

Newcastle University: From Admissions Transformation to AI-Ready Student Services

Panel Discussion



Can your admissions team
deliver a seamless digital
student journey?

Take the Admissions Maturity Assessment

Custom recommendations in under four minutes



Newcastle University's transformation journey so far

2021

FOUNDATIONS

CRM and postgraduate admissions

- CRM journey and joint product team
- PGT admissions in Dynamics 365
- Applicant and agent portals
- Online deposits, approvals and PGCE integration

Foundations established for digital admissions.

2022

EXPAND

End-to-end admissions capability

- Fee assessment, CAS and visa management
- PGR assessment-to-offer
- UG and PGR admissions
- UCAS, SAP and Talend integration
- Clearing and agent account management

End-to-end admissions coverage broadened.

2023

TRANSITION

Support and continuous improvement

- Admissions transitioned into support
- Recruitment-period support and training
- Digital agent commission claims
- Extended decision automation

Operational ownership and support embedded.

2024**PARTNERSHIP****Digital engagement platform**

- Four-year Digital Engagement Partnership
- Managed support commenced
- Student Information Portal Phase 1
- Customer Insights marketing solution
- Curriculum management proposition

Partnership expanded beyond admissions.

2025**EXTEND****Broader student and partner services**

- Student Information Portal Phase 2
- Agent B2B commissions and claims
- Partner Summer School applications
- Scholarship process extension
- CPD continuous improvement

Student, partner and CPD services extended.

2026**OPTIMISE****Continuous transformation and AI readiness**

- Accelerating Transformation workshop
- Donor Scholarship Platform Stage 2
- Customer Insights continuous improvement
- International Admissions CRM environment
- Fee deposits, data model and Business School migration
- Admissions portal AI and automation

Optimisation and AI readiness accelerated.