A Guide for IT Leaders

Unlocking AI's Impact: Measuring Adoption and Business Value with Copilot Analytics

Microsoft 365

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Ready for the challenge: Moving from AI hype to measurable impact

As AI adoption accelerates, Microsoft 365 Copilot is trying to transform how people work by helping to streamline tasks, spark creativity, and free up time for higher-value activities. Yet for many IT and business leaders, this rapid uptake brings a new challenge: proving the business value of AI beyond anecdotal success stories.

Microsoft 365 Copilot, the AI-powered productivity assistant embedded into Microsoft 365 apps, introduces AI into employees' workstreams, allowing them to be more productive with tools they already use. AI agents bring specialized skills and knowledge to address specific business processes and use cases.

But how can you, as an IT leader, manage and demonstrate the value of these innovations? That's what Copilot Control System and Copilot Analytics were designed for. The Copilot Control System (CCS) is a set of integrated controls and capabilities for Copilot and agents. It is designed to help IT administrators and

security professionals effectively secure, manage, and analyze the use of Microsoft 365 Copilot, Copilot Chat, Microsoft Copilot Studio, and agents across their organizations. We call our set of measurement capabilities Copilot Analytics, to help IT and business leaders understand the adoption and business impact of Copilot and agents across the organization.

Without AI, the "productivity paradox" is real. Employees may feel more productive, but executives are asking tougher questions:

- Are operational costs decreasing?
- Are sales cycles shortening?
- Is product development velocity increasing?

The reality is stark:

Business leaders are increasingly turning to digital labor to enhance workforce capabilities.

82% of business leaders expect to leverage AI-driven solutions within the next 12 to 18 months.

More than **45%** are already automating workflows,[1] but developing a clear framework measuring ROI for AI tools can be difficult for IT leaders.

Without hard data, there's the potential risk of AI being seen as a cost center rather than a value driver.

Copilot Analytics helps to illuminate the real business impact of AI investment. As part of the Copilot Control System, this analytics suite empowers leaders with deep insights that provide answers to the operational and strategic questions that matter most. These include:

Operational decisions

- Where should we deploy M365 Copilot for maximum impact?
- How can we measure and manage agent costs?

Strategic decisions

- How is my organization adopting AI?
- Which business groups are using it best, and in what ways?
- What business value are we getting from Copilot and agents?
- Which agents deliver the highest impact?

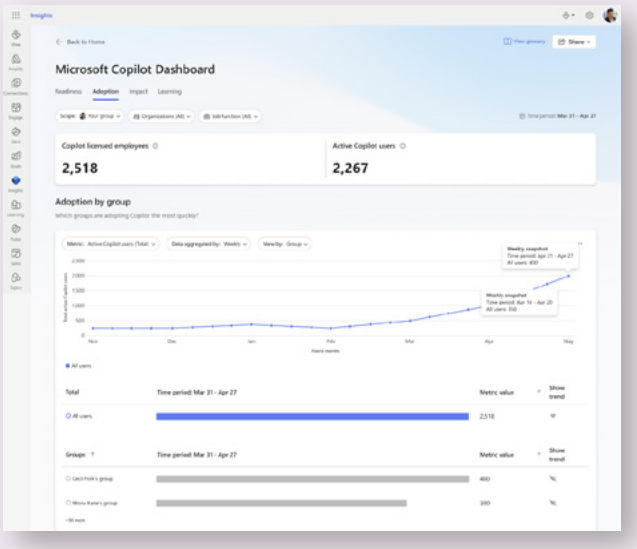
[1] 2025 Microsoft Work Trend Index

This white paper will guide you through using Copilot Analytics to evaluate AI readiness and adoption, productivity impact, and ROI for stakeholders, while showing how to connect AI usage data to key KPIs and business outcomes. You'll learn how to move from reporting activity to demonstrating measurable impact, positioning IT not just as a technology enabler but as a strategic driver of growth.

The challenge is clear. The tools are here. Now it's time to prove AI's value at scale.

02

Getting started: Developing your measurement framework



AI is now embedded in the tools your workforce uses daily. Microsoft 365 Copilot can transform productivity, creativity, and decision-making. However, without a measurement framework, you can't prove its value or optimize it.

