



ASSESSMENT OF THE FIRST PILOTS AND ROLL-OUTS OF MICROSOFT COPILOT FOR M365

Introduction

Since October 2023, Wavestone and Microsoft have initiated an ambitious partnership around Copilot for M365. This partnership, which continues to strengthen and grow, reflects our shared commitment to placing Generative Artificial Intelligence at the heart of business strategies.

Over the past few months, we have supported around thirty clients in their experiments and initial scaling efforts. The conclusion is clear: the impact of Copilot for M365 is already considerable. This progress translates into time savings on repetitive or low-value tasks, freeing up valuable resources to focus on essential strategic activities.

The past months have also demonstrated the importance of support and cultural adaptation to make AI a daily reflex. This is how we can fully embrace the paradigm shift brought about by Copilot for M365.

We are on the brink of a revolution in our ways of working. With determination and enthusiasm, we will continue to combine our strategic, sectoral, and technological expertise with Microsoft's, in order to transform tomorrow's challenges into real opportunities.

Let's take a closer look at how Copilot for M365 can support corporate strategies, by enabling and accelerating transformation ambitions.



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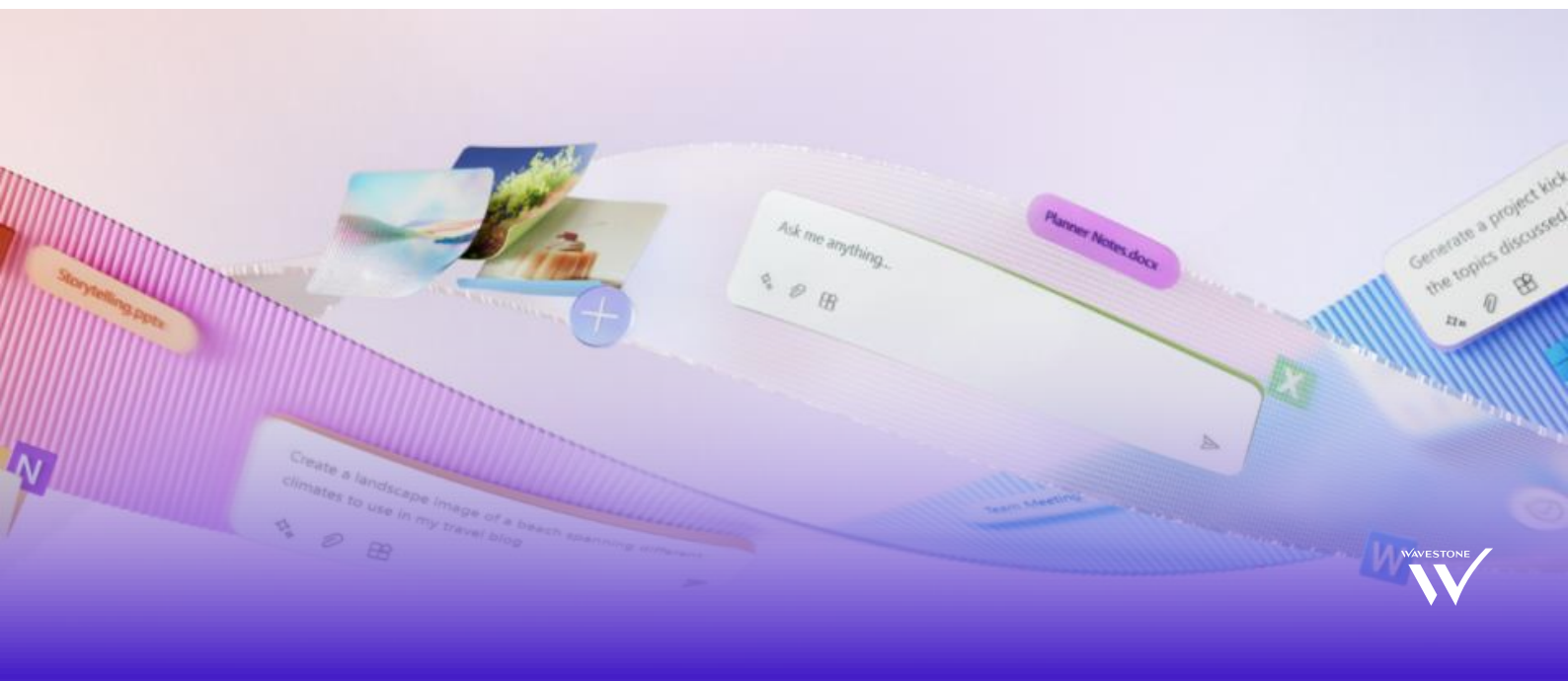
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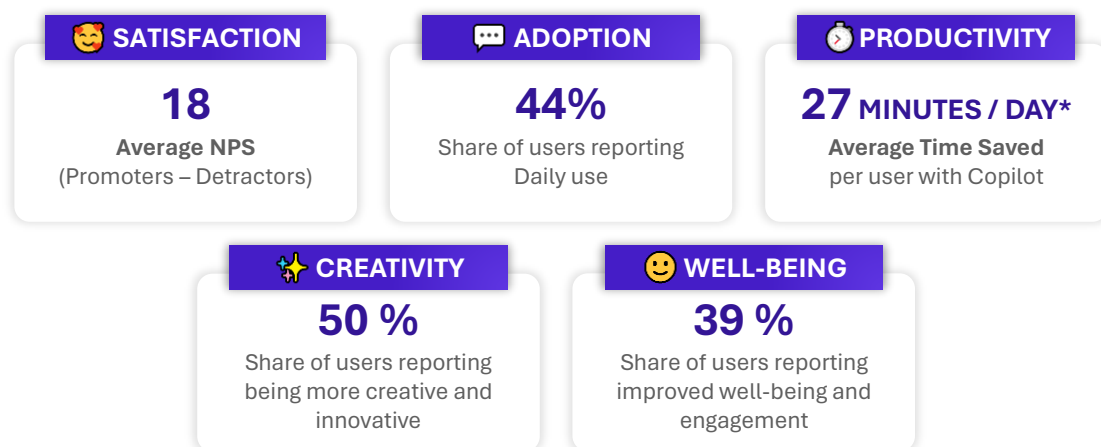
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Our customers are talking about it!



