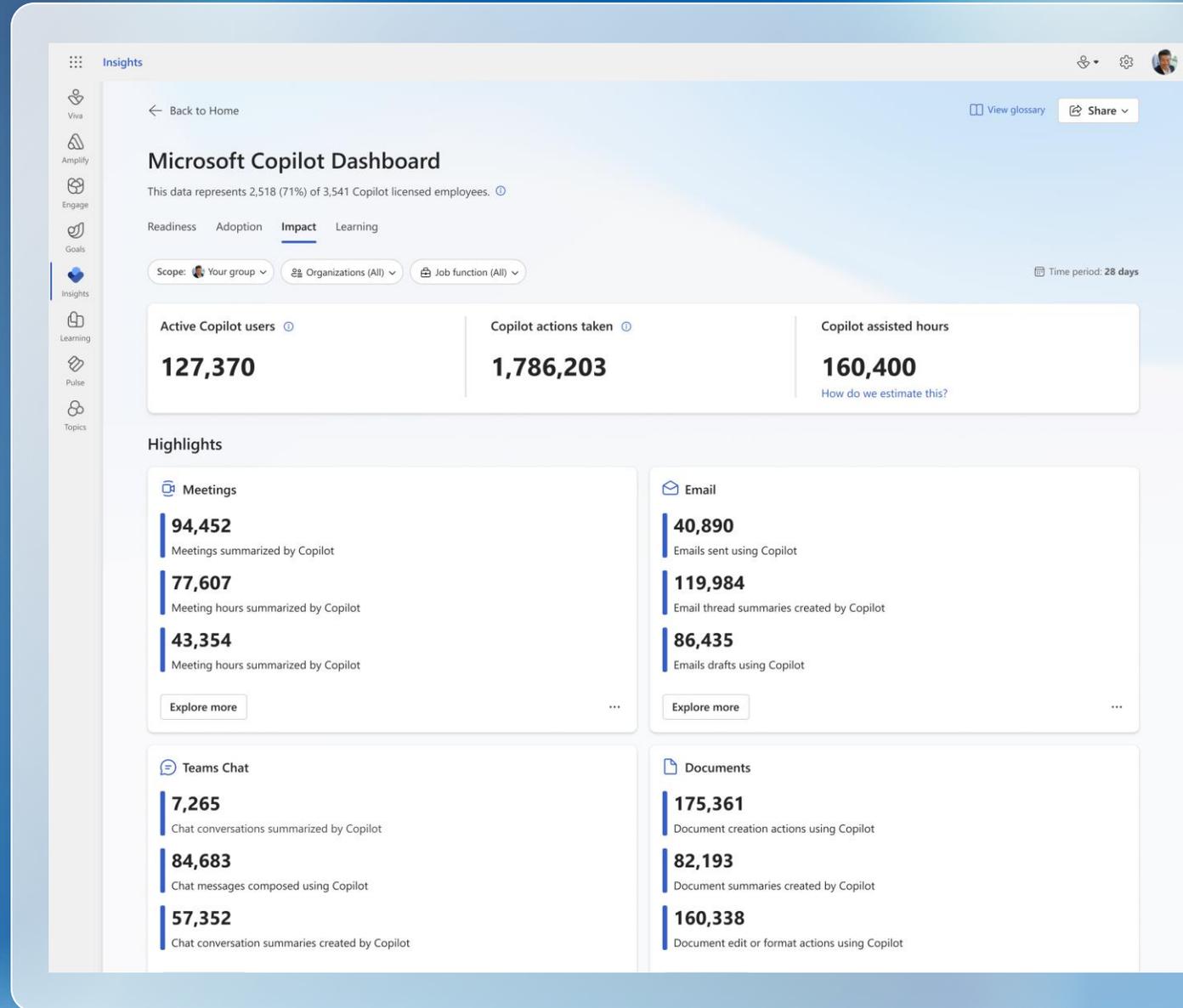


# Advanced analytics to understand your Copilot journey

Microsoft Viva Insights





## Understanding how Copilot is being leveraged by your organization is paramount.

Copilot for Microsoft 365 works to provide every employee the opportunity to enhance their productivity and amplify their creativity through responsible, secure AI.

However, change can be daunting, and we approach any new technology “launch” as a long-term evolutionary process.