For enterprise IT leaders driving AI strategy, measurement is not optional. It's how you justify investment, guide adoption, and connect AI activity to real business outcomes.

Why measurement matters

A well-defined framework enables you to:

- **Demonstrate ROI** and secure future funding.
- **Optimize license allocation** for active users.
- **Drive adoption** by targeting lagging teams.
- **Understand business value and productivity gains.**

What to measure

Think in terms of a three-tier maturity model:

Tier 1: Foundational

License utilization, adoption rates.

Tier 2: Productive

Copilot assisted hours, time saved, sentiment scores.

Tier 3: Strategic

Output gains, correlation to KPIs such as customer satisfaction or speed-to-market.

Aligning goals to AI maturity

Phase 1: Foundational

Establish baseline metrics, validate the business case.

Phase 2: Scalable

Output gains, correlation to KPIs such as customer satisfaction or speed-to-market.

Phase 3: Strategic

Integrate into workflows, automate value tracking, link to outcomes, quantify ROI.

Copilot Analytics: Your measurement toolkit

Microsoft offers three layers of analytics with increasing layers of sophistication:

1. Operational reports: Microsoft 365 admin center

Tracks readiness, license assignment, and user level adoption. Ideal for Phase 1. Used by Microsoft admins.

2. Strategic reports: Copilot Dashboard in Viva Insights

View adoption by teams and groups across the org. Quantifies productivity impact and captures sentiment. Best for Phase 2. Used by analysts, IT, and adoption pros and business leaders.

3. Customized reports: Advanced reporting in Viva Insights

Ability to combine Copilot data with business systems data in Power BI for outcome correlation. Essential for Phase 3. Used by analysts to create advanced reports with the ability to publish out to specific audiences.

Governance: Making measurement sustainable

Sustainable AI measurement starts with strong governance. In Copilot Analytics, that means aligning executive sponsors, Microsoft 365 admins, and skilled data analysts to form an AI Value Realization team.

- **Executive sponsors** champion the vision.
- **Microsoft 365 admins** ensure technical readiness in the Microsoft 365 admin center.
- **Analysts** configure advanced Viva Insights reports to connect usage with business outcomes.
- **Line of business leaders** drive AI adoption through their teams for their specific use cases.

To keep leadership engaged, establish a quarterly executive report summarizing adoption trends, Copilot-assisted hours, productivity value, and key success stories. This disciplined cadence turns measurement from a one-off project into an ongoing engine for proving and growing AI's impact.

Bottom line

Getting the most out of Microsoft Copilot Analytics starts with building a measurement culture that turns AI from a promising tool into a proven driver of business value.

By aligning metrics to your maturity stage, using the right analytics tools, and embedding governance, you'll have the data, as well as the story, to prove your AI investment is making a positive impact.

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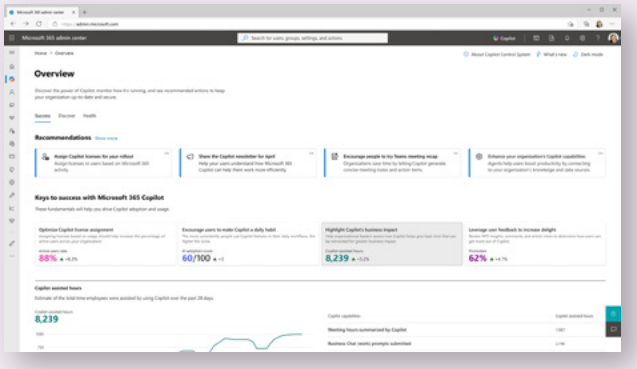
Accelerating adoption: Foundational adoption and usage tracking



In the race to realize the full value of AI, precision matters as much as speed. Deploying Microsoft 365 Copilot across your organization is only the first step. The real transformation happens when adoption is intentional, usage is optimized, and measurable value is delivered.

That's where the Microsoft 365 admin center and Copilot usage report become your operational nerve center. It's the place for tracking readiness, optimizing license spend, and accelerating adoption across the enterprise.

The Microsoft 365 admin center: Your operational command hub

Only a select group of Microsoft 365 admins have access to the admin center. These admins have access to data and controls that help them manage M365 products across the organization. This smaller, specialized audience holds the keys to the data and management tools that govern every Microsoft product in the organization, including Copilot.