1 | First trends in pilots and roll-outs

By cross-referencing data from declarative questionnaires, usage monitoring dashboards, interviews and focus groups, **Wavestone and Microsoft were able to highlight 5 key indicators** that provide a market trend and enable each company to position itself within the ecosystem.



Figures based on approximately 2,700 respondents from a wide range of professions and 12 companies in different sectors.

USER ENGAGEMENT AND SATISFACTION

The average Net Promoter Score (NPS) was measured at **18**, indicating a positive response to the product, but with room for improvement in terms of user satisfaction.

Some **44 %** of users interact with Copilot for M365 on a daily basis, and **82 %** on a weekly basis, reflecting rapid and relevant adoption within pilot environments.

Users report an average of **27 minutes saved per day**, which represents around 2 hours and 15 minutes per week, to be reinjected into other valuable business activities.



IMPACT ON CREATIVITY AND WELL-BEING

Half of all users experienced an increase in their creative output and innovation capabilities, suggesting that Copilot for M365 fosters a more dynamic work environment in terms of ideas.

Some 39% of users noted improvements in their general well-being and engagement at work, identifying initial positive psychological impacts of using AI within the work environment.

* 2 hours and 15 minutes per week

2 | A use case-based approach

Initial feedback from the pilots confirms our insight on the **relevance of identifying use cases** that resonate with employees' day-to-day tasks and challenges. Promoting these use cases guarantees a direct contribution from Copilot for M365 to **solving practical issues, improving productivity** and **increasing job satisfaction**.

The most relevant use cases were identified through a combination of user feedback, task analysis and pain points, and then divided into 2 categories:

USE CASES FOR EVERYONE

Cross-functional use cases representing the core functionality of Copilot for M365 that **can be used by all employees**.

Some examples:

Compose new e-mail in Outlook

Generate meeting minutes

Easily retrieve internal documents

Used in change management **at the beginning of the roll-out** to train on **basic features** and **spark interest**



BUSINESS USE CASES

Specific use cases that apply to a **transversal function** or even a **core business activity**.

