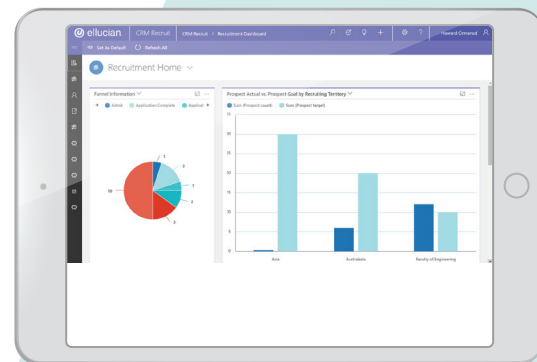# Combine the Power of Two with Ellucian Quercus and Ellucian CRM Recruit

The best of both solutions so institutions get key ROI and insight

Institutions face an increasingly competitive market for student enrolments and garnering insight on what marketing efforts impact student prospects is key. We've partnered two of our most powerful systems together to help deliver the best insight and ROI metrics for educational providers when it comes to recruitment activities. Ellucian Quercus is a cloud-based student information system that enables a continuous lifecycle of your digital campus, integrating with Ellucian CRM Recruit which can help your institution with key benefits, including:

- Manage the prospect and enquiry stage of the student lifecycle with ease
- Industry grade CRM capability with multi-channel communications
- Understand the impact of recruitment activities and their effectiveness
- Insightful dashboards that instantly add value to your team
- A connected prospect to student journey

Up-level your recruitment

Marketing to prospective students has become a year-round process. Discover what's working and what's not – especially when time and resources are limited. With a combination of Ellucian CRM Recruit and Ellucian Quercus, institutions can grow their prospect pool, increase applications, offer acceptances, and yield more enrolled students. Ellucian provides the tools to do this using industry standard CRM capabilities powered by the Microsoft Dynamics 365 platform and supplemented with features built by Ellucian specific to higher education recruitment.
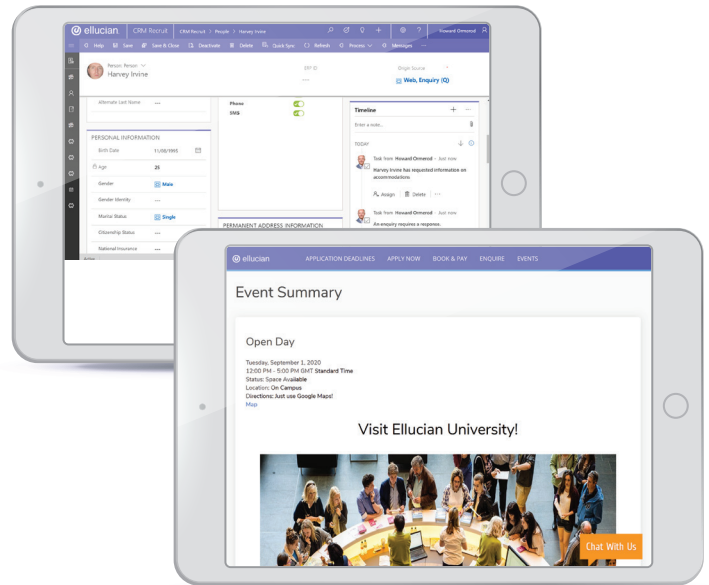
Packed with features to enhance the educational experience

Quercus and CRM Recruit provide a variety of entry points – online or offline – to enable growth and manage a prospect pipeline. Recruitment activities and multi-channel marketing campaigns let institutions promote their curriculum and brand seamlessly. Features such as bulk email tracking analytics provide vital insight. Take advantage of:

- Enquiry forms that can embed into the institution website
- Integrated Live Chat
- Integrated bulk email solution with tracking analytics
- Conversational SMS chat compatible
- Native event and trip management with event sign up pages
- Multi-channel marketing campaigns
- Enquiry Management
- Recruitment territories, teams and goals
- Bulk file import capability with suspect/prospect creation
- Powerful workflow tool to automate manual activities
- Probability and desirability ratings for prospects
- Delivered reports, charts and dashboards including opportunity pipeline
- Microsoft Outlook and Excel integration
- Eventbrite integration
- Microsoft unified interface mobile app for on the go tasks

A positive first impression

Making a positive and impactful first impression is one of the key ingredients to growing your prospect and applicant pool. Offering prospects a convenient and informative friction free digital experience is becoming expected rather than desired. Ellucian solutions enable you to offer this level of excellent service with minimal impact on staff resource.

Trouble-free implementation and maintenance

Ellucian manages Quercus and CRM Recruit in the cloud, so you don't have to worry about IT maintenance or headaches. Ellucian handles all monitoring, performance tuning, support, and managing the delivery and implementation of any solution upgrades. Our implementation approach is resourced with highly trained and experienced Ellucian staff, who focus on your higher education business outcomes or our certified partners.

⊘ ellucian.

Charting the digital future of higher education with cloud-ready technology solutions and services, Ellucian serves more than 2,700 customers and 20 million students in over 50 countries. To find out what's next in higher education solutions and services, **visit Ellucian at www.ellucian.com/EMEA-AP.**