

# Microsoft 365 Copilot Adoption & ROI Assessment

## Executive summary

This report analyses adoption, readiness and impact metrics from Microsoft 365 Copilot usage data for a prospective client. Over the four-week period **6 Oct – 2 Nov 2025**, 62 staff were licensed for Copilot and 61 actively used the tool ( $\approx 98\%$  adoption)[1]. These users executed **4 838 Copilot actions** and reclaimed **310 hours** of work time

. On a per-user basis this equates to about **5.1 hours saved per month** ( $310 \div 61$  users), similar to the **9 hours/month** average time saving reported in Forrester's studies[2]. Assuming hourly labour rates of \$20–\$75 (₹1 500 to ₹6 000), the saved time translates into **\$102–\$381 of benefit per user per month**, far exceeding the  $\sim$ \$30 license cost and yielding an estimated ROI between **240 % and 1 170 %**. External research corroborates that Copilot deployments deliver **132–353 % ROI** for small and medium businesses over three years[1] and a **116 % ROI (NPV  $\approx$  \$19.7 M)** for a large composite enterprise[3]. Continued adoption and optimisation should therefore unlock substantial productivity gains and financial returns.

## Readiness and activation

- **Licensed and active users:** The organisation issued **65 Copilot licences**, of which **62** were assigned and **61** were active[1]. This results in a **98 % adoption rate** among licensed users, demonstrating strong initial uptake and effective enablement.
- **Total Microsoft 365 licences:** The organisation holds **1 516 Microsoft 365 licences**, suggesting that Copilot licences cover just  $\sim 4\%$  of potential users. Scaling adoption beyond the pilot group will require additional licences and targeted onboarding.
- **Activation steps:** The readiness dashboard confirms that license assignment, enablement and telemetry permissions (Graph API, Viva Insights, Outlook) have been completed. No major configuration gaps were noted.

## Adoption insights

- **Overall usage intensity:** 42 employees used Copilot every week during the reporting period, while **55** returning users (from the prior month) remain active . High weekly engagement indicates that users are integrating Copilot into daily workflows.
- **Adoption by group:** The two pilot groups show varied uptake: **Sales Team**, (23 active users) and **Marketing Team** (21 users)

. These cohorts account for most of the 61 active users, suggesting that adoption is concentrated in specific departments.

- **Adoption by app:** Users primarily engage Copilot in **Teams (57 active users)**, followed by **Outlook (25 users)**, **Word (19)**, **PowerPoint (23)** and **Excel (21)**
  - . Copilot Chat (work) is used by **44** staff, while the web version is used by **14**. Teams and Outlook thus represent the highest-value channels for generating measurable benefits.

## Impact metrics

- **Copilot actions and hours saved:** During the four-week period, users performed **4 838 Copilot-assisted actions** and reclaimed **310 hours** of work time
  - . This equates to roughly **38 work days** of regained capacity across the cohort, or **~5.1 hours saved per user per month**. These hours were computed by the Microsoft Copilot dashboard using an internal value calculator.
- **By scenario:**
- **Meetings:** Users invoked Copilot for **2 091** meeting-related actions. Copilot summarised **277** meeting transcripts and generated **151** actionable meeting notes
  - .
- **Emails:** Copilot drafted **83** email messages, sent **36** emails and summarised **26** inbound email threads
  - . Surveyed Outlook users report that Copilot reduces time spent processing emails by **64 %**
  - .
- **Chats:** Users made **626** Copilot chat-message requests and **85** summarisation actions; **12** new chat conversations were summarised by Copilot
  - .
- **Documents:** **196** Copilot document prompts were submitted, **102** documents were created from scratch and **6** existing documents were summarised
  - .
- **Copilot Chat:** **709** prompts were submitted through Copilot Chat (work) and **224** through the web interface
  - .
- **Employee sentiment:** Early survey responses (n≈367) show favourable impressions: **58 %** say Copilot improves work quality, **70 %** report less effort on mundane tasks, **71 %** feel able to complete tasks faster and **70 %** feel more productive overall
  - . These sentiments support broader adoption and ROI.

## ROI modelling

The standard formula for return on investment is **ROI = (Benefits – Costs) ÷ Costs × 100 %**[4]. Benefits should include all time savings, revenue uplifts and cost avoidance, while costs cover licences, implementation, training and change-management efforts.

