

Meet Emma

Your questions about our AI admissions teammate, answered.

Thank you for joining our recent webinar introducing Emma, the AI admissions teammate we are building into the Applicaa platform. You asked a lot of thoughtful questions, and we have pulled them together below so you have the answers in one place.

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1. About Emma

A quick overview of our AI admissions teammate and how she fits alongside the Applicaa platform you already use.

What is Emma?

Emma is our AI admissions teammate, designed to work alongside your team inside the Applicaa platform. She is being rolled out in phases, starting with query response and moving to broader admissions tasks over time.

If we do not take up Emma, can we continue using the system as we do today?

Yes. Emma is designed to support your team, not to replace the way you currently work. All existing manual workflows remain fully available whether or not you choose to enable Emma.

Is Emma added to our account automatically, or only on request?

Emma is opt-in. You choose when to enable her for your account, and you can turn her off at any time.

2. Your control and human oversight

You stay in charge. These answers cover how much autonomy Emma has, where human review sits, and who in your school can use her.

Can we decide what Emma is allowed to do without our approval?

Yes. You set the boundaries for what Emma handles automatically and what requires human review. For example, outbound communication to families can be held for your sign-off before anything is sent.

Can we disable Emma at any stage if we are not comfortable?

Yes. You can enable or disable Emma at any stage of the process. Controls will be available in your Applicaa account settings.

Will there still be access to a human, as there is with the chatbox today?

Yes. Human support continues to be available, just as it is today.

Who in our school will be able to use Emma, everyone or just super users?

Emma works with your existing user permissions, so you decide which staff have access. Role based controls will be documented in advance of launch.

Can we change Emma's name or the way she is presented?

A number of schools have asked about this, and we are actively exploring options for customisation. We will share more once a decision is confirmed.

3. Data security, privacy and the AI behind Emma

We know data protection is a priority for every school. The answers below set out the principles; detailed technical and contractual documentation is available on request.

Which AI model does Emma use, and will our applicant data be uploaded to the AI provider?

Emma uses a blend of large language models from leading providers, including Anthropic's Claude and Open AI's Chat GPT, selected for redundancy, performance, and cost efficiency depending on the task. When processing a request, relevant data is sent to the model via API and the response returned to Applicaa, much like any cloud software using third-party infrastructure.

We use enterprise API agreements with zero data retention: the provider does not store your data after processing, and it is never used to train their models.

Is customer data retained outside the Applicaa environment, or used to train AI models?

No. Data is processed in transit (sent to the model, response received) but is not retained by the AI provider after the request is completed. It is never used to train AI models. This is a firm requirement of ours and is covered by our data processing agreements with the AI providers.

All Emma activity logs, conversation history, and outputs are stored within the Applicaa environment under the same security and data governance policies that apply to the rest of your data.

Will you provide contractual assurances, for example through a DPA or support for our DPIA?

Yes. We will be updating our Data Processing Agreement to explicitly cover AI processing, and this will be available before Emma's general release. We're also preparing guidance to support your own DPIA process, including details on data flows, sub-processors, retention, and safeguards.

If your school or trust needs specific documentation ahead of that, please get in touch and we'll work with you directly.

Do Emma's AI agents have access to the public internet or third party APIs, and can this be disabled?

Emma operates within the Applicaa platform and processes your school's data within that environment. She does not browse the internet or access external websites on your behalf.

In terms of third-party services, the AI model provider is the primary external dependency (similar to any cloud infrastructure provider). We do not connect Emma to other third-party APIs unless it's a feature you've explicitly enabled and configured.

AI is known to have an environmental footprint. What is Applicaa doing about this?

We recognise the energy impact of AI and factor this into our choices of models and infrastructure. We will be transparent about our approach as part of our wider sustainability commitments.

4. Trials, pricing and getting started

Information on how to try Emma, how she is priced, and what your finance team needs to know.

Will there be a trial period for existing customers?

Yes. We are offering a trial so existing customers can explore Emma before committing. Eligibility and timing will be confirmed directly with interested schools.

Is there any incentive for early adopters?

We value schools that join us early in Emma's journey. If you would like to register interest as an early adopter, please let us know.

How much will Emma cost for a typical school?

Pricing will be confirmed ahead of launch.

Is the fee billed annually, and how will we track how much it is costing us?

Billing cadence and usage reporting will be confirmed in advance of launch. Emma's activity will be reported transparently so you can see how she is being used.

5. What Emma can help with

Emma is being introduced in phases. The answers below describe capabilities we are building toward. Please share specific requirements through the post webinar survey so we can prioritise them in our roadmap.

Can Emma run scheduled data exports, for example a weekly CSV to a specific folder or server location?

Emma will be able to generate reports and data exports on demand, so you can ask her to pull together a CSV or PDF of whatever data you need without navigating through multiple screens. For now, that's an on-demand export you download when you need it.