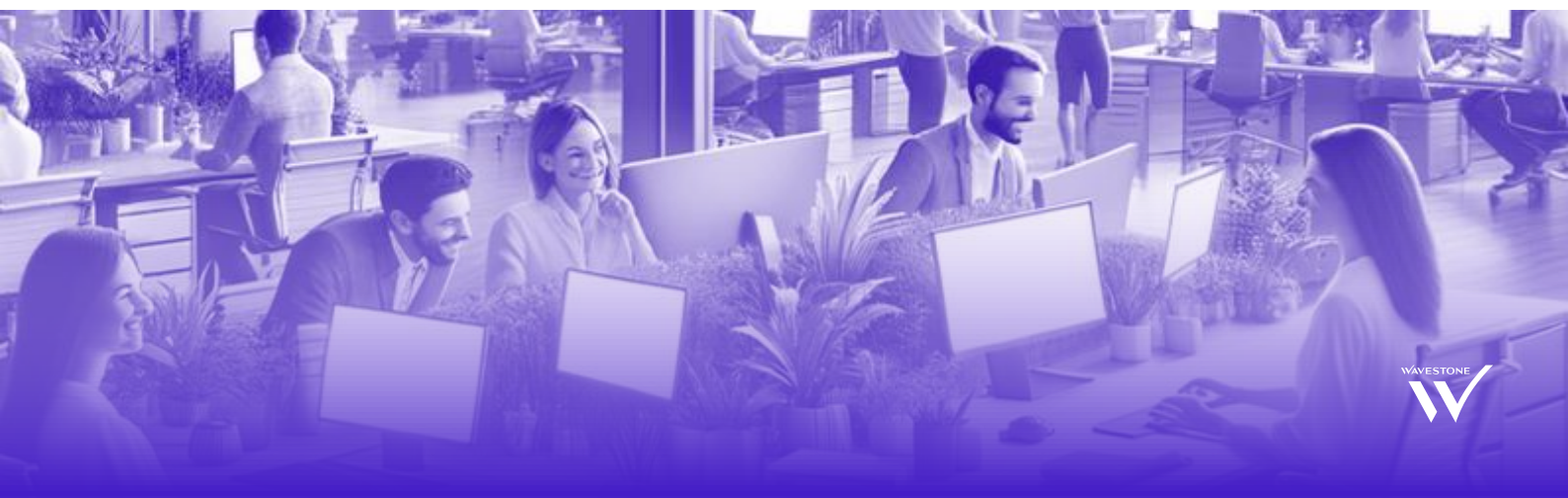
Some examples:

[HR] Create a job description

[Legal] Generate Contracts

[Comm] Write posts for social media

Used in change management **a few weeks after roll-out** to **maintain user adoption** and **anchor the use of Copilot for M365** in daily routines.