The Copilot usage report within the admin center is designed to answer critical questions:

1. **Is it deployed correctly?** (readiness and provisioning)
2. **Are we paying for licenses that aren't being used?** (license optimization)
3. **Is the tool being turned on and used at a basic level?** (adoption tracking)
4. **How are we using agents to support our business goals and budget?** (strategic outlook)

From validating technical readiness to reallocating unused licenses, the admin center equips you to manage Copilot with operational efficiency. And while other tools like Viva Insights focus on the why (ROI, sentiment, productivity impact), the admin center focuses on the hard facts that underpin the adoption and management of Copilot and agents.

The metrics that matter

In the context of AI adoption, not all metrics are created equal. The Copilot usage report surfaces operationally critical data points that form the foundation of your measurement program:

Enabled users

The total number of users assigned a Copilot license. This is your cost baseline and your financial commitment.

Active users (last 28 days)

The number of unique enabled users who have used Copilot at least once in the past 28 days. This is your primary adoption health metric.

Adoption rate (%)

Active Users ÷ Enabled Users. This is the executive-friendly KPI that tells leadership how effectively your investment is being used.

Usage by application

A breakdown of Copilot usage across Teams, Outlook, Word, PowerPoint, Excel, and more. This reveals where value is being realized—and where it's not.

Daily active users (trendline)

A time-based view of usage that helps you measure the impact of training, communications, or seasonal changes.

These aren't vanity numbers. They're operational signals that tell you exactly where to act—whether that's reclaiming unused licenses, expanding Copilot licenses, targeting specific departments for training, or doubling down on high-value use cases.

Turning data into action: Strategies for accelerating adoption

Data without insights that offer an actionable plan is just noise. The real power of the admin center lies in how you use these insights to guide adoption, refine training, and expand intelligently.

1. Set and communicate adoption benchmarks

Use Copilot Analytics' AI adoption score for data-driven benchmarking. This measures how deeply Copilot is embedded in daily work over the past 28 days. A score of 100 means that all licensed Microsoft 365 Copilot users in your organization are using Copilot features for an average of at least three days per week (or 12 out of the past 28 days).

Establish your baseline score, compare it against the provided peer benchmark to understand how you compare to similar organizations, and then set a specific goal to improve it, focusing your efforts on proven, high-value workflows.

2. Identify and empower super users

Your most engaged users are your most effective advocates. Tracking usage by application helps identify "hotspots" among departments or teams where Copilot usage is significantly higher. Partner with those leaders to pinpoint the individuals driving success.

Bring these super users into your AI Center of Excellence, give them early access to new features, and equip them to mentor peers. Peer-to-peer advocacy often drives adoption faster than top-down mandates.

3. Expand where success is proven

If your data shows that Copilot is heavily used for creating presentations in PowerPoint, map that success to other presentation-heavy departments like Marketing, Sales Enablement, or Corporate Strategy. Present a data-backed case for prioritizing those teams in the next licensing wave.

This approach ensures every expansion phase is low risk and high reward while accelerating time-to-value.

4. Refine training with precision

Generic "Introduction to Copilot" sessions are rarely enough. If your usage data shows high adoption in Outlook but low in Excel, that's a clear signal: Users understand Copilot for email but not for data analysis.

Use these insights to design targeted workshops, such as:

- From data to insights: Using Copilot in Excel.
- Building your personal knowledge base with Copilot and OneNote.

Bottom line

The Microsoft 365 admin center gives you the operational visibility to help ensure every license is used, every department is supported, and every training initiative is data driven.

