

# Graduate program admissions

A faster, more flexible, and more efficient admission process for students and administrators alike



## Client

Copenhagen Business School has a student body of 16,000, including about 1,000 exchange students per year. With this number of students, about 500 full time lecturers and about 900 people on the administrative staff, CBS is one of the three largest business schools in Northern Europe.

## Challenges

Every year, CBS receives about 3,500 applications for admission to its graduate programs.

CBS already had a digital solution in place for submitting applications, but the follow-up process was only partly digitally supported.

Approximately 75% of the applications received were defective or incomplete.

This caused return flow, waiting time and a disproportionate consumption of resources to process the applications.

CBS wanted a complete digital solution for applications and case handling, in order to make the application process – and in particular, the case handling process – more efficient and smoother for both applicants and administrators.

## Solution

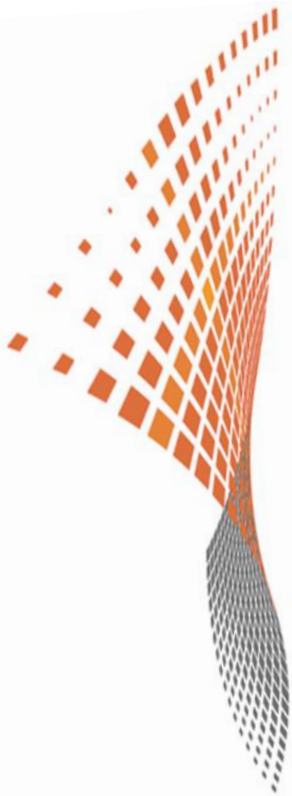
Resultmaker implemented a fully automated application process – Resultmaker Process Platform® – on CBS's existing platform for business process management.

The solution is exhibited on CBS's web site. The solution guides applicants through the application process, leading to a correct and complete application.

When the application is submitted, the system automatically evaluates the application, comparing the student's data with CBS's admission requirements, so that a preliminary decision to accept, conditionally accept or reject the student is available to the administrator when processing the case.

Applicants who have completed a bachelor program at CBS do not need to be evaluated by an administrator, but can be processed automatically; since the information given in the application can be compared to existing data about the student in CBS's other systems.

Applicants who are offered admission are notified both electronically and by regular mail. If the applicant accepts the offer electronically, the answer goes directly to CBS's student



administration system. The applicant is registered as a student, and data from the application are transferred to the system.

## Results

The guided and validated application process, the automatic evaluation of applications, and the possibility to electronically accept the offer of admission save precious time for administrators.

Just after the solution was released, in the summer of 2009, CBS received the largest number of applications ever for its graduate programs, up 38% compared with the previous year. Nevertheless, CBS's student administration was 3-4 weeks ahead of the previous year's case handling, and ended up admitting 15% more students.

CBS received 1,500 electronic acceptances of admission within the first 24 hours after the admission notices were sent out.

In 2010, students who were offered admission were only notified electronically. This additionally saved CBS the time and costs of mailing out 2,500 letters.

## Facts

The system is based on Resultmaker Process Platform®.

- Collects data from the student administration system (Oracle database).
- Submits data to the student administration system (J2EE-based web service).

CBS develops its own solutions on Resultmaker Process Platform®.

Initialization: May 1, 2009, after only two months in development.

Operation: CBS.

Users: 5-6 administrators and about 3,500 applicants per year.

## “IMPRESSIVE!”

*“What we found particularly appealing about the Resultmaker solution was the speed with which their consultants understood our business processes and needs and subsequently transferred them into operational web forms with both applicant and administrator access. Impressive!”*

Annie Stahel, IT Manager, Copenhagen Business School