Our goal with Microsoft Viva Insights is to provide critical data-driven insights needed to understand how your Copilot adoption is progressing and where there could be additional opportunities to provide employees support and training. As well as providing a holistic view into your organizations quantitative and qualitative Copilot productivity gains.

**In this eBook, we cover some of the advanced analytics capabilities available for Viva Insights licensed customers.**

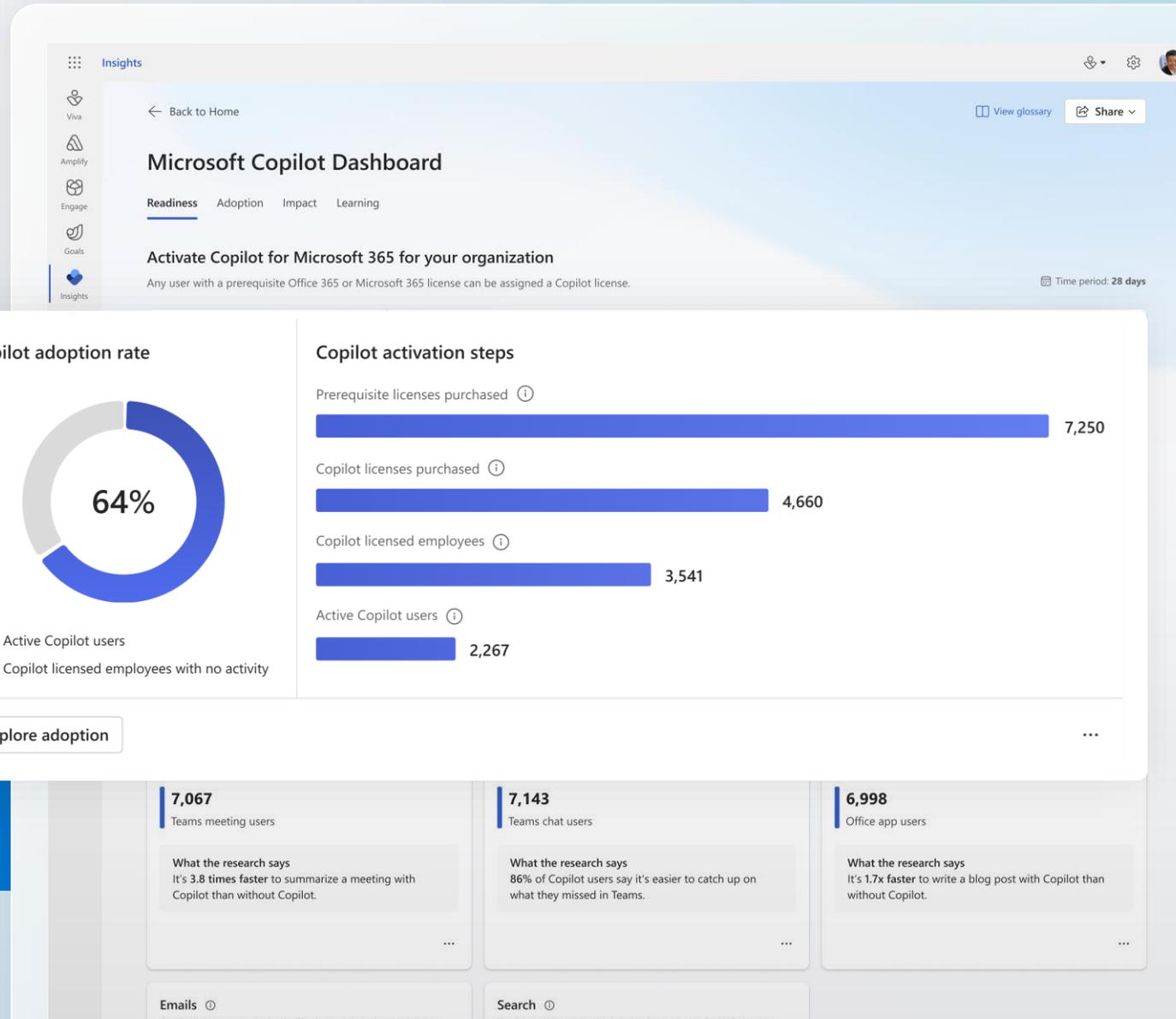


# Access organizational readiness for Copilot

Gain critical visibility into licensing and Copilot activation status. Includes supporting research to help assess the potential impact of scaling Copilot across your organization.

