



Gen AI. Make it matter.

Going from “what now” to “what’s next”
with Microsoft Copilot.



Make gen AI matter

It's no secret that Microsoft Copilot represents massive potential for success. What's less widely known is how to realize that potential—particularly when it comes to helping your people make the most of it.

Before you can truly seize the gen AI opportunity, you need to be confident in your ability to navigate the challenges along the way. From aligning people and processes, to integrating with legacy workflows, to ensuring data security and compliance, Cognizant can help you overcome the biggest hurdles that are standing in your way.

Read on to discover the three key areas where we can help make gen AI matter for your people and culture. As your trusted, strategic partner, we're here to help make real change possible.

6x

We make it six times more likely to meet your business objectives with Copilot.¹

We are also recognized as an Emerging Leader in the Gartner® Emerging Market Quadrant for Generative AI Consulting and Implementation Services.²

¹Cognizant, 2024 | Elevate the way you work

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Make it matter for your employees

Spreading the impact of Microsoft Copilot across your organization can be made easier. With the right conditions and expertise, you can avoid some of the mishaps that those who go it alone struggle with—like insufficient training, a lack of trust and resistance to change.

To succeed, leaders need a framework that follows four steps:

01

Identify several **use cases** where Copilot proves its value in a business like yours.

03

Measure successful and unsuccessful aspects of these pilots.

02

Encourage small groups to **adopt and test** Copilot in their projects.

04

Gradually **scale** them across the business.

Observations and results

70% of combined survey respondents said they were more productive.

68% said it improved the quality of their work.

29% faster task completion (searching, writing and summarizing).

4x less time catching up on missed meetings.

As part of this scaling process, we help you designate a network of champions—employees who are engaged with Copilot and who are able to help colleagues derive more value from the technology. For example, through internal communications, or with training modules that we can offer.

Learn how we've helped insurers achieve a user-centric gen AI integration.

Make it matter for your culture

Extracting the full value from Microsoft Copilot means achieving a healthy employee relationship with gen AI.

As your partner, we'll help you implement the right culture through learning loops of Awareness, Desire, Knowledge, Ability and Reinforcement—the Prosci ADKAR® Model.

These are reinforced by employee messages, training streams and Copilot champions selected from your workforce.

By working with you to take the right approach to the following areas, we help you scale and sustain Copilot's full potential.

See how Microsoft supported Volkswagen to drive efficiency with Microsoft Copilot.



Coaching



Prompting



Issue triage



Governance and safety



Role-based quick starts



Measurements,
including weekly active
users and scale gates

Extending Copilot's impact

We're with you for the long run, even after setting up the foundations for Copilot—that's wave one. Wave two consists of supporting you with add-ons and assistants that automate deep workflows, maintain guardrails and track performance.

Create “copilots” of your own with Microsoft Copilot Studio

Microsoft Copilot Studio lets users make their own AI assistants for all kinds of tasks: answering questions, automating customer services, speeding up business processes—the list goes on.

We’ve taken it a step further, using Copilot Studio to give our partners a unified platform that revolutionizes data access and utilization. With a single view of your entire data landscape and intuitive search functionality, teams can easily retrieve relevant information to power productivity and the user experience.

Our experts will also be by your side to help your people create custom assistants through Copilot Studio, unlocking more time for the work that matters most.

“Cognizant helps you establish a gen AI center of excellence that fleshes out key considerations for Microsoft Copilot Studio like governance, strategy, vision—defining these will define how people use the tool, giving you measurable ways to prove gen AI’s value to the business.”

Sainath Chundur,
Service Offering Lead Content and Collaboration, Cognizant

“Having one agent by itself is great, but it takes an agentic ecosystem to reach that next level of efficiency. We’ll help you remove silos and get your AI agents working together to reinvent how you work.”

Molly Russell,
Senior Consulting Manager, Cognizant

Make it matter for your bottom line

At Cognizant, we pride ourselves on building trust through small steps: starting with micro-pilots, then expanding to address areas like governance, measurement and culture. Once these elements are in place, we bring the tech to your teams through a self-sustaining engine of training,

champions and communication streams. Not only does this help every employee make the most of Microsoft Copilot, but it creates meaningful, measurable business change—whether it's time saved, fewer security incidents, cost savings or revenue growth.

