Microsoft 365

Copilot for Microsoft 365

“Under the hood”

Real assets Microsoft Corporate used for its own Copilot for Microsoft 365 deployment and adoption

Microsoft Customer Zero

About this guide

This guide is meant to help an organizations define and execute broad deployment of Copilot for Microsoft 365 by leveraging actual resources from Microsoft's own deployment to Microsoft employees! (a.k.a. Customer Zero)

Within this guide

1. Our approach, objectives, and method
2. Deployment and rollout approaches to consider
3. Supporting readiness, including:
    - Communication assets
    - Sample Viva Engage promotions
    - Guidance for Copilot landing site
    - Digital signage

Objectives

What we're trying to do here

Drive excitement and user engagement

Our communications will build excitement and confidence in employees' ability to use new Copilot/AI technology. We'll offer them specific scenarios to try and help them understand the "rules of the road" for appropriate use.

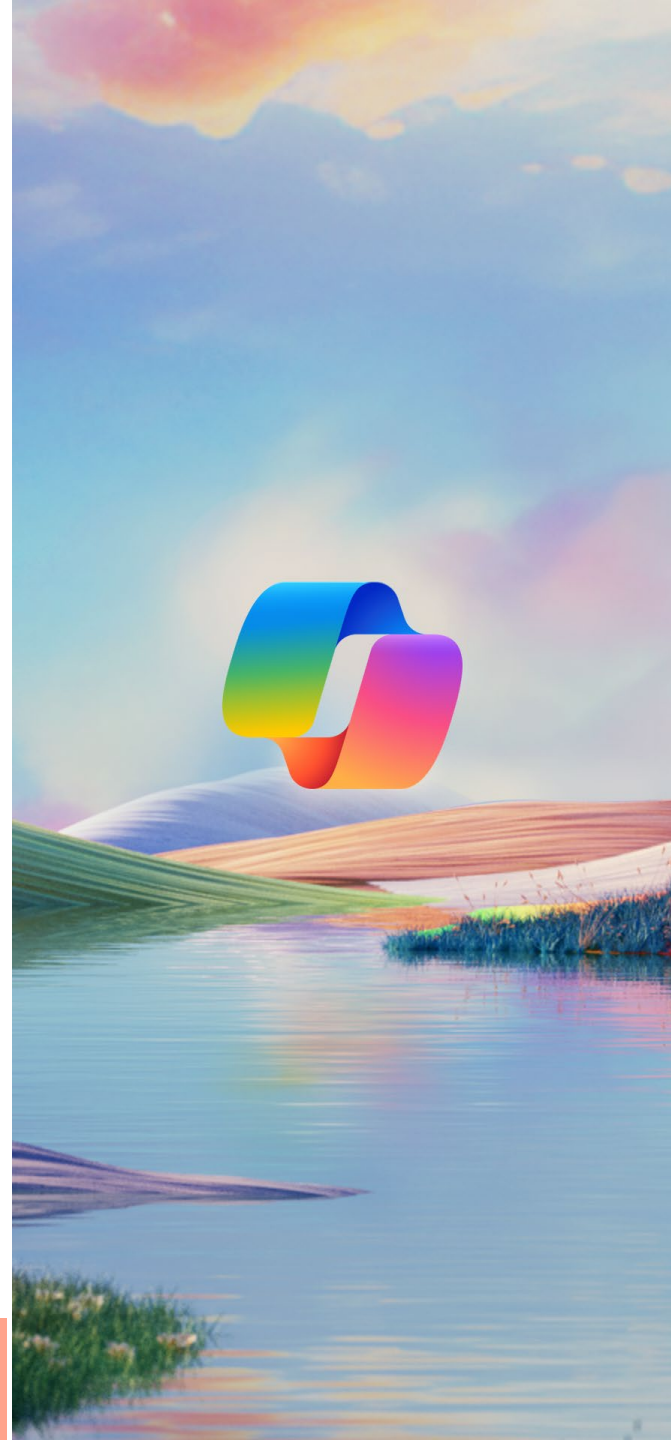
Raise awareness and educate

We have an opportunity to help employees learn critical AI skills, learn about Copilot capabilities heading their way (and when!), and inform them about the elements of AI and other Copilot experiences they can start using today.

