

# Revolutionizing Workforce Productivity with KYP.ai and Microsoft 365 Copilot: A Data-Driven Approach

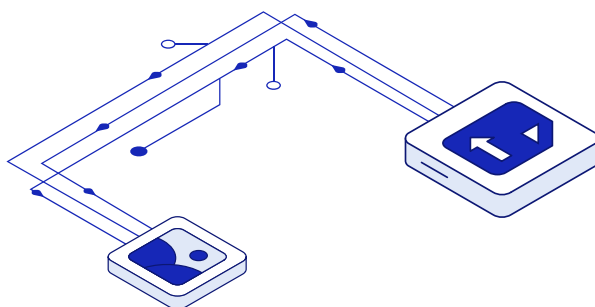


# Step into a realm where the synergy of artificial intelligence (AI) and the workplace not just improves productivity but creates strategic elevation.

Industry Analysts predict that through 2026, the impact of AI on jobs will be neutral. This signals that AI will not replace jobs but instead become a trusted companion, alleviating us from the burdensome aspects of work.

Leading the charge is Microsoft 365 Copilot, a pioneer in generative AI tools providing a glimpse into the future. Our journey delves into understanding the dynamics of the future workplace, navigating the nuances of Microsoft 365 Copilot implementation, and introducing KYP.ai as a strategic ally.

This report unveils financial insights on implementing Microsoft 365 Copilot in a pharmaceutical manufacturing organization across the USA, Germany, and India, showcasing its potential to revolutionize productivity and yield financial returns.



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# 01. The Changing Dynamics of the Future Workplace

## 1.1 Insights from McKinsey Global Survey and Gartner

Recent findings from McKinsey Global survey highlight the rapid adoption of generative AI tools, with one-third of organizations seamlessly integrating them within a year.

High-performing AI adopters, well-versed in conventional AI capabilities, lead the charge, signaling a pivotal shift in the workplace's technological landscape.

**33%**

of organizations integrate (Gen)AI tools within a year

**40%**

of organizations plan to increase overall AI investment

**Current AI does not outperform people in most tasks, but rather acts as a great partner, particularly in alleviating drudgery work.**

Microsoft 365 Copilot, an exemplar of generative AI tools, stands as a catalyst for a profound enhancement in white-collar workforce productivity.

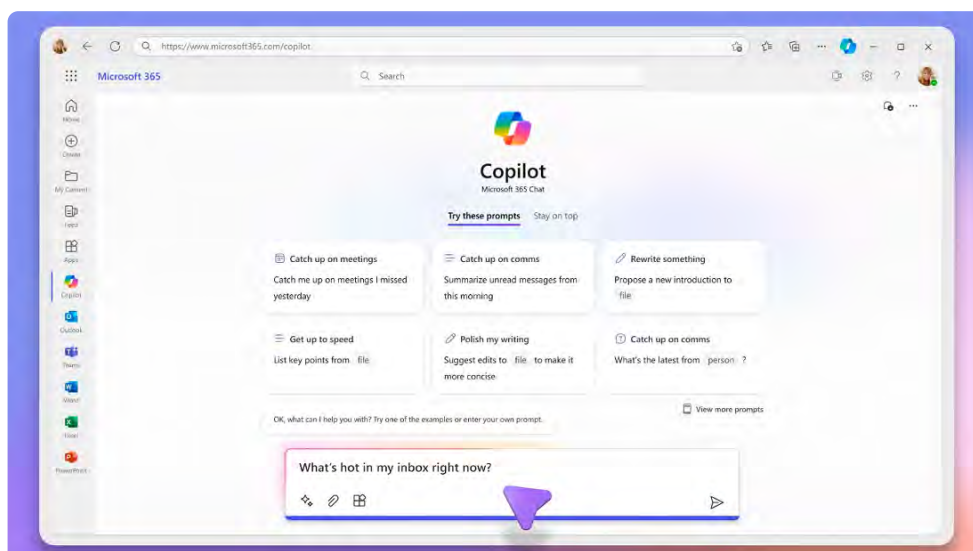
# 02. Navigating Complexities of Microsoft 365 Copilot Implementation