Scheduled exports and delivery to specific folders or server locations isn't something we offer today, but it's the kind of capability that becomes possible as Emma matures. We'll prioritise based on demand, so if this is important to you, let us know in the survey.

Can Emma produce a targeted extract, for example all students with SEND from our enrolment forms?

Yes. Helping you pull targeted cohorts from your admissions data is exactly the kind of task Emma is designed to help with. Specific examples will be shared as each phase rolls out.

Can Emma add students to Groups, or bulk edit answers on Forms?

Automating repetitive admin tasks like Group assignment and Form edits is a core part of Emma's value. Specifics will be confirmed as we release each phase.

Will Emma help set up events, filter cohorts, and run email shots more quickly?

Yes. Speeding up events, filtering, and comms is one of the areas we are prioritising. We will confirm what is available at each phase of rollout.

Can Emma create multiple meetings at once, across different days and times?

Yes Emma will be able to perform this task.

Will Emma support Taster Day setup? Will she replace the existing Taster Day wizard?

Emma is being built to help across the platform, with a phased approach. We are working through how she complements existing tools like the Taster Day wizard, and we will share more detail as this takes shape.

Can Emma set up an induction day and timetable students into sessions?

Induction day setup (taster days) is on our roadmap. We will share more detail as this capability comes online.

Could Emma populate subject choices by reading our website?

Thank you for this suggestion. We would welcome more detail through the post webinar survey so we can factor it into our roadmap.

Can Emma calculate the distance from a student's home to the school using real roads and paths, so I can allocate enrollment appointments in distance order?

Thank you for raising this. Please share the details through the post webinar survey and we will review it as part of our roadmap planning.

Will Emma be voice controlled as well as text?

Text will be supported from launch. Voice is on our longer term roadmap.

6. Where Emma will work, Post 16, Year 7 and Entrance Tests

How Emma applies across the different admissions phases and products we support.

Is Emma currently geared more to Post 16, or will she also work with Year 7 and Entrance Test admissions?

Emma sits on top of Applicaa, so she works with whatever your system already does. If you run Year 7 admissions through Applicaa today, Emma can help you manage those: creating open day events, chasing incomplete applications, preparing interview briefs, generating reports. The same goes for Entrance Tests. She's not year-group specific; she's workflow specific. If the workflow exists in Applicaa, Emma can help with it.

That said, the first demos and early adopter rollout will focus on the workflows that are most common across our schools, and we'll expand from there based on what you tell us matters most.

How will Emma help with Sixth Form admissions?

Honestly, Sixth Form is probably where you'll feel the impact fastest. The volumes are higher, the cycle is more compressed, and there are more communications to send, more events to set up, more applications to chase, more interviews to schedule. Those are exactly the tasks Emma is built for.

Think about your September cycle: you could ask Emma to create all your interview slots across two weeks, filter for completed applicants, send personalised invitations, then chase non-responders three days before. That's hours of work reduced to a conversation. And because Sixth Form applicants are often applying to multiple schools, speed matters. The school that follows up first and most personally wins.

Will Emma be able to manage students across a Trust?

Emma is being rolled out initially at school level. Once we've delivered that and seen what works best for individual schools, we'll build the trust-level version. The insight opportunity for trusts is significant: comparing conversion rates across schools, spotting stalled applications, drafting trust-wide summaries. But we want to get it right at school level first, then scale up.

7. Working with other systems

How Emma connects with the MIS and other platforms you already rely on.

Can Emma process pre admissions to SIMS automatically?

The data transfer to SIMS already exists in Applicaa today. Over time, Emma will let you manage that integration through conversation, so instead of navigating to the right screen and selecting students manually, you'll be able to say "transfer all accepted Year 7 students to SIMS" and Emma will prepare the transfer for you to review and confirm. This isn't in the first phase, but it's on the roadmap as we expand what Emma can do.

Will Emma be able to transfer data to Arbor on instruction?

Same principle as SIMS. We already support Arbor integration in the platform, and over time Emma will be able to manage that for you conversationally. For the initial release, the existing integration works as it does today. The goal is that eventually, regardless of which MIS you use, you describe what you want transferred and Emma handles the preparation, with your approval before anything is sent.

8. Training and support

How we will help you and your team get the most from Emma.

Will there be further training on Emma?

Yes. We will provide training resources and live sessions to support your team through the transition.

Will there be training or a webinar specifically for Year 6 into Year 7 admissions?

Yes, we plan to run sessions tailored to different admissions phases, including Year 6 into Year 7. If there are specific topics you would like covered, please let us know through the survey.

9. Launch and next steps

What happens next, and how to keep in touch.

When is Emma launching?

Emma will be launching in phases starting May 2026. We will confirm specific dates.

Will the webinar be repeated or recorded?

The presentation slides will be shared with all registered attendees, and we will let you know if a recording is available to view.

Will you be sharing the presentation?

Yes. The presentation will be shared with all registered attendees.