

# SOAR TO MORE COPILOT ADOPTION CASE STUDY



## 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 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 global consulting firm sought to accelerate adoption of Copilot for Microsoft 365 after early rollout efforts produced limited engagement and inconsistent use among employees. To address this gap, the company implemented a structured, challenge-based behavioral activation program: the “Soar to More: Copilot for M365 Quest.” The program guided participants through 16 practical, workflow-integrated challenges designed to build habits, confidence, and regular Copilot usage.

The Quest combined real-work actions with reflective learning, peer-shared insights, and light gamification, creating an engaging environment that encouraged employees to try new Copilot functionalities across Microsoft 365 apps.

### Results

The four-week program delivered dramatic improvements in adoption and capability:

669% increase in frequent Copilot usage (from 13% to 100%).



285% increase in daily usage time (16+ minutes per day rose from 13% to 50%).



577% increase in Copilot familiarity (Very/Extremely Familiar rose from 13% to 88%).



163% improvement in workflow integration (Well/Very Well integrated increased from 38% to 100%).

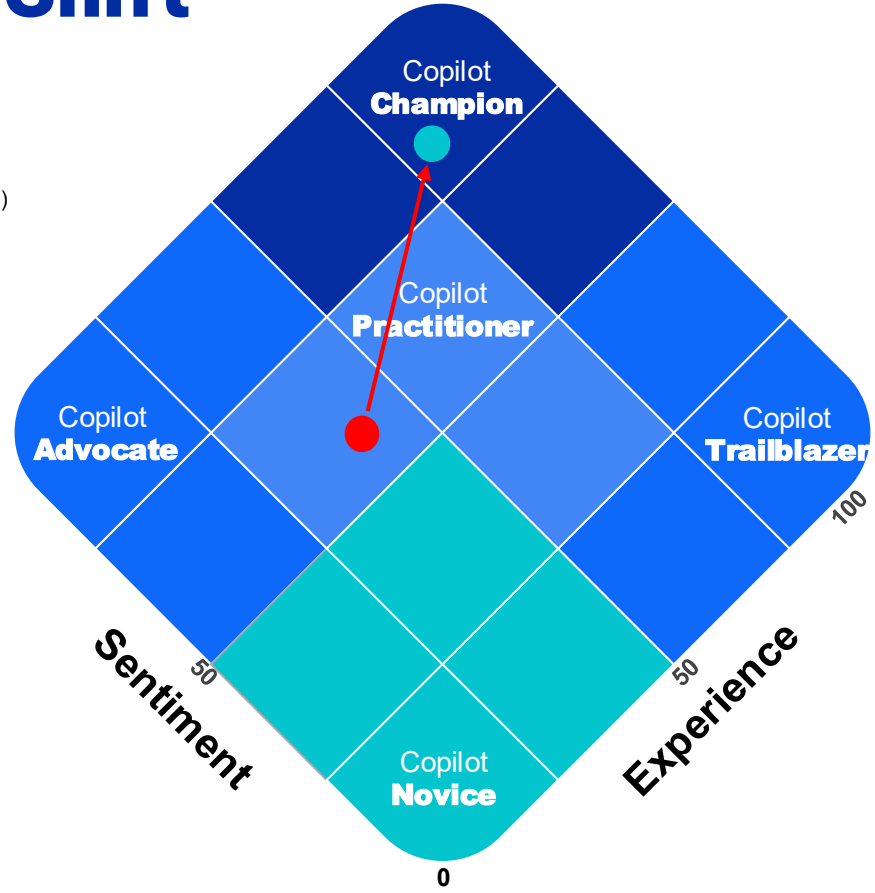
### Results Highlights

200%	Rise in confidence using Copilot for Excel
167%	Rise in confidence using Copilot for Outlook
100%	Rise in confidence using Copilot for PowerPoint
60%	Rise in confidence using Copilot for Word
40%	Rise in confidence using Copilot for Teams
300%	Rise in usage of Copilot for analyzing data



# Behavioral Shift

- Pre-Program Survey Result (Average)
- Post-Program Survey Result (Average)



## RESULTS

We observed a shift from the **Copilot Practitioner** persona in the pre-program survey to the **Copilot Champion** persona in the post-program survey, reflecting significant skills growth.

# Insights Shared

Throughout the quest, we ask participants to share insights as they begin using Copilot more effectively. These insights are reported verbatim; no adjustments have been made.

"This is Just AWESOME!!! Could never imagine that copilot can making Meeting Preps so meaningful & Impactful...Also the best part is it gives you the option to "TAILOR Scenario" & also the Q&A handouts. Very exemplary & recommend this exercise before any presentation schedule."

"It's Enlightening Experience using copilot to generate new ideas Benefits - Gives a lot of ideas & avenues for new ideas/thoughts Challenges - Many a times the scenario / usecase suggested by Copilot is very generic & Tangential to the curated requirement. This might be a "mis" if not understood clearly."

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"This is an incredibly helpful productivity tool— simple, handy, and most importantly, easy to use for preparing my daily TO-DO list - Day & Week. I experimented by extending the date range to a month, and the tabular summary provided a well-structured recap of multiple aspects, complete with action items and suggested follow-ups. I plan to make this prompt a part of my daily routine."

"Undoubtedly, it saves humongous time & efforts. there is Volumes of Information & getting the meaningful content like - "searching for the needle in the Hay Stack Conversely, the challenging part is - "framing the prompt, A lot depends on how & what you ask"."

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# Activate Behavior Change

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