

CLEVERAPPLY CASE STUDY: POST UNIVERSITY

How Post University accelerated international enrollment with CleverApply's Enrollment Intelligence Suite



INTRODUCTION

Founded in 1890 and headquartered in Waterbury, Connecticut, Post University serves more than 20,000 students annually, including learners from over 40 countries. With international enrollment growing rapidly, the admissions team saw an opportunity to improve how they worked with education agents worldwide. They needed a way to streamline communication, reduce manual processing, and gain visibility into their admissions pipeline. Manual spreadsheets, scattered email threads, and WhatsApp follow-ups made it increasingly difficult to maintain speed, visibility, and consistency at scale.

By adopting CleverApply's enrollment intelligence suite, Post University turned this challenge into an opportunity for faster, more organized, and data-driven admissions.

THE STORY OF POST UNIVERSITY

Post University is a leader in flexible, student-focused education. Offering both on-campus and online programs, the university has built a strong reputation for supporting learners from diverse backgrounds. Recently acquired by Universidad Andrés Bello in Chile, Post University is strategically expanding its global reach to serve an even broader international population.

But with opportunity came operational complexity. Applications from dozens of countries and agents flowed in through fragmented channels, each with their own processes. This created inefficiencies in communication, reporting, and visibility. The International Admissions team recognized they needed a smarter, purpose-built solution. That is when they turned to CleverApply.

AT A GLANCE

Challenges

- Fragmented communication across email, WhatsApp, and spreadsheets created delays and lost information.
- Manual data reporting required hours of work to compare semester-over-semester results.
- Limited visibility into funnel performance made it difficult to identify bottlenecks or measure agent effectiveness.



"With CleverApply, we've increased enrollment by streamlining communication and automating application processing, giving our team more time to focus on students instead of paperwork."

Judson Epperly

Director International Recruitment and Admission at Post University

Why Post University Chose CleverApply



Post University wanted more than a traditional CRM. They needed a tool designed for international admissions workflows, with seamless communication, data-driven dashboards, and built-in document and agent management.

KEY REASONS THEY SELECTED CLEVERAPPLY INCLUDED:

- Purpose-built for international enrollment workflows.
- All-in-one enrollment intelligence suite combining application review, messaging, document management, and analytics.
- Real-time dashboards offering visibility at every stage.
- Contract and invoicing management for agent relationships.
- Integrated I-20 readiness tracking.

HOW POST UNIVERSITY USED CLEVERAPPLY

The admissions team rolled out CleverApply across their international recruitment operations, transforming the way they manage applications and agent relationships. By centralizing communication, documents, and performance data, staff no longer juggle spreadsheets, scattered emails, or WhatsApp threads.

Here's how the team uses CleverApply:

- Unified application review with all documents, agent info, and statuses in one place.
- Centralized chat with agents attached directly to student records.
- Automated I-20 tracking and missing document alerts.
- Contract and invoicing management integrated with agent performance.
- Self-service dashboards giving any staff member immediate visibility.

Results that speak volumes

- **Application processing time:** 4× faster
- **Weekly reporting:** reduced from 2 hours to less than 15 minutes
- **Communication:** consolidated from 3+ channels (email, WhatsApp, spreadsheets) into one
- **Visibility:** instant insights into agent performance and funnel trends
- **Accuracy:** semester trend analysis now a click away, eliminating manual errors.



"It's four times faster for us to process applications now. We can focus more on building relationships with students and agents rather than chasing data. Also, every time we or an agent had a question, the CleverApply team responded quickly. That support made adoption easy."

Miranda Lee

International Student Services Manager
at Post University

CONCLUSION

Post University proved that the right technology can turn complexity into clarity. By centralizing communication, automating workflows, and gaining instant visibility, they scaled enrollment faster and more confidently. The takeaway is simple: when admissions teams move beyond scattered tools, they unlock efficiency, stronger agent relationships, and sustainable global growth.



"When we saw how easy it was to track and visualize our data, it was clear this was the solution we'd been looking for. Having all documents and messages in one system is a game changer."

Belinda Quinones

International Student
Coordinator/Visa Prep Ambassador
at Post University



"Before CleverApply, we managed most of our data in Excel sheets and juggled endless emails and WhatsApp messages with agents. Information constantly got lost, and it was nearly impossible to track how many students applied versus how many actually enrolled. Agents would submit applications through the portal but send documents separately by email, so whenever someone asked about a file, I had to dig through thousands of emails to find it."

Miranda Lee

International Student Services Manager
at Post University