

Communications Area

Frequently Asked Questions

A summary of the questions raised during the webinar, grouped by topic. Where a question was answered live, we've noted that the full detail is in the session recording.

Getting Started & General

Q1. Is this relevant to me as a new Applicaa user? I haven't onboarded yet.

Yes — the Communications Area applies to all Applicaa users. If you're in your first year on the platform, you'll have a dedicated Customer Success Manager (CSM) who will guide you through setup and training when these features go live in your system. If you'd like your CSM to get in touch about onboarding, just share your school and contact details with us.

Q2. What is a CSM?

A Customer Success Manager (CSM) is assigned to schools in their first year on the platform to provide onboarding and training. If you're past your first year, you can use our help resources instead: Knowledge Base articles, the AI Chat Assistant, and live support by phone, chat, and email.

Q3. Can we have the slides or a recording? Is there a handbook?

Yes. We'll be sending out a copy of the slides and the recording after the session. Guides are also now available on our Knowledge Base:

<https://helpdesk.applicaa.com/new-communications-guide>. If you'd like more personalised help and you still have a CSM, you can request a 1:1 training session.

Q4. This is a lot to take in — I'm feeling a bit overwhelmed. Where can I learn more at my own pace?

That's completely understandable — there's a lot here! You can revisit the recording any time, work through the Knowledge Base guides, and reach out to support or your CSM for a 1:1 walkthrough. There's no need to learn everything at once.

Q5. When will the enhanced version be launched?

We'll be sending out communications with timing details once the update is released. Your existing data, emails, and templates will carry over when it goes live.

Inbox & Linking Your Email

Q6. There's no Inbox on my Admissions+ yet / I don't see it.

The Inbox is part of this upcoming Communications update and isn't available in every system yet. It will appear once the update is released to your platform.

Q7. If I link my email, won't that breach data rules by giving Applicaa access to everything in my mailbox? A lot of my inbox isn't admissions-related.

Linking your inbox is entirely optional. We strongly recommend using a dedicated admissions email address rather than a personal or mixed-use mailbox. If a dedicated inbox isn't available, you don't have to link at all — you can continue using the Communications Area exactly as you do today, along with all the other feature updates.

Q8. Does linking pull through ALL the emails in my inbox?

Yes — once linked, the inbox is kept in sync, so all messages come through. This is why we recommend connecting a dedicated admissions inbox rather than a general or personal one.

Q9. Can I link an inbox per intake/application form (e.g. Year 7, Sixth Form, Reception)?

Yes. You can connect a dedicated inbox per intake, and emails will appear in relation to the relevant application area.

Q10. Can I link an inbox for the Bursary platform?

Yes — the Communications Area update will also be added to the Bursary platforms, and an inbox can be linked separately from there.

Q11. Will linking stop emails arriving in my school inbox, meaning I'd have to check Admissions+ separately?

No. Linking keeps your mailboxes in sync rather than diverting mail. You'll still receive emails in your normal inbox; Admissions+ simply mirrors them so you can manage admissions communications in one place.

Q12. If I reply from my own Outlook/Gmail, will that reply appear in the Admissions+ thread?

Yes — because the inboxes are synced, replies sent from your email client are reflected in the Admissions+ conversation thread.

Q13. If I mark a message as 'Done' in Admissions+, does that change its status in Outlook?

No. Status labels such as Open, Pending, and Done are used within Admissions+ to help your team manage workflow. Marking a message Done in Admissions+ doesn't change anything in your Outlook mailbox.

Q14. I can't see the benefit of linking if Applicaa emails come to my school inbox anyway.

Linking adds value beyond delivery: incoming emails are automatically matched to the right student record, the full conversation thread sits alongside their application, messages can

be assigned across your team, and you get full delivery tracking — all without switching between systems. If that workflow isn't useful to you, linking remains optional.

Q15. Will this resolve the issue where emails to Hotmail (and similar) addresses show as coming from applicaa@admin rather than our school?

Yes. With a linked inbox you'll be sending through your actual email service provider, so sending from Admissions+ behaves the same as sending directly from your inbox — the sender will show as your school. (If you choose not to link your inbox, the previous sending behaviour continues to apply.)

Linked Records, Threads & Status

Q16. Will the email thread be subject-specific, or show all emails from that person?

This was covered live during the session — please refer to the recording for the full demonstration of how conversation threads are grouped.