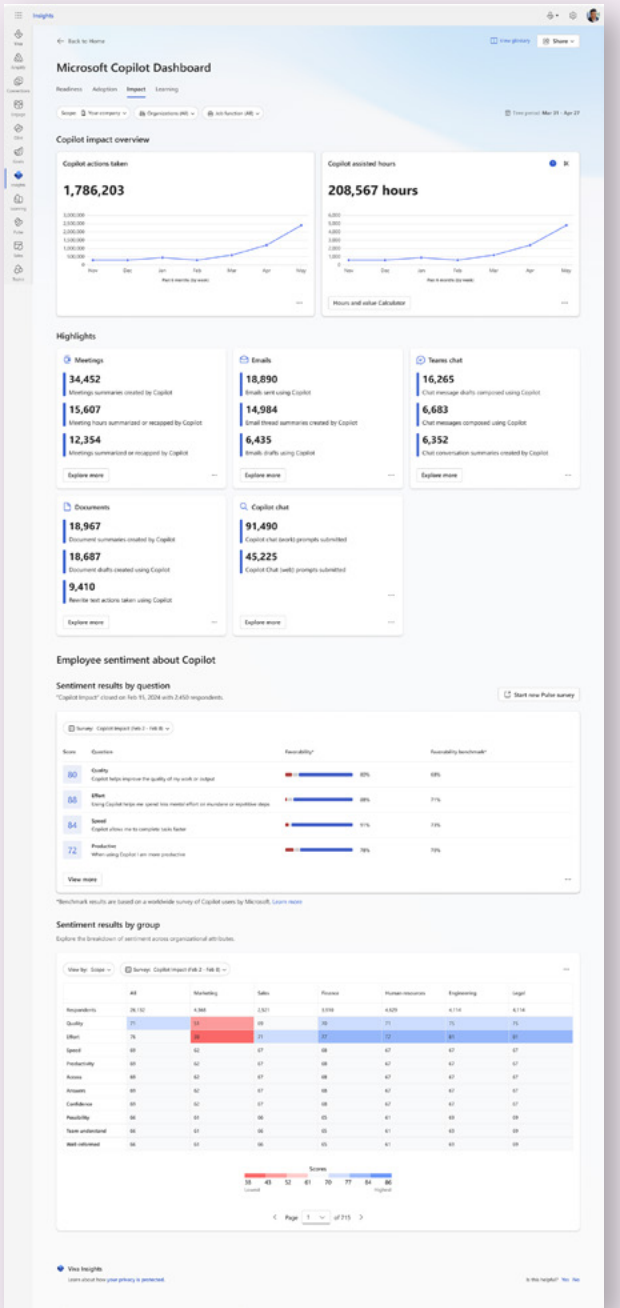
When you combine foundational adoption tracking with targeted action, you move beyond deployment into true transformation.

04

Maximizing value: Productivity and impact analysis

As organizations invest in AI tools like Microsoft 365 Copilot, leaders face a critical question: How do we measure, optimize, and scale that investment to deliver real business value?

The answer lies in Copilot Analytics—specifically, the Copilot Dashboard in Viva Insights. This strategic tool empowers leaders to move beyond operational metrics and into the realm of business impact analysis.



The Copilot Dashboard: A strategic lens for leaders

While the Microsoft 365 admin center provides essential operational reporting for IT administrators, the Copilot Dashboard is designed for business leaders. Its accessibility is intentional, and it can be delegated to department heads, business analysts, and program managers.

This makes it far more collaborative than traditional admin-only reports, which are more restrictive by design because of data sensitivity and advanced controls.

The Copilot Dashboard organizes insights into four interconnected pillars that tell the story of AI Value Realization:

1. Assessing readiness: "Where will we get the biggest bang for our buck?"

Before deployment, the Dashboard analyzes existing Microsoft 365 work patterns to identify where Copilot can have the most immediate impact. For example, a sales team spending 60% of its week in meetings and email is a prime candidate for early adoption.

2. Measuring adoption: "Are people truly changing how they work?"

Adoption is more than license activation. The Dashboard reveals multi-application usage patterns, helping leaders distinguish between casual use and deep workflow integration. Understand how employees are using AI to get work done.

3. Quantifying impact: "What is the business impact?"

The Copilot assisted hours metric estimates time given back to employees based on Copilot usage, while Copilot assisted value ($) translates that into a corresponding dollar value for this time savings.[2]

4. Understanding sentiment and learning: "How do our people feel about this?"

Integrated surveys capture employee perceptions of productivity, creativity, and work-life balance, providing a human context for the quantitative data.

This structure transforms the Dashboard into a strategic command center for AI adoption, connecting usage data to business value and productivity.

[2] Microsoft Learn: Connect to the Microsoft Copilot Dashboard for Microsoft 365 customers

The metrics that matter (and how to use them)

The Copilot Dashboard offers a robust set of metrics that progress from operational adoption to strategic ROI. Key examples include:

- Adoption by group.
- Adoption by app.
- Usage intensity and retention.
- **Copilot assisted hours.** Quantifies hours saved.
- **Copilot assisted value ($).** Converts time savings into dollars.
- **Employee sentiment.**

Turning metrics into action

Collecting data is only the first step. The real value comes from analyzing, contextualizing, and communicating these insights.

