



## Insight and Microsoft Copilot team up to transform business processes

### Story Snapshot

**Solutions Integrator Insight was chosen by Microsoft as an ideal partner to assess the ability of Copilot to transform the way that major companies could operate. Insight discovered that by using a generative AI tool such as Copilot, they could improve productivity, ramp up customer service and perform more accurate data analysis.**

- Showed genuine gains in productivity with massive time savings across departments.
- Provided Insight with the ability to talk authoritatively about Copilot to its clients.



Modern Workplace

### Background

Insight had been asked by Microsoft to participate in its Copilot trial. With Insight's years of experience as a Microsoft partner and expertise in business transformation projects, Insight was deemed an ideal company to test how the software could be used effectively within a large business and to ensure that it could deliver the expected efficiencies.

### Challenge

Adopting new software throughout an organisation is usually going to elicit a mixed response as participants in any trial learn how to get the best out of the application. This is particularly true when it entails a completely different way of working. The adoption of Copilot throughout Insight would provide a very real test of how the AI tool would perform within a large corporation.

The software was deployed in several different areas: adoption and change management, marketing, finance and legal. Each one of these had different needs and challenges to overcome and would experience different outcomes.

For example, the change management team, benefited from it, not just from improving its own efficiency, but providing team members with the ability to lead other companies through a Copilot deployment.

When marketing was looking for a way to improve how could deliver on presentations. It used Copilot to help on service launches, by summarising a Teams meeting centred on a product demand, produce the material for the launch within an hour. It could also be used to analyse market data and provide reasoned predictions for future trends. In addition, it could help prepare for product development and innovation by assisting in brainstorming sessions, thanks to its ability to pull together research material. The Customer Support team could draw on Copilot to provide round-the-clock service, handling enquiries and tailoring responses based on up-to-date customer data.

For the legal team, Copilot can also keep track of governance demands, ensuring that activities are fully compliant with all industry and legal requirements. While finance found that by automating tasks and improving efficiency, Copilot reduced personnel costs and allowed the business to scale operations without risk of over-spending.

*"Copilot for Office 365 significantly enhances productivity. Several team members have noted up to a ten-hour weekly time saving on certain applications. Across any organisation, this translates into substantial gains in productivity."*

Ian Wilson, Amdaris Internal Communications Manager

“The integration of Copilot into our operational processes has significantly improved efficiency, which in turn, is of benefit to our clients. Leveraging this hands-on expertise, we are uniquely positioned to guide our clients in adopting generative AI technologies within their organisations.”

Sheetal Mistry, Senior Adoption & Change Consultant

## Solution

The trial was a success in two ways. First, Insight managers worked out how Copilot could make big improvements to the way that it did business, with some huge time savings. But, just as importantly, the insights that the company gained from working with Copilot would stand it in good stead in the future, when it came to supporting Insight’s own clients.

Copilot presents such a radical new way of working that the triallists had to take time to find out how to get the best out of the tool, but they soon found that their day-to-day working routines were being transformed.

Perhaps, the department that was keenest to deploy Copilot was change management. The software will not only make the workflow more efficient, but also provide valuable lessons from the challenges faced during implementation. This would enable Insight to better guide its clients through effective change management. Consultants need hands-on experience to fully grasp this cutting-edge method of working. As one consultant explained: “We are continuing to pursue further adoption practises across EMEA, for example ‘Promptathons’ by department as we want to evolve the usage into use cases that we can showcase to clients.”

Marketing consultants could benefit too. Product presentations could be produced in a matter of minutes. A launch plan could take an hour from start to finish and the production of summaries from Teams meetings could be handled swiftly, dispensing with the requirement to take detailed notes.

When it came to assessment of how the product worked, Insight employees reported that by using Copilot, they could save as much as 40% of their time. But it was also used for internal communications: by pulling together different ideas, creating subjects, taglines, benchmarking best practices, summarising topics, and checking if a communication had covered all the intended points. One estimate is that Copilot saved up to ten hours a week on this activity alone.

Those boosts in productivity have been a big endorsement of the effectiveness of the product, but the experience that Insight has gained from using it will be even more invaluable when the company works with clients on Copilot implementation.



## Why Insight?

Copilot is a completely new way of working and, to get the best out of it, businesses need to learn the best approach to harnessing its potential. By participating in this trial and working out the benefits for itself, Insight is uniquely placed to offer guidance to any organisation looking to deploy Copilot. When this is coupled with Insight’s long experience as a Microsoft partner, this is a formidable combination.

## FAST FACTS

Saves up to  
**40%**  
of time on routine tasks.

Saves up to  
**10 hours**  
a week.

**700**  
licences issued during Insight trial

**85%**  
of triallists use it frequently  
- double normal rate for trials.