



# Business of the Future with Microsoft 365 Copilot

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# Introduction

In the era of digital transformation, organizations are increasingly turning to artificial intelligence (AI) to streamline operations, enhance productivity, and drive better business outcomes. One of the most transformative tools available to businesses today is Microsoft 365 Copilot, an AI-powered assistant embedded across the Microsoft 365 suite. By leveraging Copilot, organizations can significantly improve key performance indicators (KPIs) across various departments, from Legal and Marketing to Sales, Operations, and Customer Service.

This eBook explores practical use cases for Microsoft 365 Copilot in different functional areas of an organization, highlighting how this advanced tool can unlock new efficiencies, reduce costs, and improve service quality, all while enabling departments to operate at scale with better insights.





# 01

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## Legal





Legal departments are faced with increasing challenges in managing large volumes of work, regulatory changes, and complex transactions. Copilot for Microsoft 365 can alleviate these pressures by automating routine tasks and providing valuable insights that enhance legal decision-making.

## Key Use Cases

1

### Optimizing Outside Counsel Spend

Legal departments often rely on expensive external counsel for tasks that can be automated or streamlined. By using Copilot to handle document drafting, research, and summarization, internal legal teams can reduce reliance on outside counsel, thereby lowering costs.

3

### Enhancing Legal Advisory Services

Copilot provides real-time data analysis and document drafting assistance, enabling lawyers to quickly find relevant case law, regulations, or guidance. This helps the legal team draft more effective legal opinions and advisory notes.

5

### Efficient Regulatory Compliance

The complexity of regulatory compliance demands extensive research. Copilot can streamline this process by quickly summarizing legal texts, analyzing regulatory requirements, and drafting compliance documentation.

2

### Reducing Cost per Internal Review

Copilot assists in automating contract reviews and regulatory research, enabling in-house counsel to expedite internal reviews. This not only increases productivity but also enhances service quality by reducing turnaround times.

4

### Streamlining Transactional Processes

With AI assistance, legal teams can automate the review of contracts and transactional documents, reducing inconsistencies and improving decision-making speed.

### Industry Impact

According to Gartner, legal departments that embrace AI and automation technologies can reduce legal costs by up to 30% while increasing efficiency.



02

# Marketing





Marketing teams face increasing pressure to deliver high-quality content across various channels, while ensuring brand consistency and optimizing spend. Copilot for Microsoft 365 provides marketers with the ability to automate content creation, analyze customer insights, and facilitate cross-functional collaboration.

## Key Use Cases

1

### Reducing Agency Spend

By automating content creation tasks such as blog posts, social media copy, and email campaigns, Copilot reduces reliance on external agencies, thereby lowering marketing costs.

2

### Generating More Leads

Copilot analyzes customer data, competitive landscapes, and trends to help marketers develop demand generation materials that are more targeted, leading to higher lead generation.

3

### Elevating Brand Value

Copilot assists in crafting engaging brand messaging, ensuring that content resonates with audiences. This includes enhancing everything from social media posts to web copy, helping marketers maintain a cohesive and captivating brand narrative.

4

### Lowering Cost per Lead

By automating campaign analytics and content personalization, Copilot allows marketing teams to optimize strategies, thereby reducing the cost per lead.

## Industry Impact

According to a study by Adobe, organizations that use AI-driven marketing tools report a 14% increase in sales productivity and a 12% reduction in marketing overhead.



03

# Operations





Operations teams are responsible for managing internal workflows, supply chain processes, and risk. In an environment where efficiency and risk mitigation are paramount, Copilot can play a crucial role in driving operational excellence.

## Key Use Cases

1

### Boosting Employee Satisfaction

By automating repetitive tasks and streamlining workflows, Copilot enables operations teams to focus on higher-value activities, which in turn boosts employee satisfaction and reduces burnout.

2

### Managing Operational Risk

Copilot can identify risks related to compliance, safety, and corruption by analyzing operational data in real time, offering proactive insights to help mitigate these risks.

3

### Improving Operational Efficiency

Copilot optimizes routine workflows and automates tasks such as inventory management, procurement, and reporting, freeing up valuable time for teams to focus on innovation and process improvement.

## Industry Impact

McKinsey reports that organizations leveraging AI in their operations can see a 20-25% improvement in operational efficiency.

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04

HR





The human resources (HR) landscape is evolving rapidly, with companies facing challenges related to talent acquisition, retention, and employee engagement. Copilot empowers HR professionals to make better data-driven decisions while improving key HR processes.