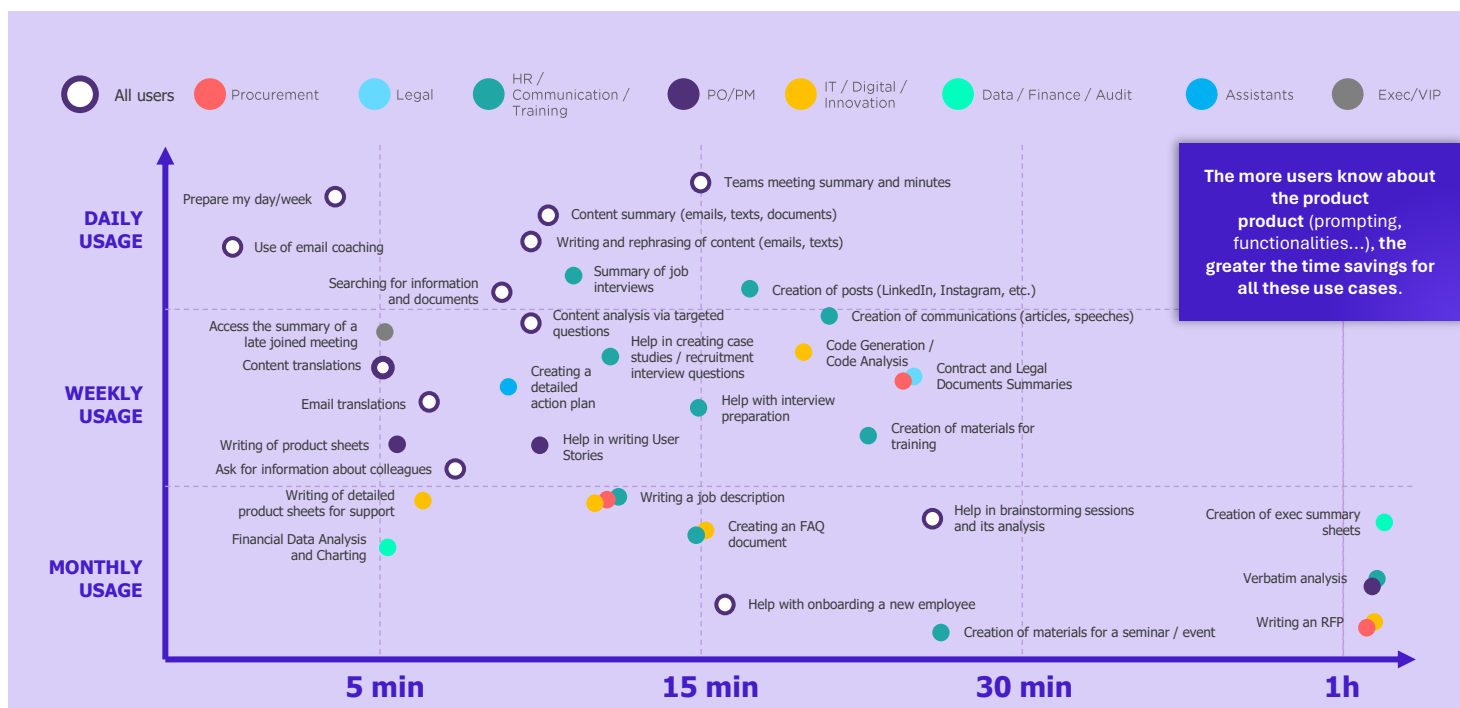


3 | Use cases that save employees' time

After 9 months of pilots and first roll-outs, **it's undeniable that Copilot for M365 saves time for equipped employees**, to varying degrees depending on their job and digital saviness.

By examining the "for all" and "business" use cases, as well as the associated time saved for several customers, we have been able to categorize the most relevant examples in the graph below.

Breakdown of main use cases by time saved and frequency of use



On average, a use case saves about 10 minutes per occurrence per user equipped with Copilot for M365... which, when repeated several times, makes it possible to free up a significant productive time to be reinjected!

Based on the above results, companies that decide to roll-out Copilot for M365 on a large scale could **generate a significant volume of hours per year**.

Beyond the validity of these figures in the long-run, **one question seems key**:

HOW TO USE THE TIME SAVED WITH COPILOT FOR M365?

Launch new projects? Upskill employees? Optimize internal processes? Set-up team-building sessions? Reinvent working hours (e.g. work-life balance, shorter work week)

4 | Supporting strategy and accelerating transformation

Copilot for M365 is designed to support strategy, by facilitating and accelerating business transformation ambitions



In concrete terms, the real transformation brought about by Copilot for M365 is supported by two complementary actions:



