



avanade



Case Study

What matters to Avanade employees is doing more with Microsoft 365 Copilot

Do what matters

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We're helping our people automate daily tasks to boost creativity, innovation and elevate engagement with **Microsoft 365 Copilot**. By introducing and testing new ways of working ourselves, we can help our clients ready their organizations and people to responsibly work and innovate with AI.

Supercharging work with AI

The democratization of artificial intelligence and shift to AI-centric transformation is disrupting ways of working. Indeed, **Avanade's research of 3000+ business and IT professional globally** finds that 79% of employees anticipate generative AI tools like Microsoft 365 Copilot will impact up to 20 hours – or half – of their work week by the end of 2024. We've partnered with Microsoft on AI for almost a decade, and as we move toward an AI-first operating model ourselves, we're focused on empowering our people with generative AI tools to help them be their best. Equally, we're committed to bringing practical insights to our clients to help them supercharge their organizations and people with AI faster.

We've developed this case study to provide insights on how to accelerate value based on our own experiences and learnings from the Early Access Program (EAP) for Microsoft 365 Copilot – an integrated, extensible set of tools that combines the capabilities of generative AI with familiar **Microsoft 365** apps.

Meet your new work copilot

Copilot brings together the context and intelligence of the web, work data and PC applications to provide suggestions and assistance to elevate the productivity and creativity of employees. In contrast to publicly available generative AI tools, Copilot is integrated within existing enterprise infrastructure, ensuring data and content remains secure.

As part of the EAP, we designed and launched a comprehensive research program to explore and validate the potential of Microsoft Copilot for personal and enterprise productivity. In line with the principles of **Avanade's Responsible AI Framework**, we were thoughtful about testing across a diverse range of groups in Sales, Operations, Marketing, IT, HR, Finance and Legal, prioritizing teams working on strategic business processes to maximize performance. Program participants were initially focused on using Microsoft Copilot for several guided tasks, including automated summaries of meetings with action items, inspiring and accelerating copywriting, transferring insights from documents into PowerPoint summaries and more. As our people have become more familiar with the tools, they've begun to unlock new capabilities and innovate better ways of working.

Company Name: Avanade

Country: US - West

Company Size: 60,000+

Industry: Electronics and High Tech

Solution: Microsoft 365 Copilot, Generative AI

AI-first is people-first

When you think about how generative AI will change the way you work, you might have a few hesitations, and our test groups were no different. "We heard a lot from people that they weren't sure how to re-learn their current work patterns to incorporate Copilot into their daily habits," explains Julieta Collart, Avanade's Copilot program lead. "Getting people to think about how they might change their daily routines and learn new ways of working can be challenging."

With **organizational change management** embedded throughout the program – including onboarding, engaging curated experiences, educational resources, communications and real-time support – our test users quickly moved from hesitation to curiosity, increasing both adoption and engagement. A gamification approach was part of this people-centric change strategy.

"We leaned into the flight theme, whereby users could earn their 'pilot wings' through different activities to add a bit of competition," says Tammy Foshee of Avanade's Organizational Change Management Advisory team. "As our test group opened up and saw how others were performing with Copilot, they got these glimpses of greatness that inspired them to try new things. It's amazing to see how quickly people can evolve their behavior when they're having fun and understand how much more they can achieve with an AI copilot."

We learned that Copilot can help more voices to contribute and be heard in the workplace, including neurodiverse users. The program also reinforced the need for people to be enabled to responsibly work and innovate with AI. To address this imperative, we've developed tailored learning plans for all employees through the Avanade School of AI, which will be integral to scaling Copilot across our organization.

Tech imperatives for Microsoft 365 Copilot

Based on our experience, the following technical foundation is needed for a successful rollout:

- Microsoft 365 Copilot licensing
- Microsoft 365 desktop applications: Ensuring you have the right versions to enable Copilot features
- Microsoft Outlook client for Microsoft 365 Copilot
- Third-party graph connectors that Microsoft 365 Copilot uses to surface relevant data

Driving value from Copilot

Our research around the EAP validated that Microsoft 365 Copilot has tremendous potential to elevate workplace experiences and processes. With it, we've achieved three key benefits:

- Improved employee satisfaction and well-being: A responsible AI approach enables people to safely experiment more and creates an opportunity to embed corporate values in organizational governance.
- Enhanced productivity: An AI copilot automates mundane tasks so employees are freed for more high-value work and workflows, and can more effectively and efficiently solve business challenges.
- Increased inspiration, creativity, focus and innovation: Ideas from an AI copilot help amplify the attributes that make us uniquely human, such as creativity, empathy and inclusion.

As we scale Copilot across our business and bring our learnings and best practices to clients, our team is excited by the possibilities it represents.

"We believe that being AI-first means being people-first, and this solution truly lives at the intersection of people, technology and new ways of working. It's going to help us all be our very best so we can more effectively do what matters for our clients."

– Marci Jenkins
Avanade's workplace IT experience lead

Success by the numbers

Daily Microsoft 365 Copilot users at Avanade reported:

50% improvement in collaboration and teamwork

40% increase in problem resolution vs. non-frequent users

70% greater likelihood of fostering a creative approach to tasks



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About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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