Encourage feedback

As employees experiment and interact with Copilot technology, our communications should highlight the importance of feedback and provide clear instruction around the feedback channel(s) available.

Contributes to OKR x hours or more saved across x% of Copilot users



Here's how we'll do it

The methodology

The vibe

It's an exciting time across the technology space as generative AI is poised to increase worker productivity, drive enterprise efficiencies, and reduce costs.

As employees embrace this new tech and experience immediate benefits, their interest and enthusiasm creates a groundswell of adoption.

Capitalize on this energy with language and imagery in your communications and promo campaigns that expands employees' excitement and enthusiasm.

Offer resources and strike a tone that helps people build their confidence and proficiency.

The strategy

The communications strategy will have two main components:

- **Communications will emphasize educational and skill-building opportunities.** Leverage tried-and-true channels and experiment with new avenues to bring everyone along on the journey.
- **Content, resources, and other materials for deployment and comms leads** to amplify across their channels as Copilot lands within their orgs.

The message

Copilot is a broad term for a set of AI-powered experiences infused throughout Microsoft technologies and services, including Microsoft 365 and Viva apps.

It's an exciting technology poised to revolutionize our work, but it's also not perfect and requires your prompting, review, and fact-checking/finalization.

Supporting data

Leverage these data driven points as evidence of value:

- By 2027, GenAI digital assistants will be the UI for 25% of interactions with enterprise software. We need to ensure employees have the skills and confidence to adopt. (IDC)
- **70%** of Copilot users said they were **more productive**, and **68%** said it **improved the quality** of their work. (Work Trend Index)
- **77%** of users said once they used Copilot, they **didn't want to give it up**. (Work Trend Index)

Here’s who is involved

The players

Corp comms

Partner with your Corp Comms team on the rollout of Copilot for Microsoft 365 across internal organizations.

Share best practices and learnings to ensure others can successfully apply them into their own work habits.

Internal comms & change management leads

Create a community of adoption leads across each organization to share best practices, content and resources as each org rolls out to their own employees.

Package up a Copilot for Microsoft 365 Comms Toolkit for leads to leverage in amplifying messaging and help drive adoption.

End users / employees

Provide value for licensed users so they will enjoy the benefits of Copilot for Microsoft 365

Rollout approach

Consider how you want to rollout Copilot to your employees

Pilot

Pilot with an identified cohort of early adopters or subset of an organization to understand any key considerations before deploying broadly.

Phased (Org-by-org) rollout

Set a start and end date; identify which orgs to start with that will be more receptive to new technology and more likely to help promote it to colleagues.

Collaborate with deployment and comms leads + promo campaign.

All company rollout

Build and launch a series of promo campaigns to highlight use cases, best practices, and specific scenarios to continue driving adoption.

Collaborate with technology champions across the company.

Building a Copilot community and a Copilot Community of Champions *Coming soon*

Set up and manage a community of champions for your copilot effort and scale your enablement approaches throughout the organization.

Sustaining momentum

Regardless of approach, it'll be important to reinforce messaging. Integrate with all-up Copilot storytelling efforts that tell a cohesive and compelling narrative around capabilities and benefits of technology available. Share individual success stories to keep the momentum going.

Assets to leverage

Recommended communications

▲	Pilot
■	All Company rollout
●	Phased rollout (Org-by-Org)

