



Student  
Admissions  
Shaping  
the Future  
of Higher  
Education  
Student  
Experiences



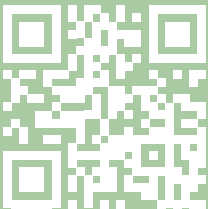
# The Challenges UK Universities Face in Student Admissions

Universities in the UK face an intricate set of challenges in student admissions. The complexity arises with a growing pool of international applicants, the need for strict compliance with immigration policies, and the need to ensure academic integrity.

Additionally, fluctuating enrolment numbers, mainly influenced by external factors like Brexit or pandemics, add uncertainty to resource planning.

All these aspects translate into increased workload and pressure on

the student admissions teams. They must juggle multiple data channels, ensure seamless communication across departments, and precisely manage it to uphold the institution's standards.



## Book a Discovery Call

Want to explore Crimson's Student Admission solution more closely? Book a 15-minute call with our experts to learn more about the impact our solution is having across UK institutions. Call 01675 466 477 or request a call back by using the QR code.

## The Transformative Power of Crimson's Student Admissions Solution

Crimson's Student Admissions Solution emerges as a formidable ally for universities in this landscape of multifaceted challenges.

Powered by Microsoft's suite of technologies—including Dynamics 365, Power Apps, Power Pages, and Power Virtual Agents—this solution fast-tracks the digital admissions journey from start to finish.

It offers a robust Student Self-Service Portal, simplifying the application process for both domestic and international students. The built-in AI capabilities ensure data integrity and guide resource allocation.


Not just a tool but a comprehensive set of configurable components, Crimson elevates the entire admission process, freeing teams to focus on what matters most: selecting the ideal candidates to shape the future.



## Why Choose Crimson's Microsoft-Powered Student Admissions Solution?

- **Proven Solution:** As used by some of the most progressive institutions in the UK
- **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 the admissions process.
- **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.





## Accelerate Success in Student Admissions

No two university admissions needs are the same. That's why Crimson's Student Admissions Solutions includes pre-configured components of the Microsoft platform to fast-track and de-risk your university's success in implementing a unified system.

“

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

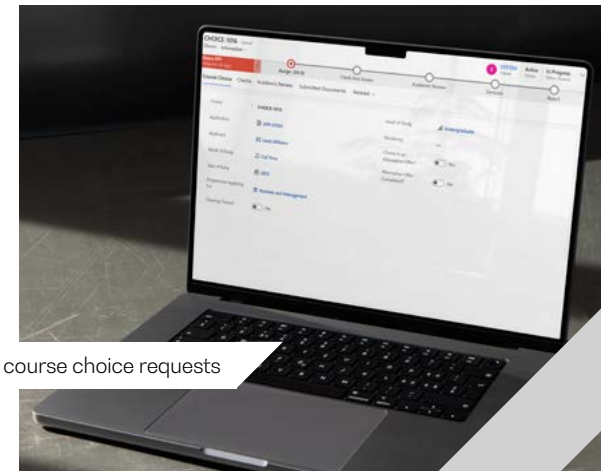
University of  
**Salford**

# Key Solution Features

Crimson's Student Admissions Solution helps you scale recruitment and admissions operations, enhance the applicant experience with inbuilt automation enhancing team efficiency.

## Self-Serve Portals

- **Prospective Student Portal:** Everything from choosing a course to uploading documents is in one place. The student portal enhances the applicant experience by providing instant updates and notifications along the application journey. Seamless integration allows real-time data syncing.
- **Agent Portals:** Enable more effective and personalised applicant tracking, saving time and increasing productivity, with a customisable interface suited to the agent's needs.



Manage course choice requests

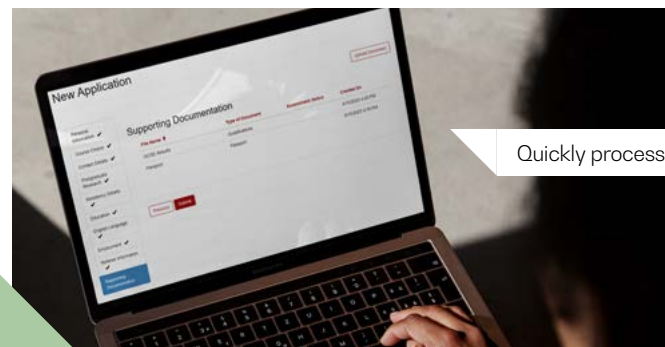


## Application Management

- **Registrations:** One-click registration simplifies the onboarding process, attracting more applicants.
- **Application Types:** Tailored application processes make it more intuitive for each type of student.
- **Faster Processing:** Full UCAS and CAS integration plus automated sorting of applications based on course types speeds up processing time, allowing quicker decisions and happier applicants.
- **Fees and Bursaries:** Consolidate all financial management, simplifying financial planning and allocation by identifying scholarships or bursaries and managing tuition fees related to the course.
- **Document/Evidence Management:** Cloud storage for easy access and retrieval improves document verification speed while AI services check for document authenticity and accuracy.

## Offer and Interview Handling

- **Interview Management:** AI-based scheduling eliminates scheduling conflicts, making the process smoother for staff and applicants.
- **Offers and Decisions:** Automated notifications for every offer or decision keep students engaged and informed, reducing uncertainty and delivering an enhanced experience.
- **Registration/Onboarding:** Launch applications for accommodation, any deposit payments required and pre-sessional English offers.



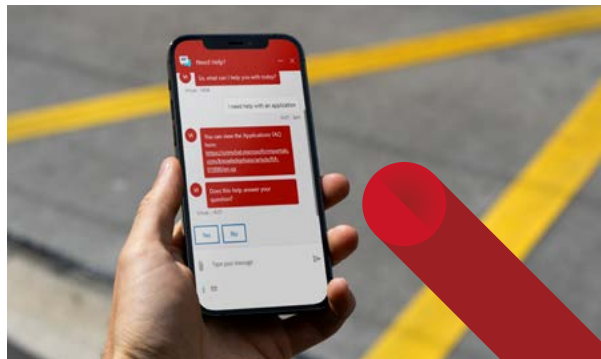
Quickly process supporting documentation

## Omni-Channel Communication

- **Centralised communication:** Ensure no message is lost or overlooked, improving responsiveness.
- **Custom message journeys:** Visualise and automate the journey that students and prospects take as they engage with the university, including AI and natural language input assistance.
- **Integrated marketing platform:** Track open rates, click-throughs and mass customise messages that resonate most with your audience.
- **24/7 Support:** Real-time support is available for applicants using Power Virtual Agents chatbots.

## International Agent Collaboration

- **Relationship management:** From onboarding to ongoing agent contact, view all relationship activities in a single view.
- **Commission tracking:** Streamline international transactions, saving time and reducing errors.



Manage common requests using chatbots



“

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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