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Durham goes live with new Applicant Portal developed by Crimson



Durham's applicant Portal is key driver for Crimson's new Admissions Management Accelerator



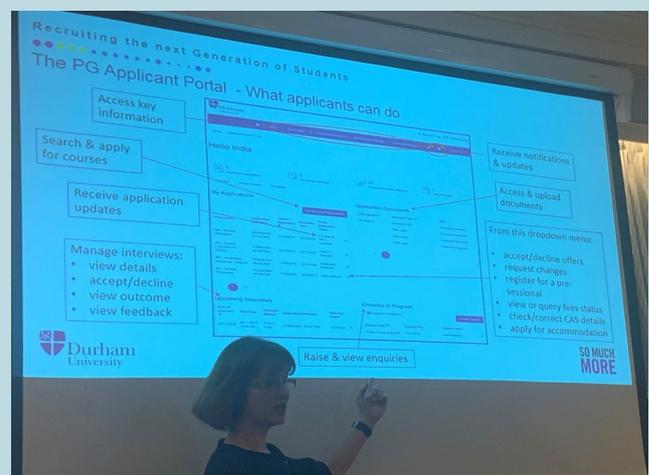
Founded in 1832 and ranked in the top 100 universities worldwide, Durham University has long been committed to excellence in all aspects of education and transmission of knowledge. In 2014 a strategic-level review of admissions recommended that the University should optimise its admissions processes to safeguard the recruitment of the most able and suitable candidates and enhance the quality of the applicant experience.

Subsequent tender procedures resulted in the appointment of PA Consulting Group to support Durham with the scoping of proposed changes and Crimson Consultants to lead on the implementation of a CRM solution to underpin the optimised processes.

The result, which went live on October 1st2018, is a brand new admissions system, based on CRM and featuring an online, applicant Portal which provides a live interface between prospective, post-graduate students and admissions staff.

[LINK to Durham website](#)

“The Durham Postgraduate Applicant Portal has provided a platform by which those interested in studying at Durham are able to apply quickly and easily. This has allowed us to deliver a much more applicant-focused service as well as faster and more efficient decision making than ever before, allowing us to take advantage of conversion opportunities throughout the applicant journey.” Liz Dodd, Head of Admissions Services, Durham University.



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Running parallel with these events was Crimson's own desire to extend its existing HE-focused, CRM solution into the admissions space in order to enhance the applicant experience, whilst streamlining the protracted and tedious processes that admissions staff often work with. As a result, as well as working with Durham and PA Consulting to deliver its purpose-built Portal, Crimson has utilised its proven approach to developing sector best-practice functionality, to launch a brand new Admissions Management Accelerator.

Admissions
Management



Applicant Portal

Built using the core Microsoft Portal capability inherent within Dynamics 365, the applicant portal provides an intuitive and engaging interface between institution staff and applicants to progress applications from inception to conclusion. Each institution's application form can be replicated within the Portal so that direct applicants can apply online and the applicant Home Page provides the ability for prospective students to review, manage and respond to actions required at each stage of their application(s).

Communication between university staff and applicants on all aspects of the process including required documentation, interview management, offers, confirmations and enquiries on all of these is achieved via the Portal. All changes to the application transacted via the Portal are recorded within the main application record in CRM.

"Admissions Management complements Crimson's existing Student Recruitment Accelerator by focusing solely on managing the application process from the twin perspectives of efficiency of operation and student experience. To achieve this, additional detail has been added to the existing application record in CRM, but the main change has been the development of a Portal interface which can be used by staff and prospective students to perform all the tasks involved in the application process. This could be a game-changer for the post-graduate admissions process at many universities," Lee Parton, Product Director, Crimson Consultants

About Crimson Consultants

Crimson Consultants is a consultancy and development company which specialises in assisting organisations implement Microsoft Dynamics 365 to achieve their specific business goals.

The Crimson Dynamics solution builds on Microsoft Dynamics to achieve the closest possible fit with each organisation's particular requirements by means of ready-made, functional Accelerators and a consultative implementation process, known as Crimson Fusion.

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