Q17. Will linking emails this way override the primary guardian a student entered on their application?

This was answered live during the session — please see the recording for the detail on how linked contacts relate to the application record.

Q18. Can we add more email statuses beyond Open, Pending, and Done?

This was discussed live during the session — please refer to the recording for the current options and what's planned.

Q19. If you have an enquiry, does it convert when an application is created?

Yes. Enquiries are automatically converted as the person starts their application.

Q20. Can I still add messages to an archived application?

This was answered live during the session — please refer to the recording for the walkthrough.

Q21. Will emails from a linked inbox be added to the communication log on the student's Admissions+ profile?

This was covered live during the session — please see the recording for the demonstration.

Q22. Will 'old' emails — anything received before this goes live — be linked to applicants?

Yes, old emails will be linked to applicants as long as the same email address is used i.e. sample@test.com email sends a message & sample@test.com email exists in A+ as a contact/student linked to an application, then the email will automatically be linked accordingly.

Q23. When we correspond with unknown enquirers before they apply (e.g. via the Local Authority), will those email addresses link to applicants once we upload our offer list?

This was answered live during the session — please refer to the recording for the detail on linking previously-unknown senders.

Templates

Q24. What's the difference between these new templates and the manual/automated templates we have today?

This was explained live during the session — please refer to the recording. In short, the new area is a much more enhanced and flexible version of the existing templates, letting you configure content and automation together in one workflow.

Q25. Will this affect our current templates? Will existing templates appear here?

Your existing templates will carry over exactly as they are. You can then edit them to apply the new features and configurations if you wish. The new area works for both existing and newly created templates.

Q26. Is there an option to duplicate or copy a template?

Yes — this is an existing feature and will carry over to the new update. On the Templates area you'll find an action button to copy/duplicate a template, which you can then assign to a destination form. If you don't see it, contact our support line on 0203 667 0764.

Q27. Can templates be shared across application forms? It's frustrating remaking them for each new academic year.

Templates are carried over whenever a new form is created for the next academic year, and you can copy any template from one form to another.

Q28. Can we set our brand colours as the default in templates?

This was answered live during the session. Branding elements such as logos, headers, and footers can be configured globally under Template Defaults — please see the recording for the demonstration.

Q29. Can the applicant triggers be amended to suit our own timeframes and processes?

Yes. The triggers are customisable and can be tailored to your needs, including send delays after a trigger fires.

Q30. Can emails that aren't templates be scheduled?

Yes — you can create a scheduled email manually without using a template.

Reporting, Tracking & Performance

Q31. Can we run a report to show who we've sent communications to?

Yes. There's a message summary area showing email performance and success rates, and it can be drilled down to individual recipients.

Q32. Can we see who has opened our emails?

This was answered live during the session — please refer to the recording. Open tracking is available as part of the performance reporting.

Q33. Will we be able to see which parts of an email were clicked, and the percentage?

Yes. Email performance reporting includes click rates.

Q34. Will this make it easier to identify emails that have bounced or dropped?

Yes. Email status is visible per email thread, making it easier to spot delivery issues.

SMS

Q35. Will SMS require a separate paid package, or is it included? Will SMS credits cost more?

This was answered live during the session — please refer to the recording for the detail on SMS availability and pricing.

Q36. Will Joyce cover the new SMS function and its settings? Can you show where to send an SMS?

SMS was covered live during the session, including its dedicated settings — please see the recording for the walkthrough.

Q37. Does SMS save to the student's communication log?

This was answered live during the session — please refer to the recording.

Q38. Does the phone number need to be in a specific format? When sending an SMS, will it show whether the number is valid?

This was covered live during the session — please see the recording for the detail on number formatting and delivery feedback.

Q39. I don't have an SMS function / I can't see SMS for Year 7 admissions.

This was addressed live during the session — please refer to the recording, and contact support if SMS isn't appearing as expected once the update is live.

Consent & Unsubscribe

Q40. Is there a way to re-subscribe someone who unsubscribed by accident or changed their mind?

Yes. You can manage your unsubscription list and send out a re-subscription (opt back in) request to recipients who previously unsubscribed.

Need more help?

Knowledge Base: <https://helpdesk.applicaa.com/new-communications-guide>

Support line: 0203 667 0764 · Live chat, phone, and email support available.

First-year customers: your Customer Success Manager can arrange a 1:1 training session.