Communications

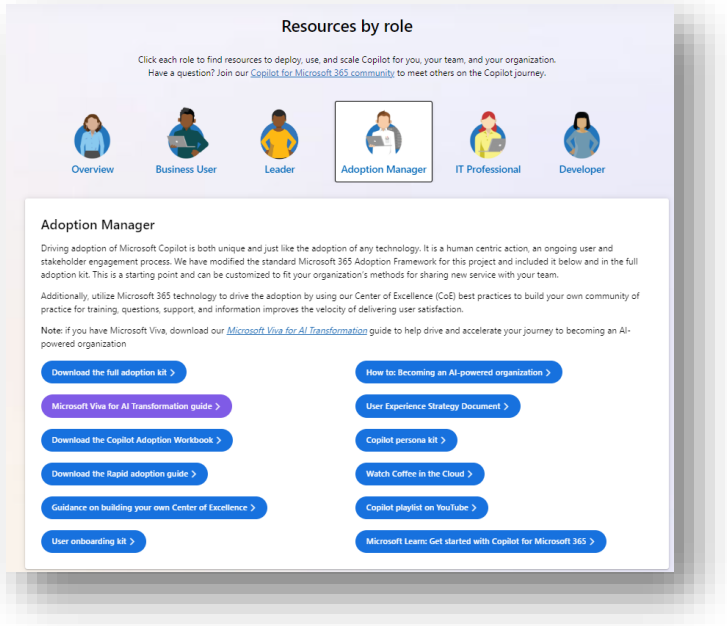
▲ ■ ● **"Get ready" communication**	"Get ready for Copilot for Microsoft 365" Generates awareness and excitement! – **available for publishing via ready-to-send Viva Amplify campaign** Includes links to SharePoint page, readiness assets, Viva Engage community
▲ ■ ● **"Welcome" communication**	"Welcome to Copilot for Microsoft 365" Welcome email to newly licensed employees – **available for publishing via ready-to-send Viva Amplify campaign** Shares summary of a new ways of working with Copilot in Microsoft 365 apps, with specific prompts to try.
▲ ■ ● **Series of app-specific communications**	"Get to know Copilot for…[Teams, Word, PowerPoint, Outlook, Excel]" – **available for publishing via ready-to-send Viva Amplify campaign** Follow-up communications with specific app highlights, use cases, prompt guidance and tips
▲ ■ ● **Viva Engage community posts**	Timed Viva Engage posts by sponsors (see sample collateral) including hashtag campaigns
■ ● **Copilot blogs & marketing campaigns**	Additional sample campaigns/blogs to encourage engagement and adoption of Copilot experiences *Publish location based upon company preference (company home page, employee landing site, "IT support" site, etc.)*
▲ ● **Reactive messaging**	Reactive messaging to respond to company deployment approach (sent as needed)

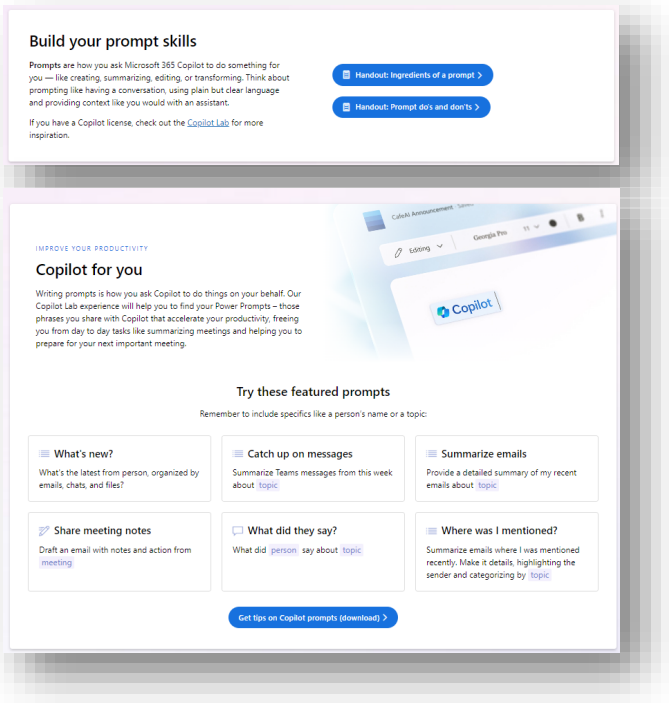
Supporting Assets (regardless of approach)

