

# Student Retention

Prevent student dropouts. Protect revenue. Improve outcomes.

**Crimson's Retention Intelligence Platform helps universities spot at-risk students early, before issues arise, by analysing real-time data to generate dynamic risk scores. This enables timely, targeted support that boosts continuation, protects tuition revenue, and improves outcomes for all students, especially those from underrepresented groups.**

**Built on Microsoft Power Platform, Crimson's Student Retention Solution delivers a unified, real-time view of student risk, engagement and support across the entire student lifecycle.**

**For student support and wellbeing teams:** automated risk scoring highlights at-risk students early, enabling faster interventions.

**For academic staff:** real-time insights into attendance, engagement, and performance, support proactive tutoring and timely referrals.

**For leadership teams:** live dashboards provide instant visibility of retention risk by course, cohort, and demographic group, supporting regulatory reporting, strategic decision-making, and institutional performance.

## Key solution features

- **Early Risk Scoring:** Weekly dynamic risk scores identify at-risk students long before disengagement becomes visible.
- **Automated Interventions:** Personalised alerts and workflows trigger timely academic and well-being support.
- **Unified Student View:** Combines attendance, VLE, wellbeing, and engagement data into a single profile
- **Omni-Channel Targeted Support for Key Groups:** Highlights risk patterns for underrepresented and vulnerable students.
- **Real-Time Dashboards:** Live insights by course, cohort, and demographic group.
- **Regulatory & Performance Reporting:** Supports Office for Students compliance and league table metrics..



### Investment

£POA

### Microsoft Technology Stack

- Microsoft Power Platform (Power Apps, Power Pages, Power Automate, Power Virtual Agents – Microsoft Copilot).
- Microsoft Fabric