 Viva Insights helps you understand how ready your organization is to leverage Copilot. Additionally, you can leverage collaboration and ways of working reports to identify ideal pilot populations or pinpoint groups with early adopters and influencers that can help drive your rollout programs.

Product images subject to change



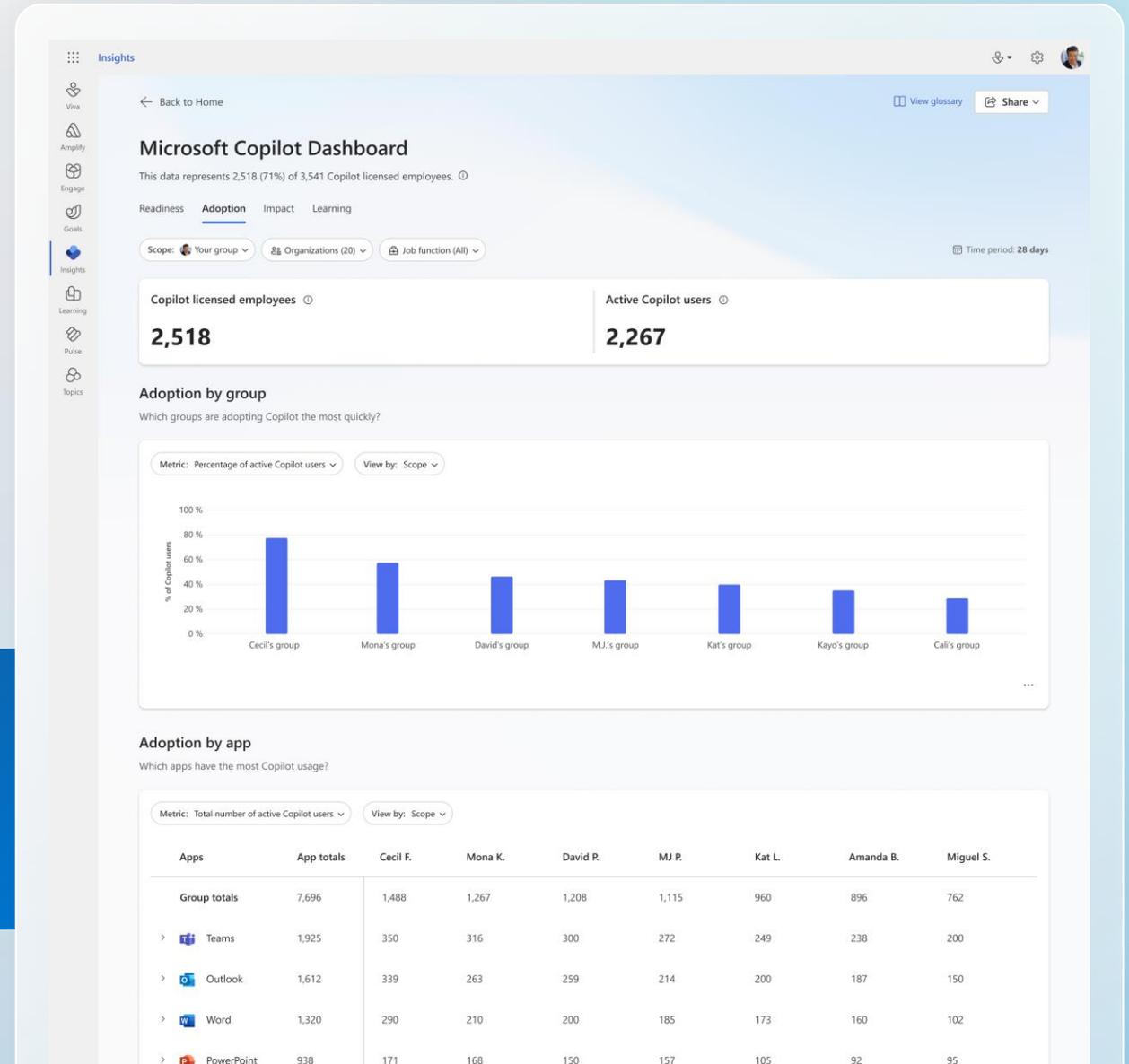
# Understand how Copilot is being leveraged

Examine Copilot usage by app and by feature, to gauge where and how its being used across meetings, chat, documents, emails, and search. Apply a variety of scopes and filters to adoption trend reports for deeper organizational views.