Engineering Copilot to drive business value



Grow revenue

Microsoft Copilot can accelerate product launch timelines, enabling faster monetization, enhancing your competitive advantage, and unlocking new opportunities for revenue.



Optimize costs

Automating routine tasks reduces operational overheads by minimizing manual effort and errors. It also improves resource allocation by helping you spot inefficiencies and underutilized assets.



Enhance customer experiences

Provide instant, 24/7 assistance across services with AI-driven support. By leveraging user data, you can deliver personalized interactions that improve satisfaction and engagement.



Capitalize on Microsoft Copilot with the right partner

Cognizant works as an extension of your team: we'll help you implement Copilot to create meaningful change for your people and your bottom line.



Discover the most effective ways to make meaningful change with Copilot.



Pilot scenarios with our unique “small steps, big impact” approach.



Measure KPIs within these pilots to make necessary adjustments.



Scale Copilot across the business via champions, comms and training modules.

Our first steps together

As your partner, we'll assess which initial pilots are best for you based on business value, applicability and opportunity size.

Here are a few examples of how we have helped organizations make real change possible with Microsoft Copilot:

Banking and financial services

Automated earnings analysis reports with AI agents, accelerating report delivery and reducing errors by 24%.

Insurance

Automated underwriting workflows, making claims processing faster and more accurate. We've also used AI to triage, route, and summarize cases—transforming customer experiences.

Healthcare

Built multi-agent systems that streamline medical appeals—cutting grievance resolution time by 25%.

Retail and consumer goods

Transformed order and loyalty management to enhance customer interactions, recommend products, and support premium rewards programs.



Reasons to work with us

01

Our people-centric frameworks

We combine a highly effective model of individual change with user communities and Centers of Excellence to help teams adopt new tools and behaviors.

03

A legacy of governance and security

Our comprehensive Governance, Risk and Compliance (GRC) services help us ensure the safest possible deployment of Microsoft Copilot.

05

Our fast-track programs

Copilot Launchpad helps enterprises confidently adopt Copilot. It blends governance, agentic development, and tailored demos to accelerate AI integration, boost productivity, and deliver real business value.

02

Our approach to pilots

Our 30-to-60-day micro-pilots take up to 500 users and get them familiar with low-risk, high-value scenarios—helping them drive success before rolling it out to the wider business.

04

A proven approach to business value

Our tailored KPI frameworks help you define and track the ideal metrics so that you can keep the results coming with Copilot long after it's implemented.

06

Our multidisciplinary team

Our multidisciplinary team, Copilot Foundry, includes strategists, certified engineers, UX designers, and domain experts dedicated to crafting custom Copilot experiences.

How we're making Copilot matter for others

Case study: Insurance

Transforming incident management with agentic AI

At Cognizant, we do everything to meet every request. That includes turning one global insurer's two-line email enquiry about using Copilot Studio to overhaul its major incident management processes into:

- A prototype and demonstration of achievable benefits within eight weeks
- A Minimum Viable Product (MVP) after another four weeks
- The continuous implementation of additional use cases

This boosted the client's critical business performance by 90%.

Case study: Automotive

Volkswagen enhances engineering efficiency with Microsoft Copilot and PTC

With complexity in the automotive industry only growing, application lifecycle management (ALM) is more important than ever. That's why Volkswagen is navigating this complexity using Microsoft Copilot in PTC's Codebeamer, an ALM platform for managing new requirement specifications and test cases. As a Codebeamer user, Volkswagen now has the potential to achieve time savings of up to 40%, and a future-proof tool for automotive efficiency.



Discover how Cognizant can help you make Copilot matter to your people, culture and bottom line. Get in touch to find out more:

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Discover our case studies and research on maximizing your impact with Copilot here.

These expert insights have been brought to you by:
Sainath Chundur, Service Offering Lead Content and Collaboration, Cognizant
Molly Russell, Senior Consulting Manager, Cognizant



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