Tips for generating impact reports:

Show productivity increases
Lead with Copilot Assisted Hours and Value, framing them as "hours available to potentially reinvest in the business."

Set benchmarks
Use adoption and usage intensity data to create leaderboards by department, fostering healthy competition.

Identify high-performing groups
Spotlight teams with high multi-app usage and study their workflows to replicate success.

Develop targeted training
Pinpoint underused applications or features and design role-specific enablement programs.

Ideas for sharing reports across the organization:

Executive leadership
Provide a one-page summary highlighting ROI, adoption trends, and KPI correlations.

Department heads
Deliver monthly scorecards with their team's adoption rate, assisted hours, and sentiment scores.

HR leaders
Share sentiment and engagement reports to connect AI adoption with employee experience and retention.

IT and program managers
Supply the full dataset for operational oversight and license optimization.

Case Study: Using data to drive better adoption and value

Consider the example of Wallenius Wilhelmsen, a global logistics company facing productivity challenges due to legacy systems. By deploying Microsoft 365 Copilot and leveraging Copilot, they were able to:

Gauge adoption rates across departments, achieving **80% active usage** within the first seven weeks of adoption.

Identify the most-used Copilot features and expand training around them.

Break down data silos and overcome geographical divides with integrated platforms and unified workspaces.[3]

The result? A faster, more targeted rollout strategy that aligned Copilot usage with the company's most pressing operational needs.

The 2.1x advantage

2.1x

Microsoft's internal data shows that customers using the Copilot Dashboard have increased Copilot usage 2.1x more than those who haven't.[4]

This isn't just a statistic. When leaders can see where adoption is strong, where it's lagging, and what's driving impact, they can make informed decisions that accelerate ROI.

The path forward

Maximizing the value of AI in the enterprise demands continuous measurement, optimization, and storytelling. The Copilot Dashboard equips leaders with:

- **Clarity** on where to focus adoption efforts.
- **Evidence** to justify investment and expansion.
- **Insights** to improve employee experience and performance.
- **Stories** that inspire organizational buy-in.

In the era of AI transformation, data is your most powerful change management tool. By leveraging Copilot Analytics, you can ensure your AI strategy isn't just operational but also transformational.

Bottom line

The organizations that win with AI will likely be those that can measure what matters and then act on it. With Copilot Analytics, you have the visibility to turn AI potential into measurable business impact.

Next steps:

1. **Activate the Copilot Dashboard** in Viva Insights for your organization.
2. **Define your key business metrics** and connect them to Copilot usage data.
3. **Establish a reporting cadence** that keeps leaders informed and engaged.
4. **Celebrate and share success stories** to build momentum.

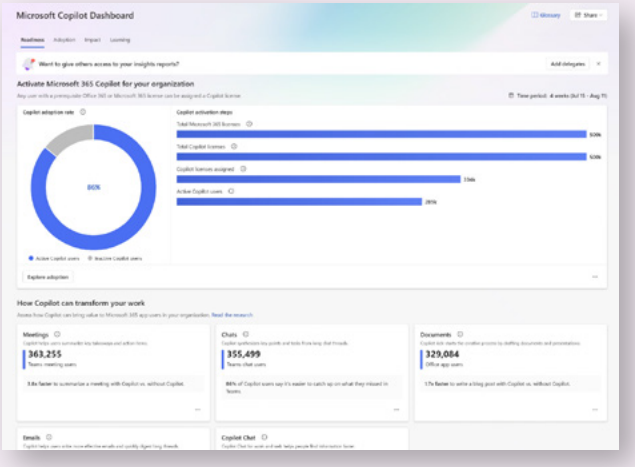
[3] AI at the helm: How Wallenius Wilhelmsen's adoption of Viva and Copilot is shaping its future

[4] Based on Microsoft internal data of over 7,000 Microsoft 365 Copilot customers, correlating Copilot Dashboard usage with growth in monthly active users, April 2025-January 2025.

