

**Press Release**  
Information Technology  
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## **CRM Improves Business Processes for Liberty's Admissions Department**

On September 15, 2010, Liberty University launched its Application Programming Interface (API) for the student application process. This initiative allows student application data to be sent directly to the system of record rather than depending on processing agents to re-enter data. Using a combination of an API, Microsoft Dynamics CRM, and InfoPath, the Liberty University Online Admissions Consultants and Admissions Processing teams have been able to reduce training hours, improve efficiency and decrease the overall application process time. In the first two months the project has saved the University a total of 651 man-hours and is projected to save the departments 1,953 man-hours over the next 6 months.

During the months of October and November the initial process of creating a student application had decreased by 2.5 minutes per application. Processing agents were able to search and verify a student's information by simply entering the student's LUID or Record Identifier (RIDM). In two months Admissions had input 5,834 applications with an overall of 243 man-hours saved. Over the next six months it is projected that Admissions will save 729 man-hours.

An added benefit is agents do not have to keep trying usernames to find one that has not been taken. The API has an auto ID generator which e-mails the student their webID and PIN after the application is complete. The agent never sees it, alleviating any security issues from the University's end.

Additionally, API efforts have contributed to processing improvements. The process of getting a student application submitted into Banner[ERP] has been decreased by 2 minutes and has been performed 8,976 times. As a result, 299 man-hours have been saved. It is estimated that 897 man-hours will be saved over the next 6 months while also decreasing the chance of human error.

Lastly, post processing improvements have been made which include previous school transcripts. The time taken to find/create a school on a student's record has decreased by 30 seconds per transcript. This has been used 13,087 times and has saved a total of 109 man-hours. It is projected that Admissions will save an estimated 327 man-hours in the next six months.

Regina Lammersfeld, an Admission Processing agent, states:

“The new process for keying applications has made processing the applications much easier and more streamlined. Although applications submitted through SharePoint were effective, we are now able to quickly ‘spot check’ the new apps, instead of manually keying the entire application from SharePoint. With the new process we are able to keep up with the incoming applications and continue assisting with other areas of the admissions process which in turn makes our entire department more efficient! “

The CRM Product Team regularly makes improvements to the API and forms to meet the needs of the Admissions departments. The API allows applicants to experience a much quicker turnaround on the time it takes to process their application, which is in tune with the increasing demand for faster service.

### **About Liberty University**

LIBERTY UNIVERSITY®, founded in 1971 by Jerry Falwell Sr., prepares Christian leaders to influence their world. With over 64,000 undergraduate and graduate students, Liberty is America's 8th largest four-year university.

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