Viva Insights analysts can also create custom reports with Copilot data.



How is Copilot usage varying across group and job function? Where are there early adopters that can provide feedback to help accelerate adoption, facilitate knowledge sharing, and drive cultural change? How are you communicating wins throughout the organization?



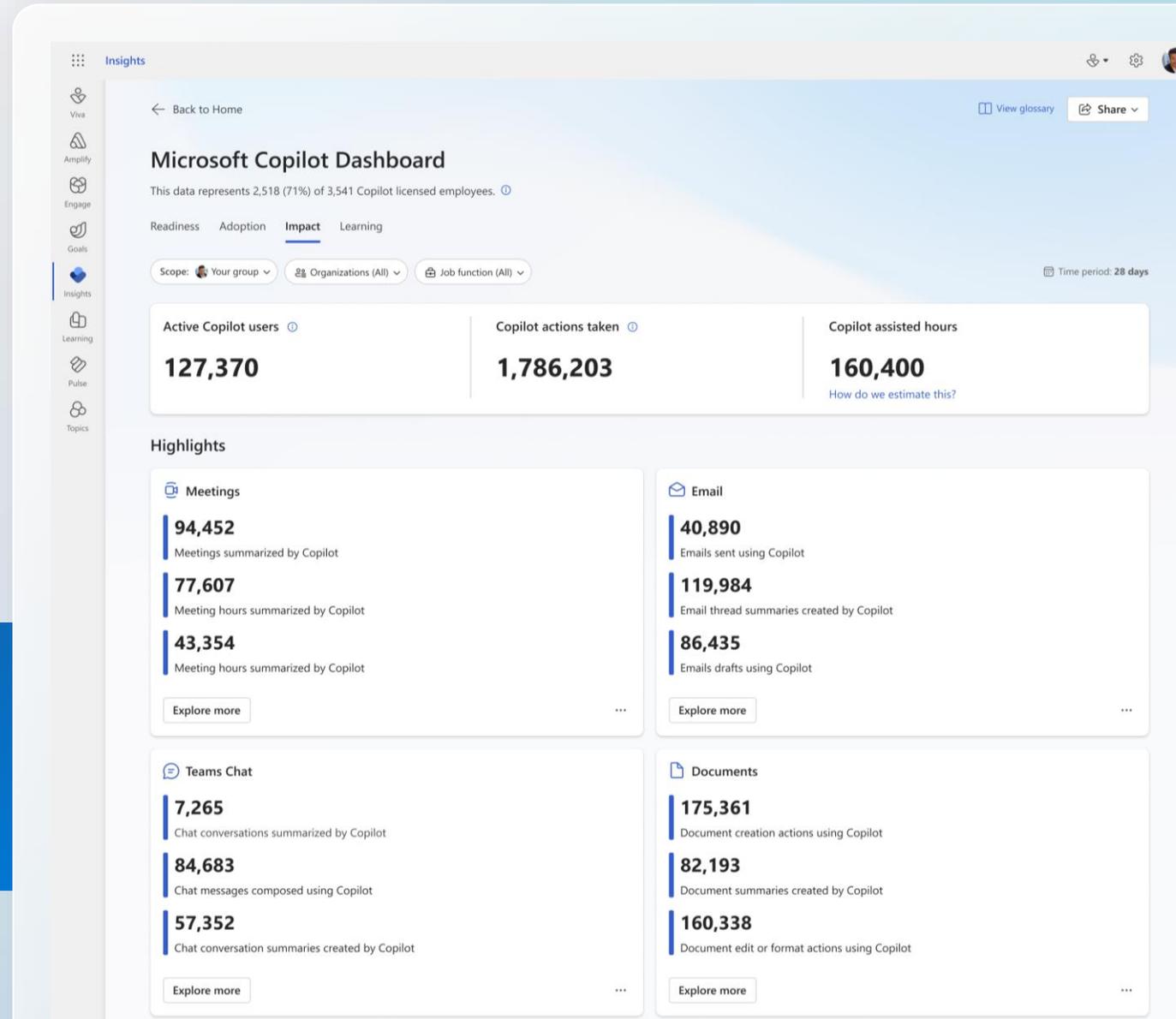
# See where Copilot is adding the most value

At a glance, see the number of Copilot assisted hours over the previous 28-day period. Visualize a summary of Copilot actions and behavior changes across common workplace activities, like meetings, email and chat, document creation, and graph-grounded search.

