

Copilot for Sales Deployed to Entire Sales Team Following Rapid Proof of Value with C5 Insight

Zones, LLC is a global professional services provider of end-to-end IT solutions that uses Dynamics 365 Sales (Enterprise) and Microsoft 365 applications. Zones partnered with C5 Insight to measure the potential ROI of Copilot for Sales and Microsoft 365 Copilot before purchasing licenses.

32.14

average time savings (minutes) across all tasks per week

100%

likelihood of participants continuing to use Copilot for Sales

600

number of Copilot for Sales licenses purchased

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 We need to roll this out to everyone in the company, not just sales.
 —Manager of Digital Adoption, Zones
ZONES

INITIATIVE ▼

C5 Insight launched a 4-week Proof of Value (POV), coaching a select group of sellers to streamline and accelerate their daily tasks using Copilot for Sales and Microsoft 365 Copilot.

- **Training Sessions:** Deliver six topical training sessions (30-60 minutes) on Copilot for Sales and Microsoft 365 Copilot.
- **Ask Me Anything (AMA) Sessions:** Facilitate four AMA sessions where participants can receive real-time answers directly from C5 Insight’s Copilot experts.

RESULTS ▼

A post-POV survey was conducted to assist leadership in assessing the ROI of Copilot for Sales. As a result of the positive feedback, Zones purchased licenses for its entire sales team.