## 2.1 Microsoft 365 Copilot: Unlocking Potential for Enhanced Productivity

Microsoft 365 Copilot, powered by GPT-4, revolutionizes workplace productivity through seamless integration with Microsoft Graph and Microsoft 365 apps. This AI-driven tool is compatible with popular apps such as Word, Excel, PowerPoint, Outlook, and Teams, while adhering to commercial data protection. Offering real-time intelligent assistance, it automates routine tasks, fostering creativity, productivity, and skill enhancement. Liberating from mundane tasks, Microsoft 365 Copilot empowers employees to focus on high-value activities. Early users report remarkable impacts on job performance,

- Finance professionals praise simplified financial reporting (73%) and data quality validation (72%)
- Salespeople emphasizing sales opportunity identification (75%) and marketing-sales data unification (74%)
- Customer service agents highlight intelligent issue routing (70%) and trend detection in interactions (68%)

N.B: Survey results from Microsoft



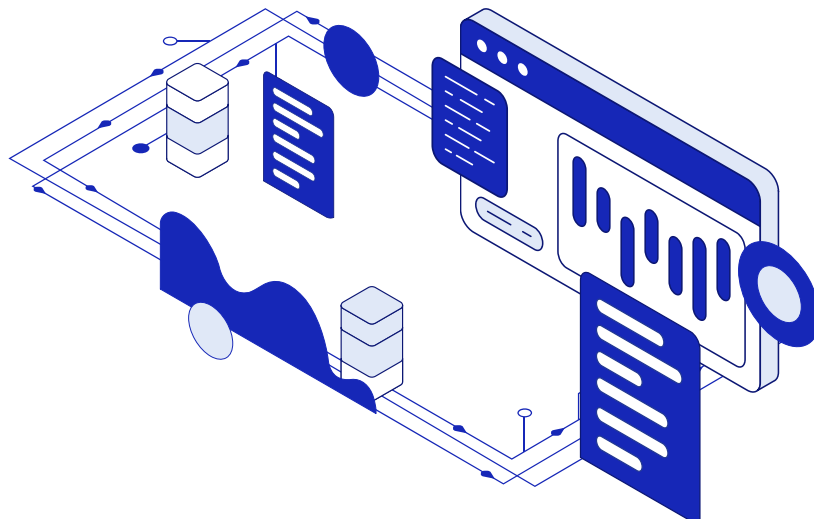
Source: MS 365 Copilot

## 2.2 Practical Challenges in Microsoft 365 Copilot Implementation

Though Microsoft 365 Copilot promises tremendous white-collar productivity benefits, its implementation introduces pragmatic challenges, with cost being a primary concern. Priced at \$30 per license per month with an annual commitment of minimum 300 licenses,

**the financial investment for a sizeable organization of 20,000 employees could range from \$108k to a whopping \$7.2 million per year.**

This underscores the imperative for a meticulous examination of return on investment (ROI) and strategic licensing considerations.



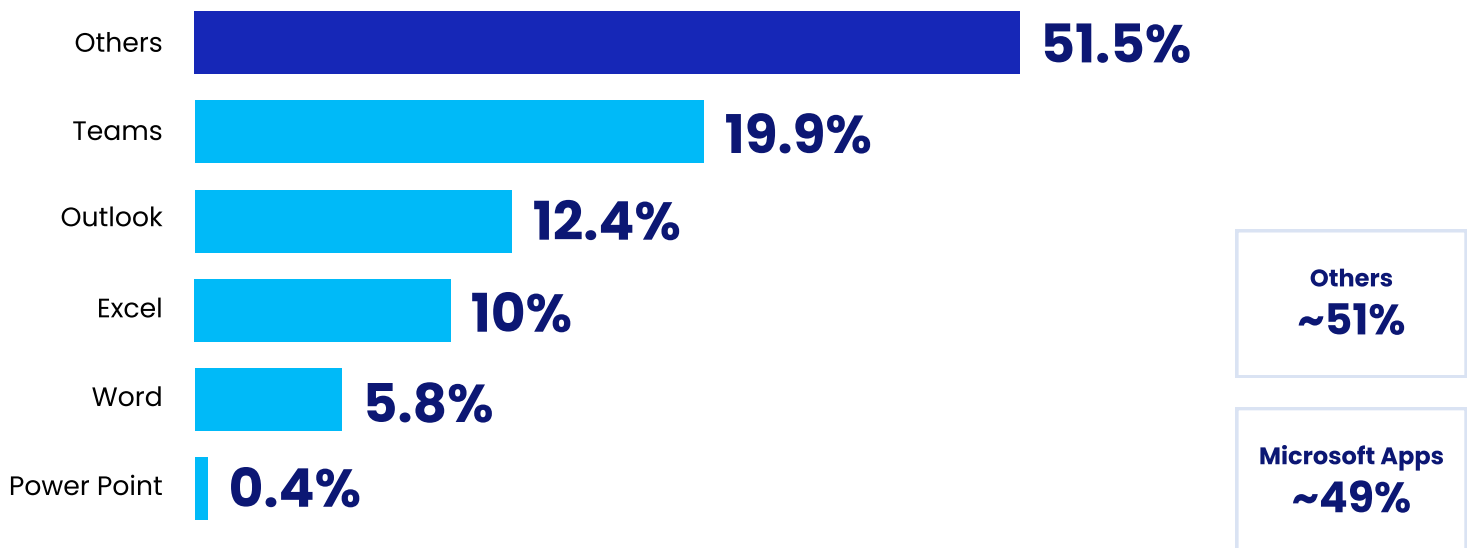
# 03. Leveraging KYP.ai for Informed Decision-Making