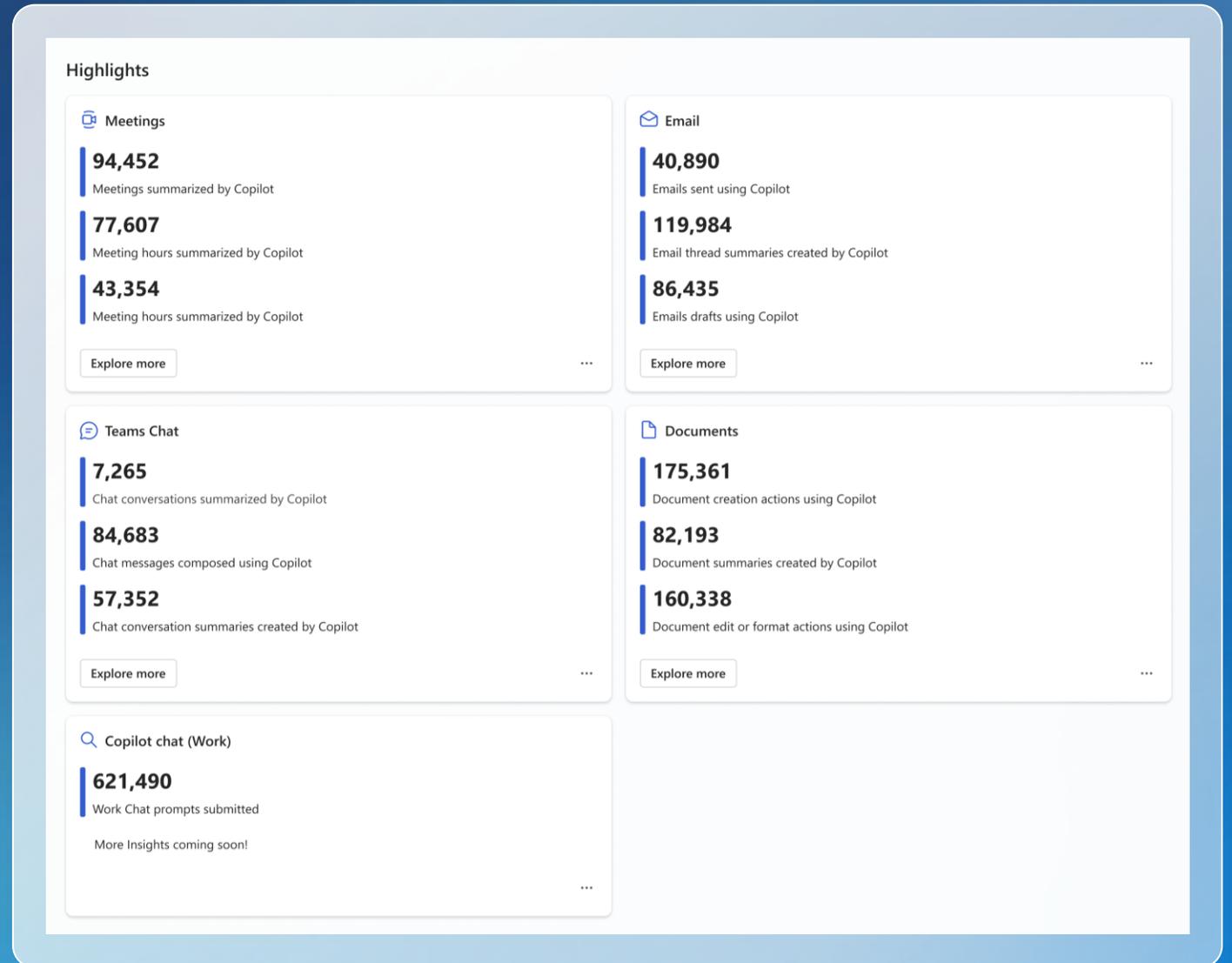


How has Copilot impacted business objectives? How has usage progressed over time and where is the demonstrated ROI? What groups could use more support in their adoption of Copilot? How has key performance indicators changed since Copilot?

Product images subject to change



Understand the impact Copilot capabilities are having on key metrics and workplace behaviors.



Apply scopes and filters to focus your analysis on a particular group or job function. Compare usage between Copilot users and non-Copilot users.