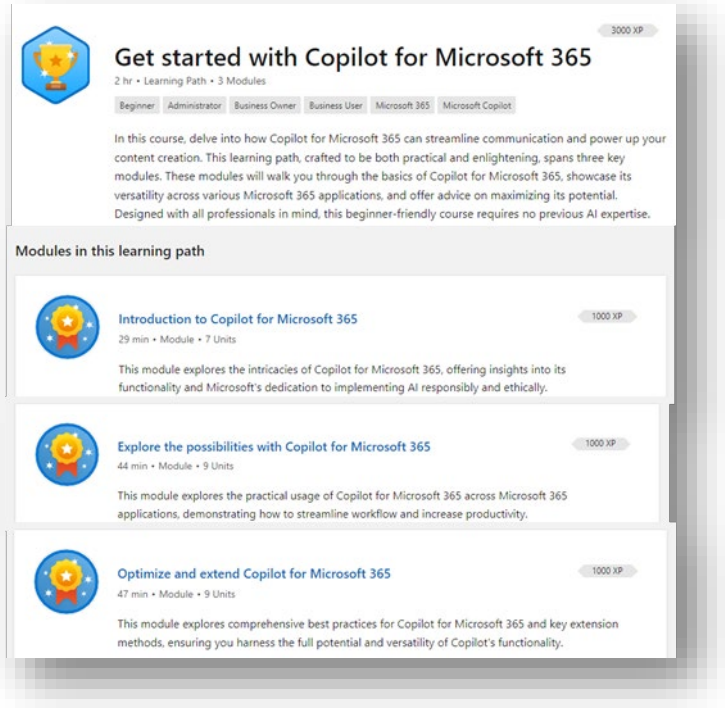
Employee landing page (SharePoint)	General employee Copilot landing page (SharePoint site) including links to high-level product info, license timeline, foundational readiness assets, support information, FAQs, etc. *(see publicly available resources)*
Viva Engage community	Viva Engage Copilot community to collaborate, ask questions, and have conversations on Copilot. *(Based upon deployment approach, community can be open to all employees OR only those that have Copilot)*
Viva Learning courses	Collateral available through Viva Learning to help users understand how to interact via Copilot
Company blog (optional)	If your company utilizes a blog or other news outlet for employees, posting about Copilot can be advantageous here.
Supporting readiness materials	GIFs, Short Videos, Stock Pictures, Icons, Digital Signage, and other collateral to support messaging *Some of this is coming soon*

Publicly available resources

The following are additional available resources that can be leveraged within a Copilot landing page based upon preference.







Adoption resources by role
Adoption Manager resources

Resources to build prompt skills and featured prompt tips that improve Copilot experience

Learning path for Copilot for Microsoft 365
Copilot Commercial Data Protection Overview

Publishing & user experience

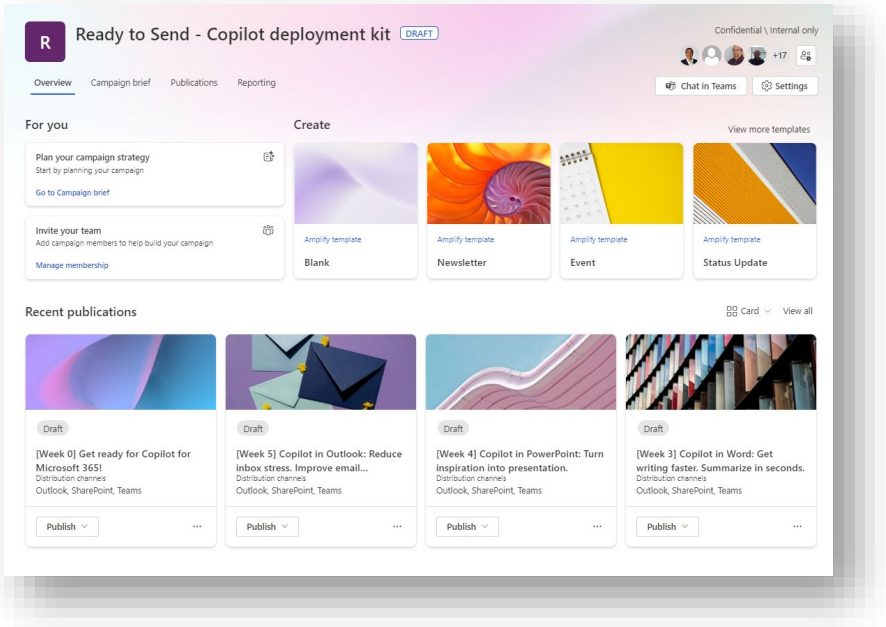
Consider utilizing Viva Amplify to streamline your communications and publish across multiple endpoints

