

Turning Copilot Chat into a first line of support

A smarter approach to IT operations



The problem and current climate

For IT teams supporting services across multiple departments, AI adoption is becoming a governance, workflow and operational control challenge.

Employees are already experimenting with AI across the organisation, but without clear governance or operational control, usage often remains informal, inconsistent and difficult for IT to govern or measure.

This creates pressure in organisations already managing complex service environments, legacy systems, fragmented processes and different routes into IT support. Workflows can vary by department, service requests can be difficult to track, and employees need to follow approved support routes, but these can often vary across departments and processes. As AI usage grows, IT has limited visibility of how tools are being used, where employees need support, and which use cases should be guided first.

Leadership teams are asking IT to improve efficiency and service responsiveness without increasing operational overhead. At the same time, IT teams need to support AI adoption while protecting data, maintaining compliance, reducing organisational risk and keeping day-to-day services running consistently.

A structured approach gives IT the rollout ownership, visibility and control needed to operationalise AI safely, while helping the organisation move from unmanaged experimentation to more consistent, governed adoption.



Embedding Copilot Chat

Insight helps organisations turn Copilot Chat access into a structured part of IT operations.

With the right rollout approach, Copilot Chat gives IT teams a secure, governed route to use AI through Microsoft 365.

In practice, Copilot Chat can support the moments that often create avoidable pressure on technical teams.

They can use it to ask general questions, summarise supplied technical information, compare software solutions, prepare troubleshooting notes, and shape support communications. This helps reduce repetitive administration, create clearer technical outputs, and support more consistent assessment, documentation and recommendations.

Insight's role is to make that adoption practical and controlled. We help define where Copilot Chat fits into existing IT workflows, what controls need to be in place, who owns the rollout, and how users should be guided. Insight can also support additional activities including readiness support, IT setup, security controls, prompting best practice, adoption activity, use-case identification, success measurement and recommendations for where to extend next.

With that structure in place, teams can work more consistently across **technical assessment, documentation and support communications**, while identifying repeat service patterns. Over time, those insights can help show where Microsoft 365 Copilot or agents could support **more advanced service workflows based on internal procedures and knowledge bases**.

Why Insight

Getting value from Copilot Chat takes more than access. IT teams need a clear approach for rollout, governance, user support and measurement, so AI adoption can be managed safely and connected to day-to-day service priorities.

Insight helps organisations move beyond simple activation. As a leading Solutions Integrator, Insight brings licensing, deployment, adoption and optimisation expertise together, helping technology leaders introduce AI in a way that is secure, practical and aligned to operational needs.

For IT operations, that means practical support across:

- ✓ **readiness** and rollout planning
- ✓ **IT setup** and security controls
- ✓ **IT team guidance** and prompting best practice
- ✓ **adoption activity** and use-case identification
- ✓ **success measurement** and ongoing optimisation



A trusted Microsoft partner for Copilot Chat adoption

As a top 1% Microsoft partner, with 7 Solution Partner designations, 20+ Advanced Specialisations and Azure Expert Managed Service Provider status, Insight brings the scale and specialist expertise to help IT teams move from AI access to structured, governed use across IT operations.

Insight also helps organisations decide which users and scenarios should begin with Copilot Chat, where Microsoft 365 Copilot may be needed, and where agents could support more advanced service workflows over time.

With **30,000+ Microsoft clients worldwide and 1,000+ certified Microsoft professionals**, Insight helps reduce the complexity of introducing AI across IT operations and gives IT leaders clearer visibility of where AI can improve technical assessment, documentation and operational decision-making.



Next steps

Copilot Chat gives IT teams a practical starting point for introducing AI into day-to-day IT operations with more structure, governance and control.

With Insight, organisations can identify where AI can support solution comparison, troubleshooting preparation, documentation and more consistent operational processes. From readiness and IT controls to adoption activity and success measurement, Insight helps introduce Copilot Chat in a way that fits established IT ways of working.

As usage develops, Insight can help assess where Microsoft 365 Copilot or agents could support more advanced service workflows, based on internal procedures and knowledge bases.

To make this actionable, Insight offers a structured entry point through the Copilot Chat Express Service.

This service helps organisations move from initial experimentation to a governed rollout within a defined timeframe, covering readiness, setup, security controls, user guidance and initial adoption tracking.



Start with Copilot Chat.
Strengthen IT operations.
Scale with Insight.

Talk to Insight about structured AI adoption for IT operations