## 3.1 KYP.ai's Role in Impact Measurement & Business Case Assessment

In addressing these challenges, KYP.ai emerges as a strategic solution provider, as evidenced by a compelling case study involving a leading pharmaceutical manufacturer. Analyzing data from 900 employees across the USA, Germany, and India, KYP.ai identified that employees allocate approximately 49% of their time to Microsoft-related apps. This foundational data became instrumental in assessing the potential impact of Microsoft 365 Copilot.

Moreover, KYP.ai measured the potential boost in employee productivity expected after the deployment of Microsoft 365 Copilot. Potential workforce productivity improvements range from 5% to 19% and are irrespective of the country of operations.

### Total time spent on work related apps, (Oct'23–Nov'23)



## Microsoft 365 Copilot can improve the overall productivity in the range of 5%-19%

|                                 | Base Case<br>(Before Copilot<br>Deployment) | Optimistic Case<br>of Copilot<br>Deployment | Optimistic Case<br>Benefit | Conservative<br>Case of Copilot<br>Deployment | Conservative<br>Case Benefit |
|---------------------------------|---|---|----------------------------|---|------------------------------|
| Total time spent                | 162.4kh                                     | 130.9kh                                     | <b>~19.4%</b>              | 154.6kh                                       | <b>~4.8%</b>                 |
| Time spent<br>on Microsoft Apps | 78.8kh                                      | 47.3kh                                      | <b>~40%</b>                | 71kh  | <b>~10%</b>                  |

(Note: kh refers to thousand hours)

From the above table, a big difference between conservative and optimistic case is evident. A tool is required to

- Specifically identify individuals who are the right candidates for Microsoft 365 Copilot licenses
- Measure progress and, consequently, facilitate change management to attain the ideal (optimistic case) scenario.

### 3.2 Uncovering Financial Insights: Results from USA, Germany, India

KYP.ai's scenario analysis provided detailed insights into the financial viability of Microsoft 365 Copilot in different countries. In the USA and Germany, where average employee operational costs are higher, deploying Copilot from the outset exhibited a rapid positive impact. Financial benefits commenced early in the deployment. Conversely, in India, where the average cost of employee operations is lower, the financial returns were not as immediate.

**The result highlights the nuanced relationship between financial return, employee cost, productivity gains, and adoption rate<sup>4</sup>**