05

Demonstrating business impact: Making the connection between AI use and KPIs

An important tool for measuring AI's impact lies in advanced analytics in Viva Insights, now included for customers with over 50 Microsoft 365 Copilot licenses. This capability goes beyond standard dashboards, giving you the tools to correlate Copilot usage with your own operational and financial KPIs.



The Copilot Business Impact Report delivers a prebuilt, customizable Power BI template designed to merge Copilot usage data with your business performance data. Other key insights are gained through the customization of prebuilt reports—or the creation of your own—allowing an even deeper analysis on adoption and how Copilot impacts your organization's workflows and productivity. You can also track agent usage and effectiveness through Microsoft 365 agents reports and Copilot studio agents reports, which demonstrate business impact using your specific business data.

With advanced analytics, you can:

- **Import and correlate third-party data**
  Bring in your sales, service, HR, or finance metrics and connect them to Copilot usage patterns.
- **Filter and group by organizational attributes**
  Analyze adoption and impact by region, department, tenure, or job level.

- **Analyze long-term trends**
  Move beyond the 28-day reporting limit to see six months or more of data, revealing sustained behavioral shifts.
- **Customize metric definitions**
  Define what "active usage" or "high-intensity usage" means for your business context.
- **Compare collaboration patterns**
  Understand how workflows and communication evolve before and after Copilot adoption.

This combination of usage telemetry and business outcome data allows you to answer the question every leader is asking: **Is AI actually moving the needle on our strategic priorities?**

The KPIs that matter: From adoption to business impact

While adoption rates and usage intensity are important leading indicators, the real proof of value comes from business outcome KPIs. These are the metrics your executive team already tracks, like revenue growth, cost savings, and customer satisfaction. The Copilot Business Impact Report compares individuals' usage to a predetermined KPI. You can compare groups with different usage rates and demonstrate the resulting difference against KPIs.

Based on Microsoft's recommended metrics, here are examples by function:

Sales (CRM data)

- Win rate/lose rate
- Deal size ($ value)
- Deals created/opportunities pursued
- Sales cycle length
- Revenue per seller

Customer service and IT (service platform data)

- Case/ticket resolution time
- First call resolution rate
- Customer satisfaction (CSAT)
- Number of tickets or calls handled

HR (HCM/HRIS data)

- Employee engagement scores
- Retention/attrition rates
- Time to onboard
- HR issue resolution time

Legal and procurement (ERP/legal systems)

- Average contract review time
- Compliance rate
- Dispute win rate

Finance

- Forecast accuracy
- Time to complete financial reporting
- Deviation from budget

By integrating these KPIs into Viva Insights, you can compare performance between high Copilot users and low or inactive users, revealing clear correlations between AI adoption and business results.

From idea to evidence: Forming a hypothesis and building the data pipeline

To measure AI's impact effectively, you need a clear, testable hypothesis and a data pipeline that connects usage to outcomes. Here's a proven framework:

Step 1: Identify the business champion

Partner with a leader in the function you want to analyze. This is someone who knows the pain points, owns the data, and can drive adoption. For example, an HR Director who wants to reduce time spent answering repetitive employee queries.

Step 2: Define the scope and success metric

Select a specific use case and pilot group (ideally 50–100 users). Agree on the KPI to measure, like "Time to Resolution" for HR cases.

Step 3: Map the 'before' and 'after' process

Document how work is done today versus how it will be done with Copilot. This helps clarify where time savings or quality improvements will occur.

Step 4: Formulate the hypothesis

For example:

"If our HR generalists use Copilot Chat grounded in our internal HR knowledge base, then we will see a 30% reduction in average Time to Resolution for employee queries."

Step 5: Enable the data pipeline

Work with your analyst to:

- Export KPI data from the relevant business system (with employee identifiers and timestamps).
- Pull Copilot usage data from Viva Insights.
- Join the datasets on a common identifier (e.g., email address).
- Use the Copilot Business Impact Report to visualize correlations.

For end-to-end instructions for how to upload business data to insights—and transform AI measurement from anecdotal feedback into defensible, data-backed evidence—see this **MS Learn** article.

Implementing the Copilot Business Impact Report: A step-by-step guide

Creating Copilot Business Impact reporting in Viva Insights is a collaborative effort between business leaders, analysts, and IT admins. Here's a streamlined roadmap:

Phase 1: Setup (weeks 1–2)

- Assign roles: Business Sponsor, Viva Insights Analyst, M365 Admin.
- Verify licensing: Ensure you have at least 50 combined Copilot and Viva Insights licenses.
- Finalize your business hypothesis.

