



## Change & User Adoption

Telstra Purple, in partnership with Microsoft, will deliver a tailored Change Management and User Adoption campaign to maximise the productivity and creativity benefits unlocked by Microsoft 365 Copilot AI.

No-one knows your business like your own people – but to apply and adopt a technology as transformative as next-generation AI requires a coordinated approach to make sure your people, and your business, are getting the full productivity and creativity benefits of Microsoft 365 Copilot, at every level of your organisation.

Why choose Copilot User Adoption services?

Ensure your people hit the ground running with your Copilot deployment, with a User Adoption and Change program that is designed for your job roles, business functions, and operational processes. Maximise your ROI by turning positive initial experiences into self-sustaining AI expertise that grows over time.

### Outcomes

#### Define

Identify AI Champions and stakeholders. Define key use case scenarios, information flows, and business processes to be enhanced. Plan comms and channels to promote usage.

#### Design

Develop quick reference guides and Copilot prompt engineering specific to organisational use cases and processes. Develop Responsible AI guidelines, training courseware, tips and tricks.

#### Deliver

Build awareness, skills, and knowledge among end-users through multiple learning styles and channels to ensure staff get the most out of Copilot AI, and share new ways of working.

You are here!

1.

**Discovery Workshop**  
Defining the high value use cases and user personas

2.

**Technical Readiness Data**  
governance, privacy, security, data preparation

3.

**User Adoption**  
Maximise ROI and productivity through awareness and education

4.

**Extensibility**  
Enhancing and integrating Copilot with business apps.