INSPIRING BUSINESSES TO BECOME SELF-RELIANT

then

GUIDE THESE BUSINESSES IN REALLOCATING THE TIME THEY SAVE



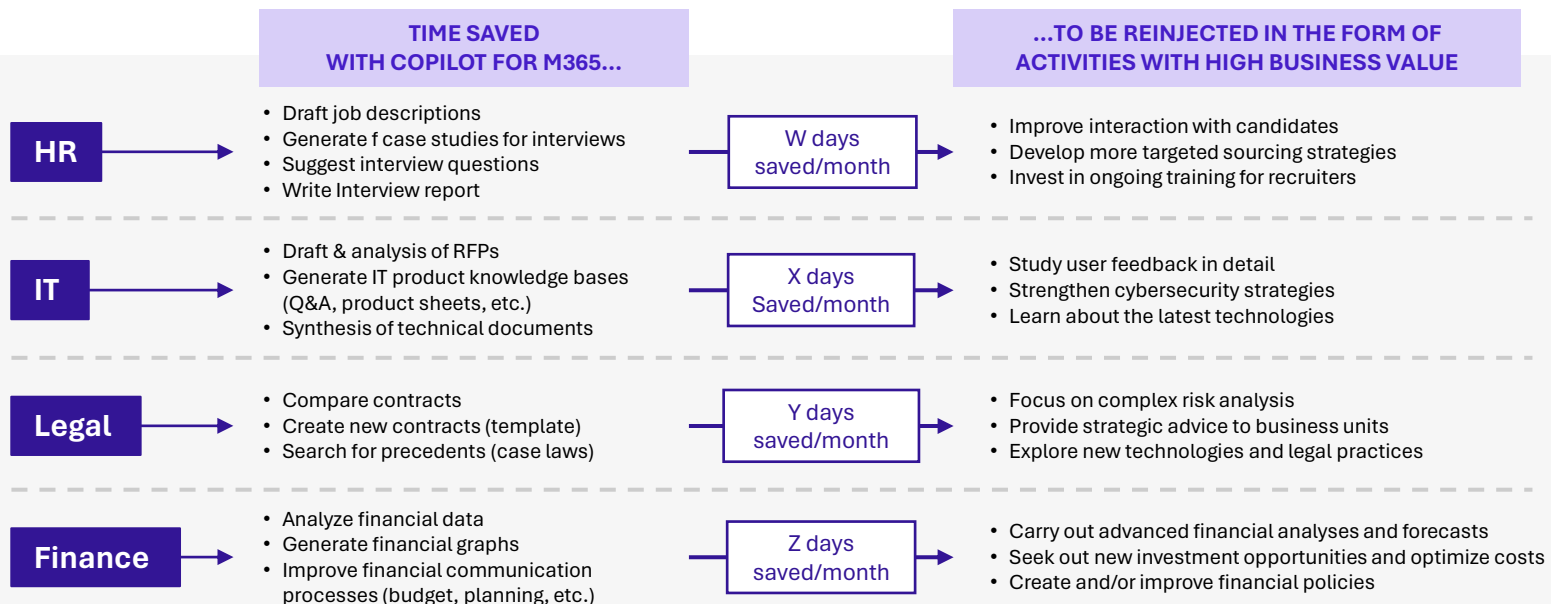
Inspiration is provided during the roll-out support phases, through the adoption of use cases tested and validated in the pilot phases.

Real transformation will only take place if employees themselves are able to identify new use cases relevant to their business.

To really serve the company's strategy, it is necessary to ensure that this time is properly reallocated according to ambitions: improving product quality, spending more time with customers or candidates, pushing objectives further without increasing the workload...

Each department is free to define its own ROI target.

Through the **prism of productivity** (which shouldn't be the only way to reallocate time!), we can imagine a variation of this approach to generate measurable ROI around Copilot for M365, based on the examples below:



5 | Three "post-pilot" approaches to consider and combine

Roll-out, while continuing to explore


At the end of the pilot, we recommend addressing **three complementary approaches**:


#1 | EQUIPPING PEOPLE WITH "GAME-CHANGING" USE CASES

 Populations demonstrating "Game Changers" use cases and significant added value during the pilot.

 **Our recommendation:** Deploy Copilot for M365 on a large scale to these populations to maximize benefits and impact.


#2 | FURTHER EXPERIMENTATION WITH HIGH-POTENTIAL POPULATIONS

 Populations for whom the added value of Copilot for M365 is presumed but not fully confirmed for various reasons (too few testers, lack of investment by testers, wrong timing for the pilot, etc.).

 **Our recommendation:** Continue the pilot with further experimentation on a larger population of testers, which may require the acquisition or reallocation of licenses.

#3 | EXPLORING GENERATIVE IA SOLUTIONS MORE WIDELY

 Populations for whom the added value of Copilot for M365 has been little or unconvincing.

 **Our recommendation:** Explore a wider range of GenAI solutions (in-house ChatGPT, Copilot Studio, plugins, collaborations with startups targeting very specific use cases...) that could bring value.

UPDATE ...