### 1. Benefits calculation

1. **Time savings:** With 310 hours reclaimed over four weeks, each of the 61 users saved about **5.1 hours per month**. Assuming a **modest hourly rate of \$20** (~₹1 500), the monthly benefit per user equals **\$102** (5.1 h × \$20). At a **higher labour cost of \$75/hour**, the benefit climbs to **\$381 per user per month**.
2. **Productivity uplifts:** External studies report that Copilot can increase revenue by **2.6 %**, improve sales win rates by **2.5 %** and reduce onboarding time by **25 %**[5]. These benefits would raise the ROI further, but the current model focuses on time savings for simplicity.

### 2. Cost estimation

1. **Licensing:** Microsoft 365 Copilot licences are priced at **\$30 per user per month** (approx.). For 61 users, monthly licence costs total **\$1 830**.
2. **Implementation and governance:** Additional one-off costs include configuring Graph API permissions, data-governance set-up (Purview labels, access policies), training sessions and change management. Assuming a conservative **\$15 000** in one-time deployment costs amortised over three years (~\$417 per month), the effective monthly cost per user is roughly **\$6.8** ((15 000 ÷ 36 months) ÷ 61 users).

### 3. ROI estimates

Labour rate	Monthly benefit per user	Monthly cost per user	Net benefit per user	Estimated ROI
\$20/hour	\$102	\$36.8	\$65.2	<b>177 %</b>
\$40/hour	\$204	\$36.8	\$167.2	<b>454 %</b>
\$75/hour	\$381	\$36.8	\$344.2	<b>935 %</b>

These estimates show that, even with conservative assumptions and without counting revenue uplifts, Copilot delivers substantial positive ROI. The ROI grows rapidly as labour rates rise or when additional benefits (better sales win rates, faster onboarding) are included. Forrester’s **Total Economic Impact** study observed a **116 % ROI** for a large composite enterprise[3] and projected **132–353 % ROI** for SMBs over three years[1]. Our pilot metrics align with these findings.

## External benchmarks and best practices

Research from Cloud Revolution summarising multiple Microsoft-commissioned studies highlights several key statistics[2]:

- **Up to 353 % ROI** over three years for SMBs.
- **Average time savings of 9 hours per user per month**[2]—almost double our pilot’s current 5.1 hours, indicating room for adoption and efficiency gains.
- **\$18.8 million** in productivity benefits for a composite enterprise over three years[2].
- **2.6 % increase in revenue** and **2.5 % improvement in sales win rates** for Copilot users[6].
- **25 % reduction in new-hire onboarding time** and **50 % faster completion of repetitive tasks**[7].

The same article outlines best practices for maximizing ROI[8]:

1. **Conduct a readiness assessment:** Evaluate current licensing, data governance maturity and baseline productivity metrics[8].
2. **Optimize data foundations:** Implement Microsoft Purview for data classification and clean up SharePoint sites to improve Copilot’s context quality[8].
3. **Define success criteria and KPIs:** Set specific, measurable targets (e.g., “reduce reporting time by 40 %”) and assign metric owners[8].
4. **Build a governance framework:** Establish usage policies, approval workflows for sensitive data and row-level security to protect PII[8].
5. **Run structured pilots:** Start with a cohort of power users across different departments, provide role-specific training and collect feedback to refine use cases[9].
6. **Monitor and iterate:** Use Viva Insights and the Copilot Business Impact dashboard to track adoption, identify low-usage areas and conduct quarterly ROI assessments[10].

## Recommendations

1. **Scale adoption cautiously:** With 98 % of pilot licences already active, scaling to a larger population will require additional licences and targeted onboarding. Focus on high-impact functions first (e.g., sales, engineering) and use A/B testing to validate value.
2. **Enhance usage intensity:** Encourage weekly use by embedding Copilot into standard workflows (meeting preparation, email drafting, chat summarization). Training on prompt engineering and role-based scenarios will increase usage intensity.