### Meetings

This data represents 2,518 (71%) of 3,541 Copilot licensed employees.

Scope: Your group | Organizations (20) | Job function (All) | Time period: 28 days

#### Comparison between groups

Copilot metrics | Behavioral metrics

Group 1: Group (All) | Organization (20) | Job function (All) | Copilot licensed employees: 4,500

Group 2: Group (All) | Organization (20) | Job function (All) | Copilot licensed employees: 4,500

Number of Copilot licensed employees who match the selected filters.

Metric name	Group 1 (Total)	Group 2 (Total)	% Difference (Per user per month)
Meetings summarized by Copilot	4	2	Group 2 is 50% lower.

#### Metric comparison between Copilot and non-Copilot users

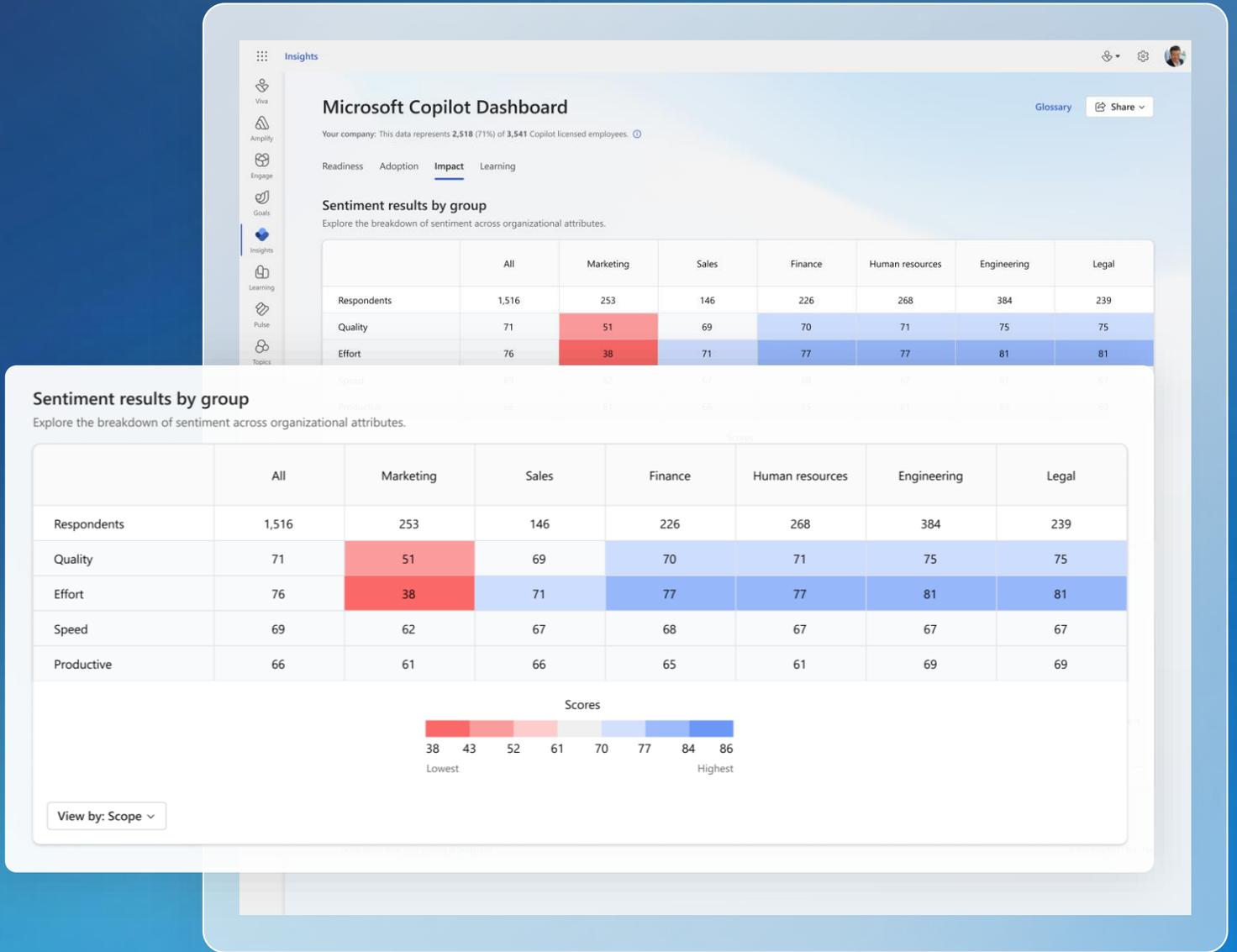


More insights coming soon



Use pre-built survey templates to quickly understand org-wide user sentiment benchmarked against results of a worldwide survey of Copilot users.