## Financial benefits of MS 365 Copilot are observed immediately after deployment in the USA and Germany

### Optimistic Case (Productivity increase by 19.4%)

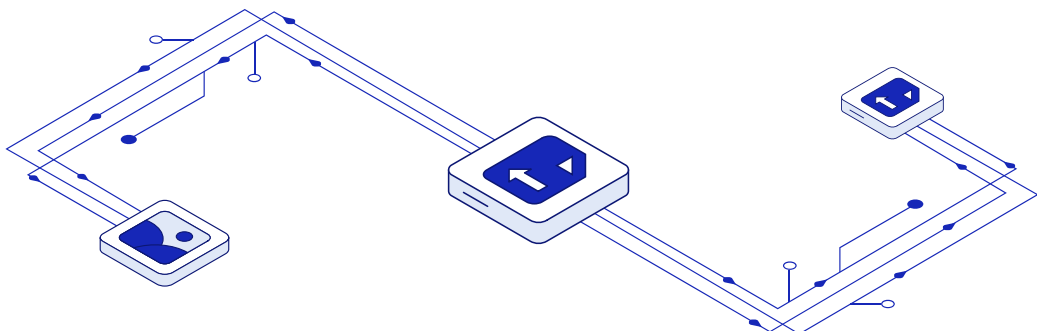
|     |   |                                       |  | 1 Month <sup>4</sup>            | After 6 Months <sup>4</sup>      | 12 Months <sup>4</sup>           | Ideal case                        |
|-----|---|---------------------------------------|--|---------------------------------|----------------------------------|----------------------------------|-----------------------------------|
|     | Average monthly cost to company per employee <sup>5</sup> | Productivity benefits from MS Copilot | Copilot subscription cost <sup>6</sup> per month for 300 <sup>6</sup> licenses | Monthly benefits at 5% adoption | Monthly benefits at 20% adoption | Monthly benefits at 80% adoption | Monthly benefits at 100% adoption |
| USA | \$9.4k  | 19.4%                                 | \$9k   | \$18.4k                         | \$100.4k                         | \$482.7k                         | \$538k                            |
| GER | \$6.4k  | 19.4%                                 | \$9k   | \$9.7k                          | \$66k                            | \$290.8k                         | \$365.7k                          |
| IN  | \$1.2k  | 19.4%                                 | \$9k   | -\$5.6k                         | -\$4.6k                          | \$45.4k                          | \$58.9k                           |

Extremely high
  High
  Low
  Extremely low

### Conservative Case (Productivity increase by 4.8%)

|     |   |                                       |  | 1 Month <sup>4</sup>            | After 6 Months <sup>4</sup>      | 12 Months <sup>4</sup>           | Ideal case                        |
|-----|---|---------------------------------------|--|---------------------------------|----------------------------------|----------------------------------|-----------------------------------|
|     | Average monthly cost to company per employee <sup>5</sup> | Productivity benefits from MS Copilot | Copilot subscription cost <sup>6</sup> per month for 300 <sup>6</sup> licenses | Monthly benefits at 5% adoption | Monthly benefits at 20% adoption | Monthly benefits at 80% adoption | Monthly benefits at 100% adoption |
| USA | \$9.4k  | 4.8%                                  | \$9k   | -\$2.2k                         | \$18k                            | \$99.2k                          | \$153.9k                          |
| GER | \$6.4k  | 4.8%                                  | \$9k   | -\$4.4k                         | \$9.5k                           | \$65.2k                          | \$83.7k                           |
| IN  | \$1.2k  | 4.8%                                  | \$9k   | -\$8.2k                         | -\$5.6k                          | \$4.4k                           | \$7.8k                            |

Extremely high
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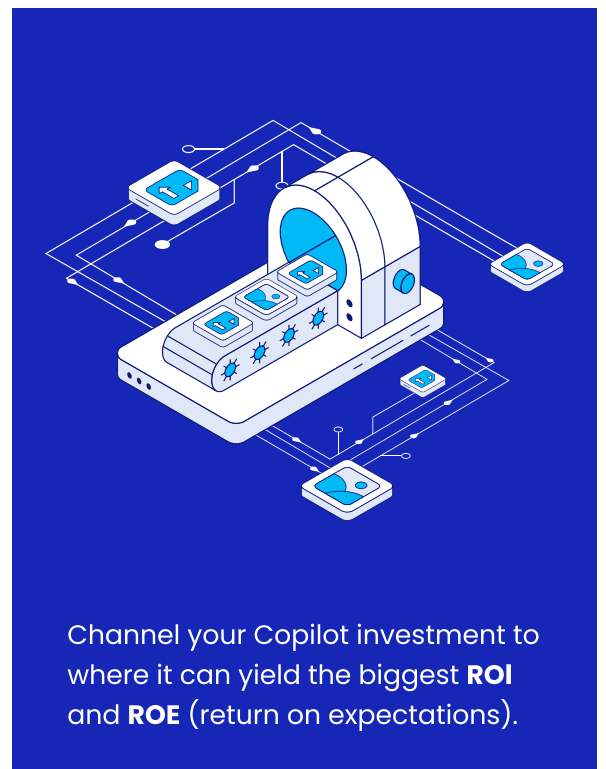
### 3.3 Prioritizing Copilot Deployment with KYP.ai Insights