Phase 2: Data integration (weeks 3–4)

- Prepare your business outcome data (CSV with employee ID, metric value, date).
- Upload the data into Viva Insights via the analyst workbench.
- Validate the mapping and join keys.

Phase 3: Execution (weeks 4-8)

- Let teams use Copilot over the next few weeks and months to understand impact.
- Consider training programs to encourage usage.
- You'll need enough data across teams to see differences between usage and impact to KPIs.

Phase 4: Analysis and reporting (weeks 7–10)

- Use the Copilot Business Impact Report template in Power BI.
- Filter by department, region, or role.
- Compare high-usage vs. low-usage cohorts over time.

Phase 5: Action and iteration (ongoing)

- Review findings with stakeholders.
- Identify best practices from high-impact users.
- Launch targeted adoption campaigns to replicate success.

Case Study: Microsoft Sales measures the value of Copilot

Microsoft's own MCAPS sales team put this methodology into action to measure the business impact of Copilot. By combining usage data with sales KPIs, they uncovered powerful insights:

9.4% **increase in revenue per seller** among high Copilot users.

20% **increase in deals won** for the same cohort.

5% **increase in overall sales pipeline** after achieving daily usage among more than 50% of sellers.[5]

How they did it:

1. **Engaged sales leaders** to identify the KPIs that mattered most.
2. **Drove adoption first,** ensuring a critical mass of daily users before deep analysis.
3. **Started broad,** tracking multiple KPIs, then narrowed to the ones most impacted.
4. **Refreshed data monthly** to track trends and validate results.
5. **Used champions**—top-performing sellers with high Copilot usage—to inspire peers.[6]

The result? A data-driven, leadership-ready value story that proved Copilot was not just a productivity tool but a revenue driver.

[5] Microsoft Copilot 365 blog: How we measured the business impact of Copilot on Sales at Microsoft

[6] AI is already changing work—Microsoft included

Bottom line

In the AI era, adoption alone is not enough, making AI measurement a strategic imperative. Leaders need to show how AI investments translate into tangible business results. With Copilot Analytics and advanced analytics in Viva Insights, you can:

1. **Activate the Copilot Dashboard** in Viva Insights for your organization.
2. **Define your key business metrics** and connect them to Copilot usage data.
3. **Establish a reporting cadence** that keeps leaders informed and engaged.
4. **Celebrate and share success stories** to build momentum.

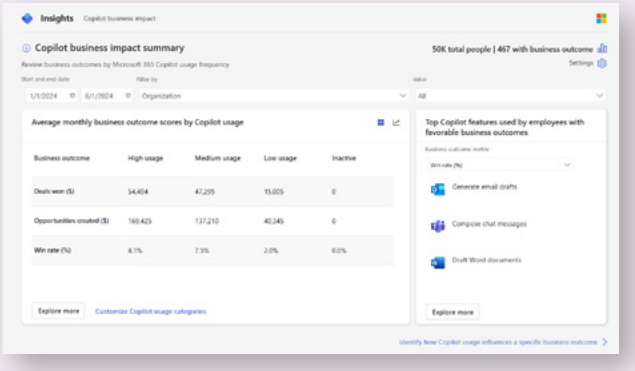
06

Using data to make informed strategic decisions in your AI transformation

Copilot Analytics acts as a command center for AI strategy.

These tools help you establish a clear understanding of who is using AI, how they're using it, and where adoption is thriving or lagging. They also uncover opportunities to optimize usage—whether that means boosting overall workforce productivity or targeting specific business unit KPIs like sales win rates, customer resolution times, or operational efficiency.

This shift from anecdotal assumptions to real-time, data-backed decision-making empowers IT and business leaders to allocate resources strategically, focus training where it matters most, and tie AI adoption directly to business outcomes.



Best practices for using data to drive AI success

Data alone doesn't create transformation—it's how you use it that matters. The most successful organizations follow a continuous improvement cycle: Measure, analyze, act, and measure again. Based on insights from thousands of Microsoft 365 Copilot customers, here are three proven best practices to guide your AI strategy.