3. **Improve data quality:** Invest in information governance—classify content, apply Purview sensitivity labels and enforce consistent SharePoint and Teams structures—to ensure Copilot surfaces accurate, relevant information.
4. **Track granular benefits:** Expand metrics beyond hours saved. Track cost avoidance (e.g., reduced contractor spend), revenue uplift (e.g., improved win rates) and user satisfaction. Assign owners to each KPI and review monthly.
5. **Iterate ROI assumptions:** Revisit cost and benefit assumptions quarterly. As adoption grows, economies of scale may reduce per-user costs while benefits (e.g., 9 hours saved per month) increase. Update the ROI model accordingly.

## Conclusion

The pilot data demonstrates that Microsoft 365 Copilot can rapidly deliver tangible productivity gains. In just four weeks, 61 active users saved **310 hours**, equating to a net ROI range of **177–935 %** depending on labour rates. When benchmarked against external studies projecting **132–353 % ROI** over several years[1] and **116 % ROI** for large enterprises[3], our findings are consistent. To unlock full value, organisations should scale carefully, invest in data governance and user training, and continuously refine their measurement framework. With disciplined execution, Copilot can become not just a productivity enhancer but a strategic enabler of revenue growth, cost reduction and improved employee experience.

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[1] Microsoft 365 Copilot drives up to 353% ROI for small and medium businesses | Microsoft 365 Blog

<https://www.microsoft.com/en-us/microsoft-365/blog/2024/10/17/microsoft-365-copilot-drove-up-to-353-roi-for-small-and-medium-businesses-new-study/>

[2] [5] [6] [7] [8] [9] [10] ROI of Microsoft 365 Copilot: Real-World Performance Metrics

<https://www.cloudrevolution.com/copilot-roi/>

[3] The Total Economic Impact of Microsoft 365 Copilot

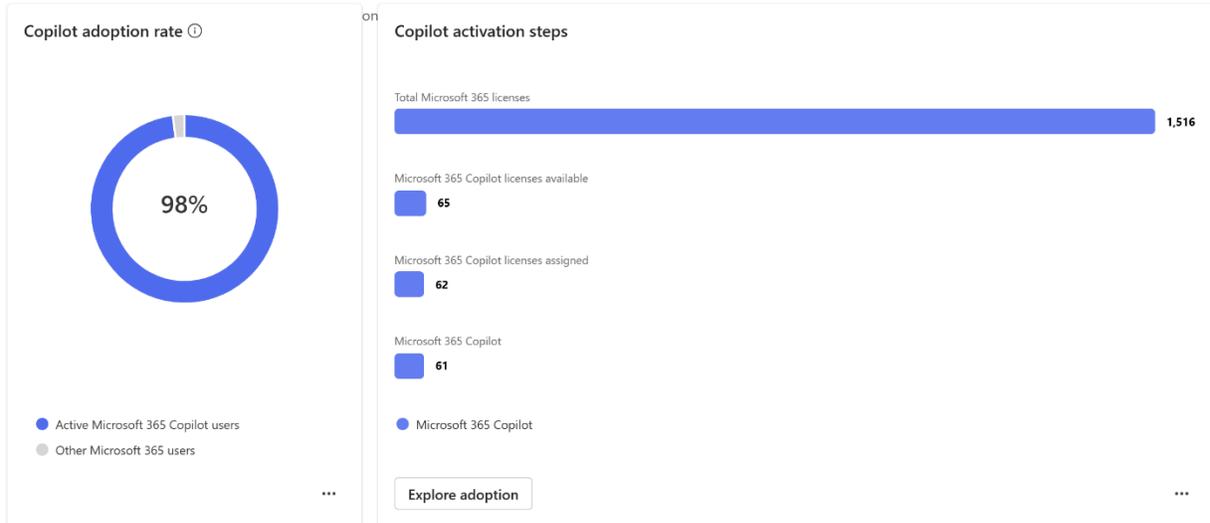
<https://tei.forrester.com/go/microsoft/M365Copilot/docs/TheTEIOfMicrosoft365Copilot.pdf>

[4] Copilot Studio Analytics: Measure ROI, Time Savings, and Adoption in Microsoft 365 - nBold

<https://nboldapp.com/copilot-studio-analytics-measure-roi-time-savings-and-adoption-in-microsoft-365/>

