



CLIENT STORY

Infrastructure provider boosts employee productivity through Insight's Copilot expertise

Story snapshot

A UK based infrastructure provider partnered with Insight to pilot Microsoft 365 Copilot across 200 employees. The project improved employee productivity, informed strategic licence allocation, and achieved high user satisfaction, providing a foundation for wider organisational rollout.

- Automated repetitive tasks, enabling employees to focus on higher-value, strategic work.
- Data-driven licence allocation maximised return on investment across teams.

Background

A UK infrastructure provider aimed to accelerate its digital transformation through the adoption of Microsoft 365 Copilot, with the goal of improving productivity and operational efficiency. Operating across multiple UK departments, the organisation needed a structured adoption plan, targeted license allocation, and a user engagement strategy.

Challenge

A UK-based infrastructure provider sought to assess where Copilot Premium could have the greatest business impact compared with Copilot Chat. They also needed clarity on the most effective way to deploy licenses. At the same time, the organisation aimed to embed Copilot into daily workflows, uncover practical use cases across teams, and train champions to accelerate adoption. Capturing data-driven insights into task efficiency, along with potential cost and time savings, was another key priority.

With 200 pilot participants and a three-month timeline, the provider required Insight to deliver a structured, scalable adoption programme, that aligned with broader transformation objectives, while providing insights to inform wider Copilot rollout.

"The Copilot trial provided a clear view of how AI can support our business priorities. Partnering with Insight, we were able to focus adoption where it mattered most, measure impact, and build a foundation to scale Copilot throughout the organisation, with confidence."

Chief Information Officer, Infrastructure Provider

Solutions and outcomes

Insight guided the organisation through its Microsoft 365 Copilot pilot, combining practical adoption support with data-driven insights to maximise value. Delivered across four clearly defined phases over 12 weeks, the project followed a structured approach.

Insight led the project kick-off and preparation activities, agreeing timelines and milestones with the provider's stakeholders to establish a strong foundation.

As the pilot progressed, the team worked closely with the organisation to set clear KPIs and selected 200 participants from Finance, HR, Asset Management, Procurement, and Innovation. From there, they developed a targeted adoption plan that matched high-value use cases with the people and roles most likely to benefit from Copilot Premium.

To build confidence, Insight delivered training sessions, use-case workshops, and a champions evolution series. This approach equipped early adopters with the skills to integrate Copilot into their daily work. In turn they were able to automate routine tasks, respond faster and free up time to focus on strategic and higher-value activity.

Throughout the pilot, Insight captured usage data, monitored progress, and provided guidance to optimise licence allocation and maximise ROI. Pilot data was analysed to identify impactful workflows, lessons learned, and best practices. All of which were documented in a comprehensive report to support the wider rollout.

As a result, the organisation saw faster completion of everyday tasks, quicker access to information and improved decision-making. The pilot provided a clear roadmap for scaling Copilot across the organisation and aligning it with its long-term digital transformation objectives.

"The pilot showed how AI can genuinely empower our teams. With Insight's guidance, employees were able to streamline routine tasks and focus on more strategic work, while feeling confident and supported throughout the rollout."

Communications Consultant, Infrastructure Provider

Why Insight?

The infrastructure provider chose Insight for its Microsoft 365 expertise, AI knowledge and proven change management approach. Using a structured, agile approach, Insight focused adoption on the teams and roles with the highest impact.

By running workshops, training champions, and providing ongoing guidance, Insight ensured that Copilot adoption delivered measurable efficiency gains and high user satisfaction. The pilot was successfully completed and aligned closely with the organisation's strategic objectives, providing a clear blueprint for future organisation-wide rollout.

Results

95% active users

Adoption remained strong and stable throughout, indicating high engagement and sustained interest.

9/10 average user satisfaction

Users consistently rated satisfaction between 8 and 10, demonstrating clear value in daily workflows.

5 priority use cases identified per team

Content creation, brainstorming, reframing problems, strategic planning, and agent deployment were identified as the most impactful areas.

7,000 – 9,000 hours saved annually per team

Insight's guidance enabled the organisation to quantify huge productivity gains from Copilot Premium licenses.