For the Deployment Team

Viva Amplify

Pre-built campaign and communications

Copilot deployment kit



Publish

For the end user

Targeted employee emails

Targeted Teams communications

SharePoint* – Employee landing page

- Employee success stories / Blogs
- Use cases and resources
- Trainings & videos
- Links to resources
- FAQs
- Support information

Viva Engage community

Coming soon

**Note: If leveraging Viva Connections, utilize it as an endpoint*

Date	Message	Channel	Microsoft Customer Zero Example(s)
T minus 1 week	Get ready for Copilot for Microsoft 365!	Intro email, post to SharePoint News	

Further help...

These assets are planned to be made available soon!

Additional supporting readiness materials	Short snackable training videos and How-to guides
Champs guidance	Guidance on how to set up, manage, and enable a community of champions to further accelerate user enablement of Copilot
Works Council guidance	Guidance for how to accelerate deployments in Works Council countries

Assets coming soon that will leverage Microsoft Viva to accelerate Copilot

Sample Viva Pulse surveys	Viva Pulse Surveys to get feedback and insights to capture productivity obstacles and create baseline metrics
Sample Viva Goals for Copilot	Customer Zero ideas for how to measure and track success for copilot deployment
Viva Learning courses	An official set of 'Academy" collateral to help users understand how to interact via Copilot and get the most of it benefits
Viva Insights reports	Identify ideal pilot groups and see the success of copilot in your organization and understand adoption rates
Viva Glint examples	Examples of questions to utilize to get feedback, insights, and user sentiment after Copilot deployment

Classified as Microsoft Confidential

Microsoft
Thank you

Viva Engage promo #1

Copilot for Microsoft 365 has landed for all employees!

Start your adventure by exploring all available Copilot for Microsoft 365 experiences!

Open the Microsoft 365 apps you use every day and start exploring. Just look for the Copilot icon.

**Copilot will be broadly available by early February.*

Buckle up and learn more:
<Link to Customer Copilot Landing Page>

Image Alt text: A smiling young girl wearing a scouting uniform and vintage aviator goggles and headgear, and, "Copilot for Microsoft 365 has landed. Start your adventure today!

Viva Engage promo #2

Have you heard? Copilot for Microsoft 365 is here! So… now what?

Celebrate – that's what!

Open the M365 apps you use every day and see why everyone is so excited. We've prepared easy directions and helpful guidance to help you experiment with ideas, discover new skills, and innovate as you test the limits.

Simply look for the Copilot icon to get started!

Buckle up – let's fly!

#CopilotM365

Image Alt text: Animated elements including sparkle icons and the Copilot logo on a moving, pastel background, and, "Copilot for Microsoft 365 is here. So now what? Celebrate! That's what! Simply look for the Copilot icon in your favorite M365 app to get started. Show them what you can do. Go fly!"

Customer Copilot landing page

Homepage carousel promo sample for a Customer Copilot landing page

Banner promo:

Copilot for Microsoft 365 has landed! Select this banner to start your adventure.

Other items to incorporate into your landing page:

- Employee success stories / Blogs
- Use cases and resources
- Trainings & videos
- Links to resources
- FAQs
- Support information

Image Alt text: A smiling young girl wearing a scouting uniform and vintage aviator goggles and headgear, and “Copilot for Microsoft 365 has landed! Start your adventure by exploring all available Copilot for M365 experiences!

