



Ellucian CRM Recruit

Matching the expectations of today's prospective students

Student expectations have changed and the prospect landscape has shifted, creating new challenges in the drive to meet enrolment targets. Today more than ever, efficient admissions processes and personalised communications are critical to engaging and enrolling the right mix of students.

Ellucian CRM Recruit is a comprehensive solution that supports your entire recruiting and admissions lifecycle. Thanks to automated processes and powerful tools for reporting and measurement, CRM Recruit lets you streamline and improve your prospect outreach and deliver the tailored digital experiences that today's students expect.

Ellucian CRM Recruit:

- Delivers the personalised, self-driven application experience today's prospects want and expect
- Gives admissions and enrolment teams the reporting and data insights needed to effectively target the most qualified prospects
- Provides scalable tools that help students reach their goals and develop a lifelong affinity to your institution
- Reduces manual processes and streamlines decision-making abilities



"CRM Recruit stood out as being the most modern, effective application system we could find."

PAUL TRAVILL
Academic Registrar,
Heriot-Watt University

Capabilities



Personalised prospect engagement

Reach best-fit prospects quickly and efficiently with the right messages using the channels students prefer. Tailor communications and outreach to match their interests and keep your prospects' attention focused on your institution.



Cloud-based and tailored access for all users

Configure role-based dashboards and reports to each user's needs, allowing them to engage with best-fit student populations and view progress at each stage of the recruitment and admissions funnels.



Automated workflows and decision processes

Help your recruiters efficiently manage and prioritise their prospect outreach with automated processes and configurable workflows. Automate decision communications and reduce the time required to review applications.



Data-driven performance results

Monitor application performance in real time so you can adjust campaign tactics and targeting to reach your enrolment goals.



Best-of-breed data integration

Real-time, out-of-the-box data integration with Ellucian ERPs can be configured to fit unique institutional workflows and departmental business processes.

Improving student engagement and enrolment

How are colleges using CRM Recruit to improve their prospect outreach?

Oxford Brookes University

Leadership recognised that user expectations now include mobile access and immediacy of information. They are moving all their cohort applications entirely online, giving prospective students the ability to monitor and control their application status at any time through the applicant portal, and giving staff access to a collective set of information to improve their efficiency.

“Our staff can now spend less time looking into situations and receiving calls and undertake other activities to support applicants through the application process.”

IAIN SLOANE,

Student Systems Development Manager, Oxford Brookes University

University of the Incarnate Word

For the first time, University of the Incarnate Word has multiple admissions offices using the same system for recruiting and enrolment, which also integrates with UIW's enterprise resource planning system (ERP). This has sped up processing time considerably, as applications from every program flow easily into the ERP after completion.

“We can easily configure applications to meet the different needs of our traditional, adult and international programs.”

JULIE H. WEBER,

Director of Marketing and Recruitment, Extended Academic Programs, University of the Incarnate Word



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ellucian.com/emea-ap/CRM-Recruit



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