

Copilot Chat:

A practical
starting
point for AI
adoption

Get started





The opportunity

Many organisations already have access to AI through Copilot Chat, but aren't yet seeing reliable value.

Employees are starting to explore it, but usage is often informal and inconsistent. As a result, the impact is limited.

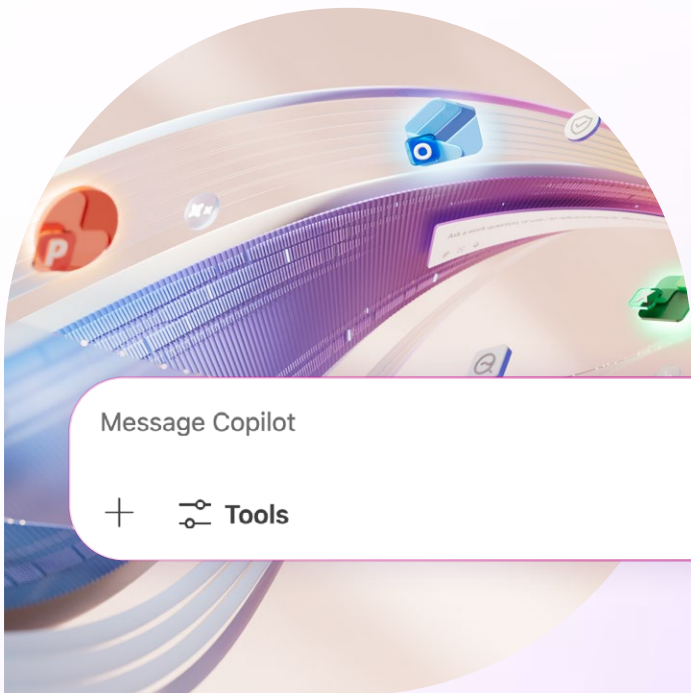
The opportunity is not to introduce something new, but to build on what's already in place and turn early use into something more **structured, consistent and valuable** across the business.

What is Copilot Chat?

Copilot Chat is a secure, enterprise-ready AI assistant built into Microsoft 365.

It helps users summarise information and generate content without disrupting their workflow.

With enterprise-grade controls for privacy, compliance and governance, it can be **rolled out across the organisation in a controlled and manageable way.**



Message Copilot

+ Tools



From access to adoption

Access alone does not deliver value. What matters is how effectively it is used and integrated into daily work.



Insight helps organisations move from initial access to meaningful adoption with a clear and structured approach:

- ✓ Identify where Copilot Chat will have the **greatest impact**
- ✓ Drive **awareness and usage** across teams
- ✓ Embed it into **existing ways of working**
- ✓ **Track adoption** and the value being created
- ✓ Expand into **Microsoft 365 Copilot** and broader AI capabilities

Where it makes a difference

Copilot Chat supports practical improvements across teams and functions:

- ✓ **IT:** Faster issue resolution
- ✓ **Marketing:** Quicker content creation and campaign execution
- ✓ **Sales:** More informed engagement and stronger account insights
- ✓ **HR & Finance:** Better decision-making

As usage becomes more consistent, organisations gain a clearer view of where AI is delivering value and where it can be extended further.



Turning early use into **lasting value**

Regular adoption is what drives impact. As Copilot Chat becomes part of everyday work, organisations start to see improvements in teams operations, decision-making and time management. This creates a natural progression towards broader Copilot capabilities, with a clear path to scale based on what is already working.

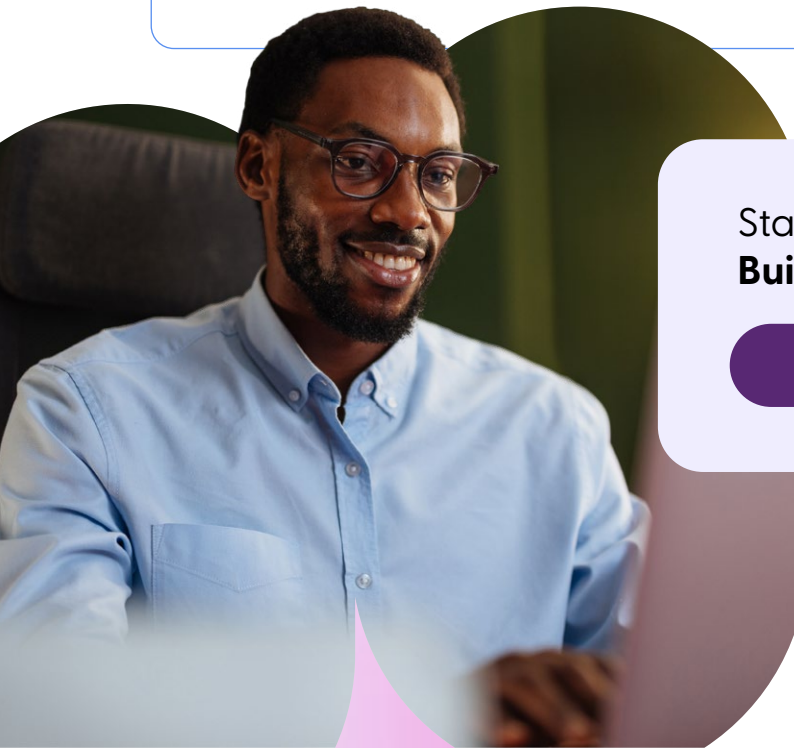
The Insight approach

Getting value from Copilot requires more than the technology.



It needs the right foundations, a thoughtful rollout approach and ongoing support.

Insight partners with your organisation to introduce Copilot in a way that fits how your teams work, then builds on that foundation over time. From initial rollout to ongoing optimisation, we focus on adoption that is measurable, aligned to business priorities, and embedded in day-to-day operations.



Start with Copilot Chat.
Build adoption. Scale with Insight.

[Connect with Insight today](#)

Insight 