1. Justify future investments with business-centric data

Securing ongoing investment in AI requires speaking the language of business value—not just technology adoption. While adoption rates and active user counts are important, they only tell part of the story. The real breakthrough comes when you connect AI usage to measurable business outcomes.

Key tools and metrics:

- **Copilot Business Impact Report**
  Copilot usage with KPIs from your CRM, ERP, or service platforms.
- **Copilot assisted hours and value**
  Quantify time saved and translate it into financial terms for executive stakeholders.

Hypothetical example in action

Say a hypothetical sales organization uploads CRM data into Viva Insights and discovers that sellers who use Copilot to summarize meetings and draft follow-up emails within an hour have a 15% higher win rate. Framed in CFO-ready terms, this insight could become:

"Scaling this workflow across the sales division could increase quarterly revenue by $4.5M."

Recommendation:

Start with a high-impact pilot in a department with clear KPIs (Sales, Customer Service, Finance). Connect usage data to those KPIs, then present the results in terms of revenue growth, cost savings, or efficiency gains. This creates a data-driven business case for expanding licenses, training, and AI-enabled workflows.

2. Develop targeted, data-informed training programs

Generic "everyone gets the same training" approaches waste time and resources. Copilot Analytics allows you to pinpoint exactly where adoption is lagging and why—so you can deliver the right training to the right people at the right time.

Key tools and metrics:

- **Adoption by group**
  Identify departments or teams with low active usage.
- **Usage by feature**
  See which workflows are delivering the most value for power users.

Example in action

The Finance department shows only 15% adoption compared to a company average of 70%. Instead of sending them a generic Copilot overview, IT partners with Finance leadership to address a specific pain point: month-end variance commentary. A targeted training session focuses on using Copilot in Excel to automate commentary generation—solving a real, high-effort problem.

Recommendation:

- Identify your champions (top 10% of users) and laggards (lowest adoption groups).
- Diagnose the "why" behind low adoption (technical readiness, lack of awareness, or unclear value, etc.).
- Scale winning workflows from champions to laggards through focused, role-specific training.

3. Communicate success to drive a positive AI culture

AI adoption is as much about culture as it is about technology. Data can help you build momentum by turning individual wins into organizational inspiration.

Key tools and metrics:

- **Usage data**
  Identify super users and high-value workflows.
- **Copilot Business Impact Report**
  Capture quantifiable success stories.

Example in action:

A marketing manager uses Copilot in Word to cut creative brief–writing time by 75%, freeing hours for strategic work. This story, backed by usage data, is shared in an all-hands meeting and posted in the company's Teams channel. The result? Other teams start experimenting with the same workflow.

Recommendation:

- Establish a communication cadence (e.g., weekly "Tip of the Week," monthly success spotlights, quarterly ROI updates).
- Share both big wins (e.g., $1M in projected savings) and small wins (e.g., five hours saved per week per employee).
- Use peer stories to normalize AI usage and make adoption feel employee driven, not IT mandated.

Bottom line

When you combine these best practices—**tying AI usage to business outcomes, targeting training with precision, and communicating wins—you create a self-reinforcing cycle of adoption and impact.**

With Copilot Analytics, you're not just tracking AI usage—**you're orchestrating an AI transformation** that's measurable, scalable, and directly aligned to your organization's strategic goals.

The results?

- **Smarter investment decisions** based on real ROI
- **Higher adoption rates** in the areas that matter most
- **A culture that embraces AI** as a driver of innovation and competitive advantage

In today's fast-moving business environment, **data is your most powerful decision-making tool**. By leveraging Microsoft Copilot Analytics, you can move beyond "deploy and hope" to a deliberate, data-driven AI strategy that delivers lasting value.

07

Additional resources and conclusion

For further reading and detailed guidance, Microsoft's documentation on Copilot Analytics is an invaluable resource.

Key references include the **Copilot Analytics Introduction** on Microsoft Learn, which provides an overview of the analytics suite and its capabilities, and the specific how-to guides for the **Copilot Dashboard** and the admin center's **Copilot readiness and usage reports**.

By combining the principles in this paper with those official guides, IT leaders will be well equipped to lead a data-informed AI journey—accelerating adoption, maximizing value, and steering confidently toward business results in this new era of workplace AI.

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