

Student Admissions Management

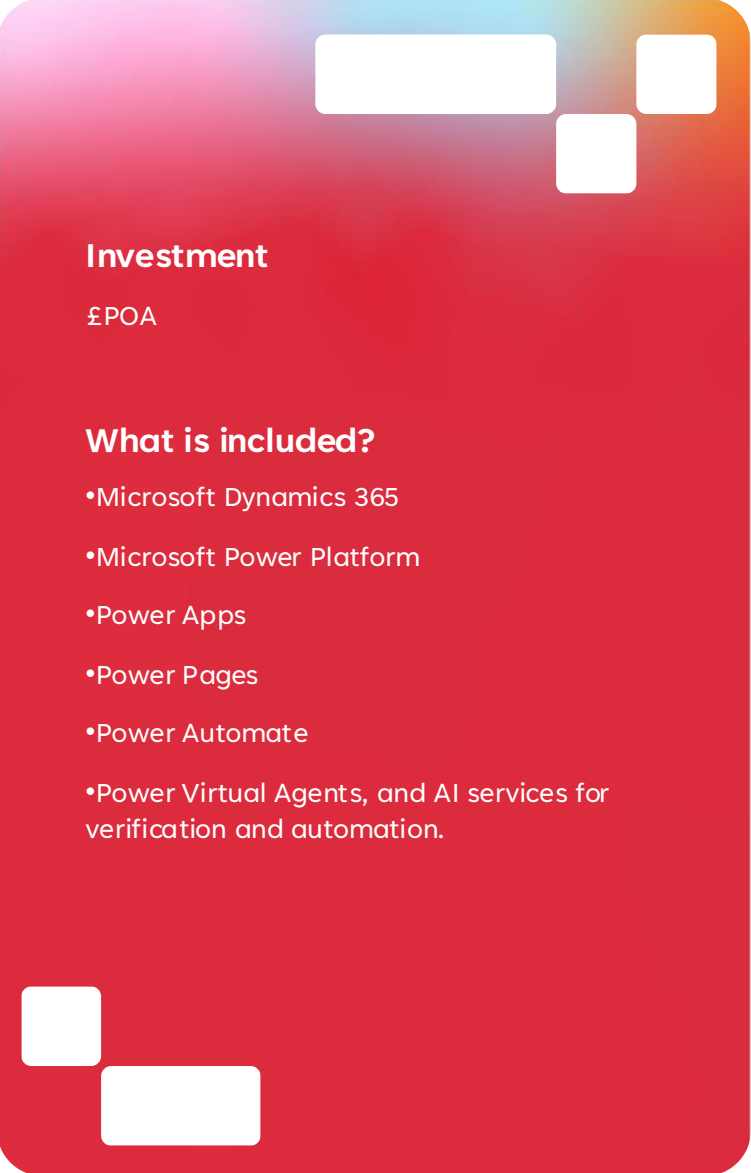
Streamline admissions and improve applicant experience at scale

Student admissions teams face increasing pressure from higher volumes, international complexity, compliance demands, and fluctuating demand. Crimson's Student Admissions Management solution modernises admissions end-to-end, from enquiry to enrolment. Built on Microsoft technology, it simplifies processes, improves data integrity, and applies automation where it matters most, delivering a faster, more consistent experience with control, compliance, and transparency.

Key solution features

- Applicant self-service portal for applications, document upload, updates, and decisions
- Automated application processing, including UCAS, CAS, and document verification
- Agent portals and commission tracking to support international recruitment
- Omni-channel communications with personalised journeys and 24/7 chatbot support
- Interview, offer, and decision management with automated notifications
- Dashboards and analytics providing real-time insight into pipeline, performance, and demand

UK universities must manage growing international applicant pools, complex visa and compliance processes, and unpredictable enrolment patterns driven by external factors. Crimson's solution unifies fragmented admissions processes into a single, configurable platform. It provides self-service portals for applicants and agents, automates application handling and communication, and uses AI-enabled checks to improve accuracy and efficiency. Pre-configured Microsoft components accelerate delivery and reduce risk, while extensibility supports a joined-up student journey from application through to enrolment and beyond.



Investment

£POA

What is included?

- Microsoft Dynamics 365
- Microsoft Power Platform
- Power Apps
- Power Pages
- Power Automate
- Power Virtual Agents, and AI services for verification and automation.