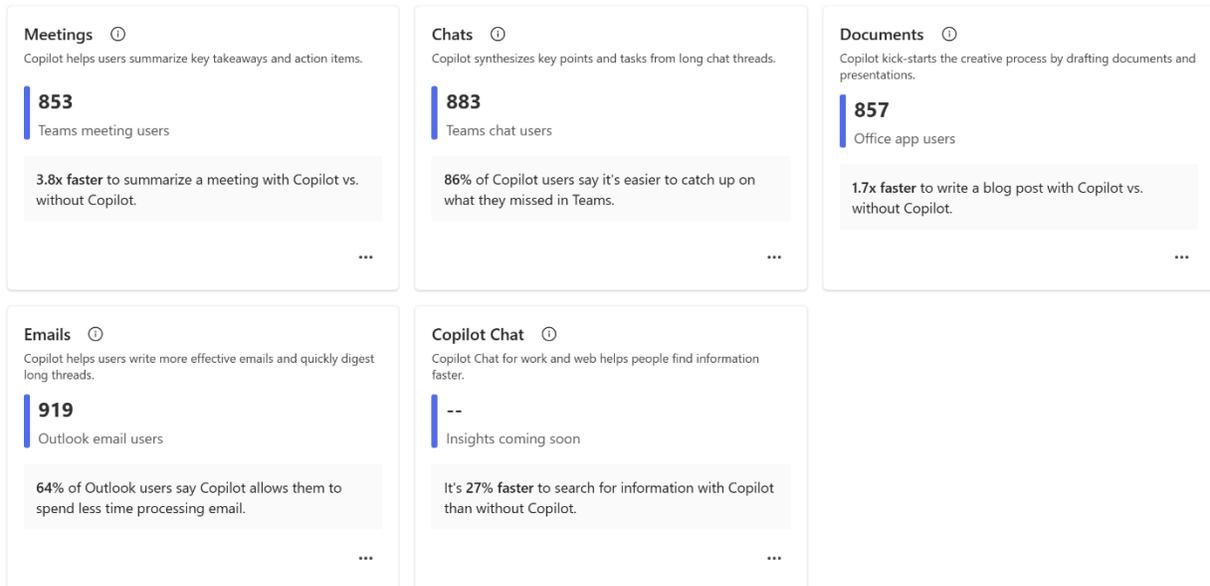
## Activate Microsoft 365 Copilot for your organization

Time period: 4 weeks (Oct 5 - Nov 1)



## How Copilot can transform your work

Assess how Copilot can bring value to Microsoft 365 app users in your organization. [Read the research](#)



Readiness **Adoption** Impact Learning

Scope: Your company Organization: (All)

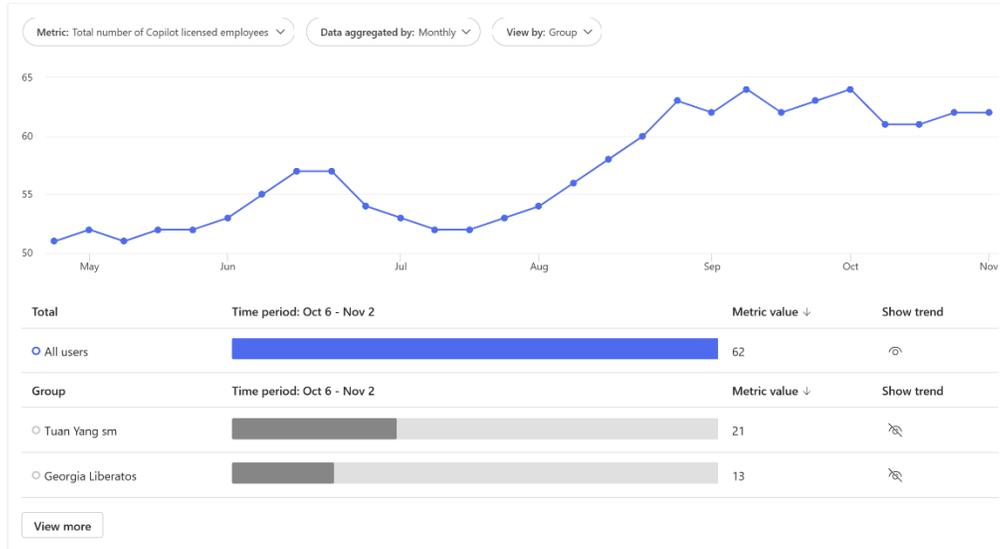
Time period: 4 weeks (Oct 6 - Nov 2)

Copilot licensed employees **62**

Active Microsoft 365 Copilot users **61**

## Adoption by group

Which groups are adopting Copilot the most quickly?