KYP.ai's analysis underscores not only significance of tailoring Copilot deployment based on geographical nuances and average employee costs, but also points to a data driven decision making process on where to apply the copilot licenses first.

**While the tool promises remarkable improvements in employee productivity, the investment has to be prioritized for an organization to become a 'Focused Champion', knowing where to maximize the outcomes. This is exactly the problem that KYP.ai helps you to resolve.**

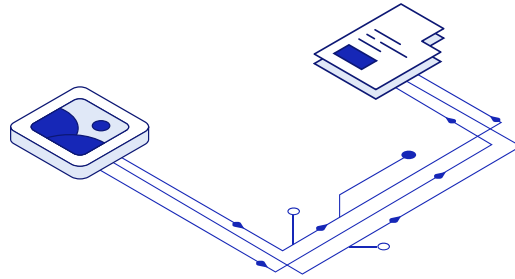
#### KYP.ai (Gen)AI Investment-Impact Matrix™

|      |   |  |
|------|---|--|
| High | <p><b>Lavish Experimenters</b></p> <p>These companies invest heavily in (Gen)AI, betting on results. But this 'spare no expense' attitude leads to suboptimal allocation of resources, where the average ROI per \$ spent is far from desired.</p>          | <p><b>Focused Champions</b></p> <p>Gold standard in (Gen)AI implementation. Organizations here expertly balance their Gen AI investments with substantial returns, setting benchmarks in both financial prudence and innovation.</p>                     |
|      | <p><b>Chaotic Spenders</b></p> <p>Organizations here are characterized by their uncontrolled spending on (Gen)AI with little to show in terms of productivity gains. They risk wasting resources without achieving the desired transformational impact.</p> | <p><b>Cautious Wannabes</b></p> <p>Organizations that exercise fiscal restraint on (Gen)AI spending, but are lacking sense of where to focus their investment. As a result, they often experience only marginal gains in productivity or efficiency.</p> |
| Low  | Low   | High   |