## Key Use Cases

1

### Reducing Cost per Hire

By automating the creation of job descriptions, analyzing candidate profiles, and summarizing interviews, Copilot streamlines the hiring process, reducing the overall cost per hire.

2

### Lowering Employee Turnover Rate

Copilot helps improve employee satisfaction by assisting with routine tasks, enabling workers to focus on more engaging, high-value work. This contributes to lower turnover rates and improved retention.

3

### Shortening Onboarding Time

New employees can get up to speed faster through Copilot-assisted onboarding programs, which simplify access to training materials and key information, reducing the time needed for new hires to become productive.

## Industry Impact

According to Deloitte, companies using AI tools in HR can reduce turnover by 30% and cut the time-to-hire by up to 50%.

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05

# Sales





Sales teams often spend too much time on administrative tasks such as data entry, research, and CRM updates, which can detract from their primary focus—selling. Microsoft 365 Copilot addresses these challenges by automating repetitive tasks and providing actionable insights that enhance sales productivity.

## Key Use Cases

1

### Increasing Opportunities Pursued

By automating routine tasks such as proposal generation, email drafting, and customer research, Copilot enables sales teams to pursue more opportunities, allowing them to focus on high-value activities like closing deals.

2

### Improving Close Rates

Copilot enhances customer interactions by analyzing past interactions, generating personalized communications, and suggesting cross-selling opportunities, all of which help improve close rates.

3

### Maximizing Deal Size

Copilot can suggest cross-selling or up-selling opportunities by analyzing customer data, enabling sales teams to propose more comprehensive solutions that increase deal size.

4

### Improving Customer Retention

By enhancing the quality of customer interactions, from email communication to post-sale support, Copilot helps build stronger relationships, leading to higher customer retention.

## Industry Impact

Research by Salesforce indicates that AI-powered sales tools can increase deal closure rates by 10-15%.



06



# Corporate Communications





Corporate communications professionals manage a wide range of responsibilities, from public relations to crisis management. Copilot helps communication teams operate more efficiently, enabling faster decision-making and more effective audience engagement.

## Key Use Cases

1

### Faster Planning and Execution

Copilot streamlines the process of creating communication plans, coordinating with multiple stakeholders, and executing campaigns, allowing communication teams to react more quickly to events and opportunities.

2

### Connecting with Audiences

Copilot assists in crafting targeted messaging that resonates with specific audience segments, including media, customers, and employees.

3

### Creating Engaging Content

From press releases to internal memos, Copilot helps communication teams draft compelling, accurate, and engaging content that fosters trust and brand loyalty.

## Industry Impact

A study by the Institute for Public Relations found that companies utilizing AI-driven communication tools saw a 22% increase in audience engagement.

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07

# Customer Service





Customer service teams are under immense pressure to resolve issues quickly and efficiently. With Microsoft 365 Copilot, customer service teams can automate repetitive tasks, improve issue resolution times, and provide a higher quality of service.

## Key Use Cases

1

### Reducing Calls to Agents

Copilot enhances self-service capabilities by providing customers with accurate and timely information, reducing the volume of inbound calls to customer service agents.

2

### Lowering Issue Resolution Time

Copilot can analyze previous cases and offer real-time suggestions to help customer service agents resolve issues faster, leading to improved productivity and higher customer satisfaction.

3

### Increasing First Call Resolution (FCR)

By providing agents with relevant information during customer interactions, Copilot helps improve FCR rates, leading to higher customer loyalty and satisfaction.

4

### Enhancing Service Quality Scores

With Copilot's real-time assistance, agents can focus on delivering higher-quality customer interactions, resulting in better service quality scores and improved customer retention.

## Industry Impact

Forrester Research reports that AI can improve customer service resolution times by 30-40%.

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## Conclusion

Microsoft 365 Copilot is more than just a productivity tool—it's a transformative solution that can drive meaningful improvements across an organization's key functions. From legal and marketing to HR, sales, operations, and customer service, Copilot enables teams to operate more efficiently, focus on high-value activities, and make data-driven decisions that improve business outcomes.

Organizations that embrace Microsoft 365 Copilot stand to benefit not only from enhanced productivity but also from a more engaged, efficient, and innovative workforce, positioning themselves to thrive in an increasingly competitive and dynamic business environment.

## Next Steps

For business leaders looking to enhance their KPIs through Microsoft 365 Copilot, it's time to start exploring how these tools can be customized to meet your unique business needs. Microsoft offers funded training and support programs to help you get the most out of Copilot's powerful features, ensuring that you stay ahead of the curve in the evolving digital landscape.

**Click here to learn more about our Copilot Adoption Hub and to see if you qualify for Microsoft funding.**

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