### Usage intensity

**42**  
Are active every week this month

Explore more

### Returning users

**55**  
From the prior month are also active this month

Explore more

## Adoption by app

Which apps have the most Copilot usage?

Metric: Total number of active Copilot users View by: Group

Apps	App totals	Christiaan Filoon	Daniel Yun	Dave Chintan	Georgia Liberatos	Tuan Yang sm
<b>Group totals</b>	<b>61</b>	<b>6</b>	<b>5</b>	<b>10</b>	<b>13</b>	<b>20</b>
> Teams	57	6	5	9	12	18
> Outlook	25	--	--	--	8	8
> Word	19	--	--	--	5	9
> PowerPoint	23	--	--	--	6	9
> Excel	21	--	--	--	7	11
> Copilot Chat (work)	44	6	5	--	9	17
> Copilot Chat (web)	14	--	--	--	--	5

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Readiness Adoption **Impact** Learning

Scope: Your company Organization: (All)

Time period: 4 weeks (Oct 6 - Nov 2)

Copilot actions taken

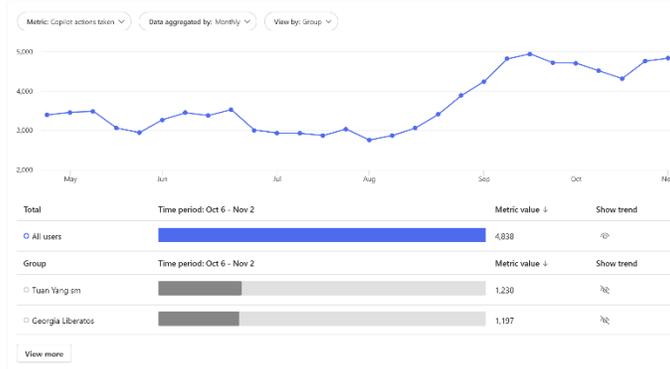
## 4,838

Copilot assisted hours

## 310 hours

[Hours and value calculator](#)

### Impact trend for the past 6 months



#### Meetings

- 2,091** Intelligent recap actions taken using Copilot
- 277** Total meetings summarized or recapped by Copilot
- 151** Summarize meeting actions taken using Copilot

[Explore more](#)

#### Emails

- 83** Generate email draft actions taken using Copilot
- 36** Total emails sent using Copilot
- 26** Summarize email thread actions taken using Copilot

[Explore more](#)

#### Chats

- 626** Compose chat message actions taken using Copilot
- 85** Summarize chat actions taken using Copilot
- 12** Total chat conversations summarized by Copilot

[Explore more](#)

#### Documents

- 196** Copilot Chat (work) prompts submitted
- 102** Create document actions taken using Copilot
- 6** Summarize document actions taken using Copilot

[Explore more](#)

#### Copilot Chat

- 709** Total Copilot Chat (work) prompts submitted
- 224** Total Copilot Chat (web) prompts submitted

[Explore more](#)

### Employee sentiment about Copilot

[Start new Pulse survey](#)

You don't have any results yet. You don't have any results yet. Start a survey with Viva Pulse. [Learn more](#)

Score	Question	Favorability*	Favorability benchmark*
-	Quality Copilot helps improve the quality of my work or output	-%	68%
-	Effort Using Copilot helps me spend less mental effort on mundane or repetitive tasks	-%	70%
-	Speed Copilot allows me to complete tasks faster	-%	73%
-	Productive When using Copilot I am more productive	-%	70%

\*Benchmark results are based on a worldwide survey of Copilot users by Microsoft. [Learn more](#)

### Explore more

Learn more about how to measure the impact and adoption of Copilot in your organization.

#### Measure AI impact in your organization with Viva Glint

Use employee feedback surveys to get rapid insights about the impact of AI-powered tools like Copilot.

[Read](#)

#### Measure AI impact in your organization by manually uploading the survey results

Ask your Viva Insights admin to upload your organization's sentiment survey data to include it in the dashboard.

[Read](#)