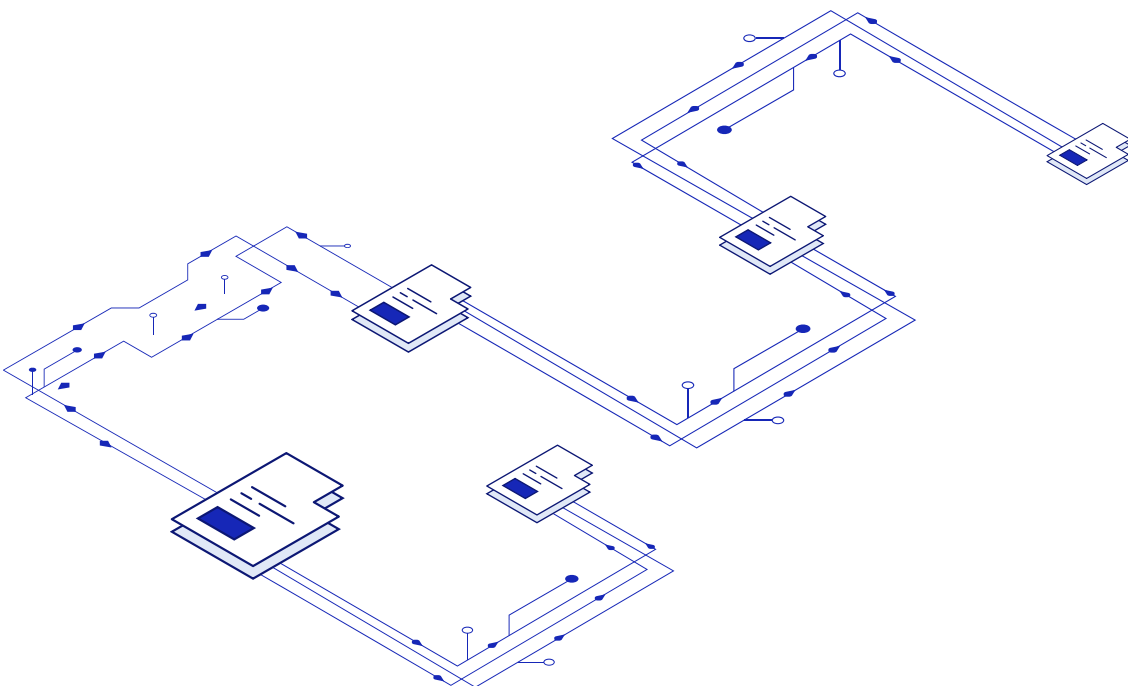
## 04. Conclusion

Microsoft 365 Copilot stands as your organization's formidable ally, poised to deliver substantial impact. While embracing CoPilot yields impressive results, navigating the strategic deployment of this potent technology can be challenging. KYP.ai empowers leading enterprises to achieve maximum business value by intelligently uncovering the people and processes that will see the biggest ROI.



## 05. Acknowledgments

This report acknowledges and draws upon the invaluable insights from the McKinsey Global survey, Gartner, and collaborative efforts with Microsoft, and KYP.ai's customer - a leading pharmaceutical manufacturer.



## 06. About the Authors



**Dr. Adam Bujak**  
**CEO and Co-Founder, KYP.ai**

Dr. Adam Bujak is the CEO and Co-founder of KYP.ai, with over 20 years of professional experience. He previously served as the Head of the Intelligent Automation practice at Capgemini, where he assisted multinational clients in building digitally augmented workforces at scale. Adam led the transformation of their processes by deploying AI, RPA, and analytics solutions. In his prior role as the Competitiveness and Industrialization Director and Global Head of Delivery Excellence, Adam played a pivotal role in Capgemini's transformation initiatives. He has a diverse international background, having lived and worked in Germany, Poland, Finland, India, and Australia. In addition to his current role as CEO, Adam is a frequent conference speaker. He holds a PhD in strategic management and a master's degree in banking and finance.



**Prof. Dr. John Wargin**  
**Executive Advisor, KYP.ai**

Dr. John Wargin, a retired Business Strategy Professor, has extensive expertise in spearheading transformative initiatives and fostering breakthrough innovation. His career includes collaborating with board-level executives in the design and implementation of large scale change programs. With a rich advisory background, he guides senior executives on strategies, change management, and IT-supported innovation across diverse industries such as automotive, IT, professional services, consulting, and manufacturing.



**Anand Mohan**  
**Executive Business Partner, KYP.ai**

Anand Mohan is the Executive Business Partner to the CEO at KYP.ai. He has a background in corporate and business strategy roles. In his previous positions, Anand led multiple growth and strategic initiatives across various geographies and industries, including the technology and pharmaceutical sectors. With a diverse international background, he has worked and lived in India, France, the UK, and Germany. Anand holds a master's degree in business management and a bachelor's degree in marine engineering.

Sources:

1. Source: KYP.ai internal case study; Calculated using assumptions: MS 365 Copilot increases Microsoft apps productivity by 40%<sup>2</sup>(optimistic case) and by 10%<sup>3</sup>(conservative case)
2. Benchmark from MIT Sloan research study: Navigating The Jagged Technology Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality [Link](#)
3. Internal estimation based on (Gen)AI use case from one of KYP.ai's customers
4. Benchmark taken from ChatGPT adoption at workplace after 3 months and extrapolated till 12 months (Source: [Statista](#)); Numbers may not add up due to rounding
5. Average cost of employees of KYP.ai's pharmaceutical customer; Numbers may not add up due to rounding
6. Minimum order quantity of 300 licenses at \$30 per month with 1 year commitment

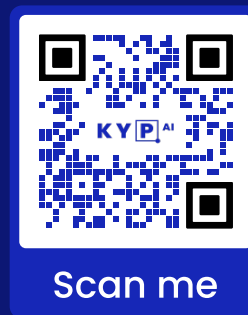


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or





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