

COPILLOT ADOPTION CASE STUDY

An Accenture, Avanade, Cognician collaboration



Boosting Productivity with Microsoft Copilot for M365

Program Overview

The *Soar to More Copilot for M365 Quest* is designed to help employees overcome initial hesitations and become proficient with Microsoft Copilot. It provides a strong foundation for using Copilot for M365 in essential business tasks while allowing practice with key use cases across popular Microsoft applications.

Participants will learn Copilot for M365 fundamentals and its integration with Microsoft apps, enabling them to streamline numerous day-to-day tasks.

By the end of the program, participants will have:

- Started using Copilot for M365 and developed new workplace practices.
- Experimented with Copilot for M365 in innovative ways across various Microsoft products.
- Replaced low-yield tasks with high-yield work leveraging human strengths.

The program includes:

- 16 customizable modules
- Follow-through support
- Additional resources, such as videos
- Gamification elements, incl. badges and a leaderboard
- Social learning driven by the sharing of insights

Case Study

A major energy company invested in Copilot for Microsoft 365 (M365) licenses to revolutionize workflows and increase productivity, but experienced slow uptake among staff and low return on investment.

The Copilot adoption program was a four-week challenge with 16 daily tasks that encouraged employees to explore Copilot for M365 across various Microsoft applications. It used instructional videos and real-world cases for practical learning.

The program incorporated gamification elements like leaderboards and badges to enhance motivation, thereby creating a comprehensive interactive learning experience for participants.

Results

There was a 475% increase in time saved using Copilot for M365. Additionally:



51% of participants saved 1–2 hours per week, 29% saved 2–3 hours, and 14% saved more than 3 hours weekly.



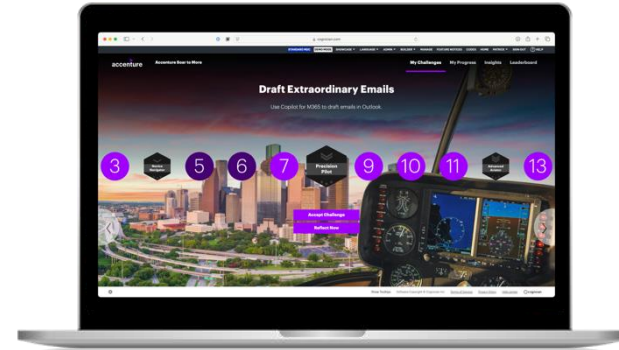
78% of participants said they intended to integrate Copilot for M365 into their regular workflows.







99% of participants would now recommend Copilot to a colleague.

Results Highlights

475%	Increase in usage measured in time saved
46%	of participants felt the tool had significant impact
78%	of participant can now do new types of work and tasks
94%	are now getting more work done, faster
21,943	actions were taken using Copilot for M365



Microsoft Data from the Rollout of the Soar to More Quest to 4,167+ Participants

	Copilot feature	28 days before the Copilot Quest	28 days including the Copilot Quest	Increase	%
	Documents revised	1,921	32,184	30,263	1,575%
	Documents drafted	2,381	26,436	24,055	1,010%
	Documents summarized	1,732	7,249	5,517	318%
	Emails drafted	1,938	23,196	21,258	1,097%
	Emails summarized	2,423	7,646	5,223	215%
	Chats summarized	467	2,928	2,461	527%
	Meetings summarized	4,475	6,580	2,105	47%
 Microsoft	Estimated time saved	~4,720 hours	~27,145 hours	~22,425	475%



Activate Behavior Change

<https://info.cognician.com/drive-microsoft-copilot-adoption>