

"StudyLink AppManager gave us a complete online application system that's easy to use and was up and running in days."

StudyLink AppManager



StudyLink Education Recruitment Platform

StudyLink has developed a unique education recruitment platform that manages every step of the process - from initial enquiry through to enrolment. The result is a powerful end-to-end CRM system for the international education sector, combining your content, prospect, application, agent and e-marketing management.



By giving you greater control, and enabling more responsive and personalised communication with prospects, StudyLink helps you meet recruitment targets with better retention rates and student satisfaction.

With flexible modules, the ERP integrates with your existing website and software to improve the recruitment process for students, institutions, counsellors and agents. Each module can be acquired as you need it, with the option to expand to meet all your recruitment requirements whenever you want.

StudyLink is the world's leading online provider of information to prospective international students, who use the expanding network of StudyLink partner sites to find, enquire and apply for programmes at institutions around the world.

AppManager

Maximise the investment you have already made in developing and marketing your website, by making it easy for visitors to submit a customised application form direct to your admissions team.

Are your students studying elsewhere?

Today's students expect the best. They expect internet fast responses and online access to you and your application form. And if they can't get it, they'll go elsewhere.

Many top universities only accept applications online. Are you falling behind because your student administration or marketing systems are too big or expensive to actually use? **StudyLink AppManager is the answer.**

*"We definitely have the cutting edge application system we expected," Malcolm Bullock, senior business analyst
The Australian National University*

Because you want students, not software

StudyLink has been delivering top line technology for companies like Yahoo and IDP for years, But we noticed one thing – most institutions were tied up with monolithic systems they could not figure out, let alone fund expansion for. So we delivered StudyLink AppManager, the low cost, feature-rich application system that makes accepting online applications easier and cheaper than you do it today.

As easy as using email

Not only is the cost of AppManager low, the learning curve is too. You can receive application notices in your email, and then login to print, email or download your applications.

*"The process could not have been smoother. StudyLink's implementation team were fantastic. We were up and running in less than a month and can now engage with our customers in the way they want to – online – while not having to change our internal processes." Sue Wang,
Head of International Recruitment, University of Derby*

Integrate your recruitment partners

AppManager is also the perfect online application system for your agents and off-shore offices to use. Applications can be submitted by channel partners using their own secure web-portal, ensuring a complete application and quicker response, every time. By tracking the source of the application it will allow for a pain-free commission reconciliation process once the applicant is enrolled.

StudyLink AppManager Benefits

Completely customised online application service – PDF print outs that look like your paper forms; an online user experience that looks and feels like the rest of your web site, down to the size and type of the font; field restrictions on data entered to enable easy import into your admission system; and personalised auto response emails.

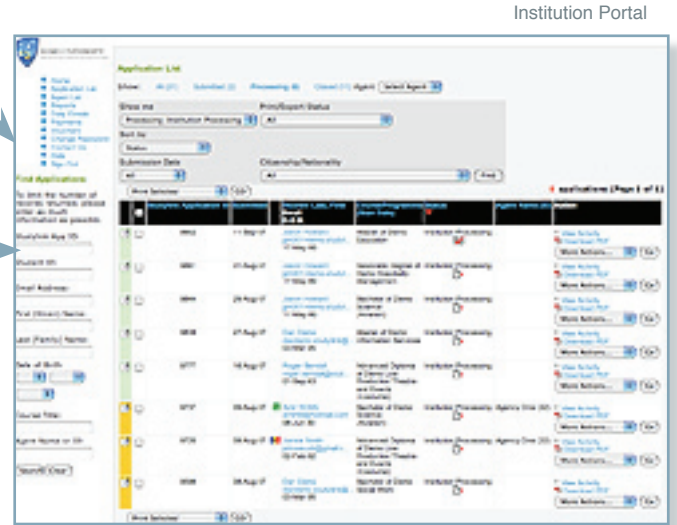
Track and convert your pipeline – applications are your strongest lead. Generate reports that show the percentage complete and follow up prospects based on how close they are to completing their application.



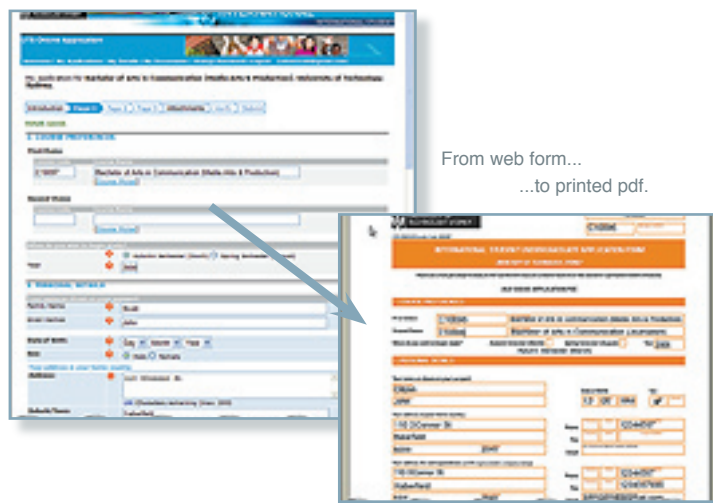
Improve your application process without disruption – StudyLink AppManager can be accessed as data to import into an admissions system, online via a secure web-portal, or as a PDF matching your current application form, with all attachments, in one easy to manage file. You can review the application in print, nicely typed and on the same form as applications submitted through traditional channels.

Instantly confirm your decision to the applicant – the applicant uses their web portal to track progress and is notified immediately you make a decision and update the system. We can also establish a link with your admissions system to update StudyLink AppManager so you don't need to keep two systems up to date.

Track references online – the referee portal enables you to decide whether you only want to receive applications when references are complete.



Import data directly into your admissions system and save data entry costs – application forms can be tailored to capture the data you need in the format your system requires.



Link your offshore offices, agents and other channel partners – channel partners can also submit applications online, even if you don't use AppManager to receive online applications directly from your own web site.

Built to grow – AppManager is a module of our education recruitment platform. If you decide you need to expand, we can deliver more. It integrates easily with ProspectManager to create a seamless flow from prospect to enrolled student, and can be extended further to create a fully online application management system.

"StudyLink AppManager has helped us develop our student admissions process, allowing our postgraduate applicants to apply online for the first time, and for the College to receive and process their applications easily and quickly."
Martyn Annis,
Senior Assistant Registrar (Admissions)
Kings College London



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