



# Student Lifecycle Management

## OUR SOLUTION

Equiniti ICS offers an enterprise-wide CRM solution using Dynamics 365 to manage and track a student's journey throughout their academic study and their wider relationship with the academic institution (e.g. as a prospective student or alumni). This includes aspects of the student lifecycle such as student on-boarding, course management, student support, employability and marketing, international students, student experience, research and innovation, and alumni relationships.

Our aim is to work in partnership with academic institutions towards a single student view, helping them to provide a better service to students, become compliant with legislation and leverage the knowledge and interactions they have with students to meet their wider business goals and targets.

Equiniti ICS also complements this with content and record management solutions for staff and students. Our solution provides a template, managed governance information architecture over which staff and students can store content in a highly collaborative, but managed and compliant environment.

## KEY FEATURES

- Automated process implementation across the student lifecycle, with particular focus on student support services
- Portal for direct student interaction and submission to processes
- Forms automation and digitisation - forms and processes for staff expense and bursary management

- Visibility of all interactions with students, prospects, alumni, advisors and Heads of Schools - know how you're interacting and see previous interactions with a student at the point of contact
- Improved support service for students and advisors
- Secure recording of financial information / documentation to comply with Data Protection legislation
- Manage marketing campaigns, events and mailings to students
- Dashboard BI reporting

## KEY BENEFITS

- Direct student interaction, management and communication through a single portal. The portal has a responsive design for use across all mobile and desktop devices via a browser
- Predict student needs, personalise relationships and increase student satisfaction
- Access to the CRM platform at any time, from any location via native APP's or all current mobile and desktop browsers
- User configurable business processes via workflow, which can be edited in browser by clients themselves
- Role access permissions that can be managed directly from Active Directory or independently on the platform

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## CONTACT US

028 9045 4166  
enquiries@equiniti-ics.com  
equiniti-technology.com