Continue to follow the roadmap

Copilot is constantly evolving with new functionalities and products to meet business needs (Copilot for Sales, Copilot for Finance...). It is therefore advisable to carry out regular pilots with these populations to reassess the added value of certain use cases.

6 | Our clients are talking about it!

"Copilot for M365 offers employees the possibility of having a true personal assistant by their side every day.

I am convinced that this product will enable the most impacted professions to free themselves from repetitive, low-value tasks, allowing them to stay focused on their core activities and thus have a freer mind for better performance.

Since the end of last year, BPCE Group has embarked on the Copilot for M365 adventure, focusing on use cases and thinking about how these tools will revolutionize the daily lives of both our colleagues and certain professions. Our goal is to highlight the added value and return on investment of Copilot for M365, with a view to potentially opening it up to a broader audience.

All of this is supported by the expertise of the Wavestone consulting firm, which is helping us carry out our exploration and draw the necessary conclusions before moving forward."



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"Copilot for M365 promises to improve employees' daily lives by reducing repetitive tasks, optimizing processes, facilitating real-time collaboration, and unleashing the creative potential of teams.

Within RATP Group, we are currently exploring this technology to identify relevant use cases and anticipate the impact of potential scaling in 2025, based on feedback from employees gathered through the support system designed and implemented with Wavestone."

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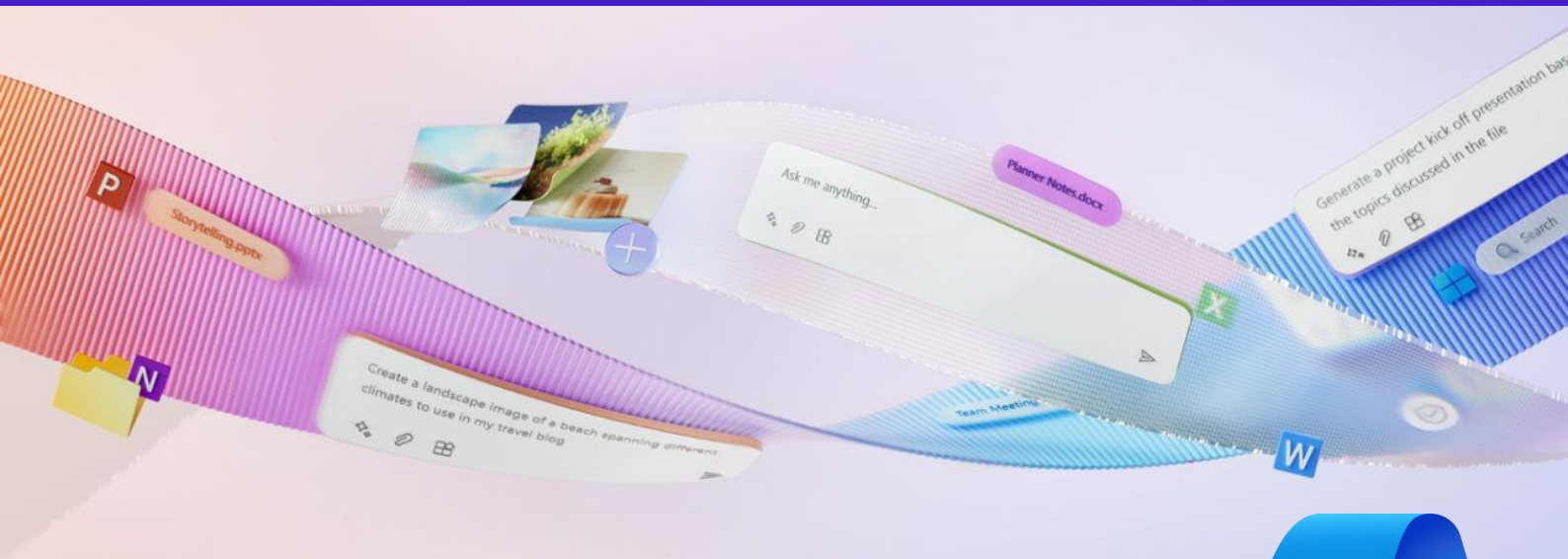
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Find all the resources you need to accelerate the adoption of Copilot for M365 in your company : <https://adoption.microsoft.com/fr-fr/copilot>



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