Gain visibility into how user sentiment differs by group, organization, or job function.



# Dive deeper with custom analysis using Copilot metrics

For further data analysis, bring in your own custom outcome metrics for visibility into Copilot impact and return on investment.

Microsoft Viva Insights

Home

Analyst

Analysis

Query results

Metric rules

Organizational data

Video demos

Contact admin

Person query

Reset Run

Watch demo video Download sample results Show me how

Query setup

Query name: Person\_dflan\_11/07\_5:14PM

Description (optional): Add a description

Time period: Select a time period

From: Sun, 11/02/2021 To: Sat, 02/9/2021

Auto-refresh

More settings

Metrics, filters, and organizational attributes

1 Select metrics for what you want to know about your employees

Metrics are criteria used to measure productivity and wellbeing of employees. For example: After hours in calls, Meeting hours, Multitasking time. [Learn more](#)

After hours × Decision making meeting hours × Status update meeting hours × Lengthy meeting hours × Call hours × Diverse ties × Email hours × Email hours ×

External network size × Instant message count × Meetings with manager 1:1 × Meeting count ×

Include Microsoft 365 Copilot metrics in this query [New](#)

[Learn more about the metrics](#)

Note:

- Copilot metrics will not include last week's data during metric computation.
- If there aren't Copilot licenses assigned in your org, the Copilot metrics will not get computed.

2 Select which employees you want to include in the query

Filters are selected to identify group of employees to be included in the query. For example: Function type, Job level, Cost center. [Learn more](#)

Copilot Dashboard features and capabilities		License requirement	
		Microsoft 365 or Office 365	Viva Insights*
Readiness	Tenant level visibility into Copilot eligibility, licensing, and activation status	•	•
	Microsoft 365 app usage and supporting research to help assess potential impact	•	•
Adoption	Tenant level visibility into adoption trends, such how many people are using Copilot, in which apps, and in what ways.	•	•
	Apply scopes and filters to adoption trend reports for deeper organizational views.		•
	Tailorable pre-built report template and advanced capabilities to create custom reports for additional visibility into adoption trends.		•
Impact	Understand the impact of using key Copilot features on key metrics and workplace behaviors.		•
	Apply scopes and filters to compare Copilot usage and key workplace metrics between groups of Copilot users and between Copilot users and non-Copilot users.		•
	Tailorable pre-built report template and advanced capabilities to create custom reports for additional visibility into Copilot impact and return on investment		•
Sentiment	Tenant level visibility into employee feedback about the value and benefits of Copilot	•	•
	Visibility into how Copilot user sentiment differs across teams		•
	Prebuilt survey templates to make gathering feedback quick and easy		•
Learning	Research and best practices to help along the AI journey.	•	•

## Options to meet your Copilot analytics goals

There are two Copilot Dashboard offerings, which have different capabilities and licensing requirements.

The Copilot Dashboard available with a Microsoft 365 or Office 365 subscription provides tenant level information only.

The Copilot Dashboard available as part of a Viva Insights subscription includes additional insights to enable deeper views of Copilot adoption, behavior impact, and user sentiment with the ability to sort and filter across teams, job functions, app usage, and more.

Learn more on Microsoft Learn - [Use Microsoft Copilot Dashboard advanced features with a Viva Insights subscription | Microsoft Learn](#)

\* [Viva Insights](#), [Workplace Analytics and Employee Feedback](#), or [Viva Suite](#) SKUs



Adopting and embracing AI is not a simple or straightforward process; it requires careful planning, implementation, and evaluation to make sure individuals are fully empowered to embrace the benefits it provides.

Successful adoption often starts with cascading clear and consistent communications, enabling employees with the right skills and knowledge to leverage AI capabilities, and gathering insights and feedback to ensure successful AI adoption and impact. This is where Microsoft Viva can help.

Microsoft Viva brings together the tools and applications you need to engage and empower your workforce, including employee communications and communities, learning and skilling, workplace analytics and feedback, and more.

[aka.ms/VivaInsights](https://aka.ms/VivaInsights)

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