage relationships with agents more effectively.

- **Comprehensive Management of Agency Applications, Contracts, Renewals, Support, Complaints, Reviews, and Feedback:**
Ensure all aspects of agent interactions are well-managed and documented.

- **Agent Portal Access:**
Provide agents with access to various features, enhancing their ability to support students and meet institutional expectations.



Agent questionnaire and interview

See How Crimson and Microsoft Can Work for Your Organisation

Crimson's International Agent Management solution doesn't just transform your organisation; it does so by seamlessly integrating with Microsoft's leading-edge technologies and an expansive platform. Better data across the student journey gives you improved insight and leads to better decision-making.

You and your team are invited to preview Crimson's International Agent Management solution and explore how Crimson's experience in the higher education sector can underpin your success in developing a unified Microsoft-based platform across your organisation.

[Get started today by calling the team on 01675 466 477](#)



“

Their expertise
shines through
in everything we
do with them.”

Clare McKeague
Senior International Operations
Manager, Newcastle University



Transforming Business Unleashing Talent

Crimson is a digital transformation consultancy that accelerates digital autonomy for ambitious organisations.

Crimson's recruitment services help source, attract, and retain visionary digital leaders as well as the best permanent and contract IT talent.

Leveraging the Microsoft platform and Crimson's unique portfolio, we work with customers as one team to build intelligent customer experiences, enable employee collaboration, and unlock actionable data insights.

Crown
Commercial
Service
Supplier



Crimson

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