Viva Connections

For Customers who have Viva Connections deployed, please consider utilizing as a publishing end-point

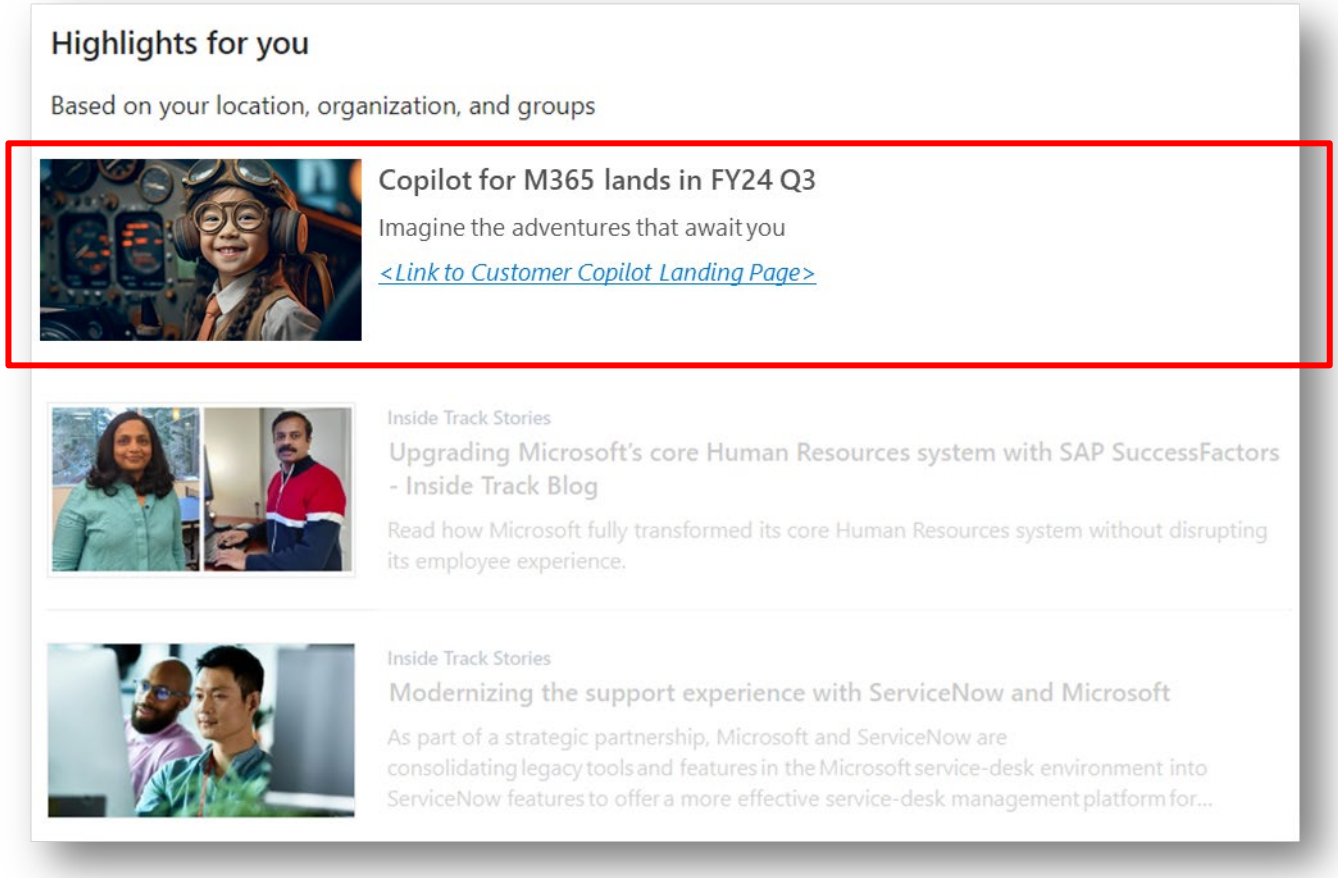


Image Alt text: A smiling young girl wearing a scouting uniform and vintage aviator goggles and headgear, and, "Explore Copilot experiences available now! Imagine the adventures that await you...

Copilot for Microsoft 365 has landed.

Start your adventure today!