

The human touch: How generative AI is shaping our workplace experience

Explore our research to learn how human work changes with Microsoft Copilot for Microsoft 365 (Copilot for M365).

Getting ready for AI...

Generative AI needs a people-first approach

Generative AI tools are proliferating in workplaces, as organizations aim to boost productivity and create competitive advantages. But understanding the impact these tools have on people in the workplace is an ongoing process.

From sparking creativity to building trust, uncover the main themes our seven-week research study discovered.



of business and IT executives around the world agreed that organizations need to shift to an AI-first operating model in the next 12 months to remain competitive.

[Avanade AI Readiness Report](#)

Our research

All findings are results from our series of structured surveys, assessing the impact of adopting Copilot for M365. We surveyed around 700 participants across our organization from September to November 2023.

Six key areas of impact



1. Creativity and innovation

The daily use of Copilot for M365 led to:

70% greater likelihood of fostering a creative approach to tasks

40% increase in problem resolution

Implementation tip

Use ongoing training opportunities to foster consistent workplace creativity after adoption.

Our approach:

- Gamified learning
- Upskilling programs
- Drop-in prompt engineering lessons



2. Workplace communication

At the start of the study...

72% of employees felt more cautious about their communication in anticipation of transcribed meetings

However, after seven weeks...

45% felt less cautious about their communication – indicating that trust and openness increased

Implementation tip

Strategic change management, communications and onboarding processes can help shorten the adoption period.

Our approach:

- Tailored learning programs



3. Trust

75% satisfaction score in assistance with tasks

88% of people felt it aligned with corporate values – reflecting **faith in the tool's ethical orientation**

65% of people said Copilot for M365 aligned with individual personal values

Implementation tip

Creating a responsible AI framework can build teams' trust in generative AI tools.

Our approach:

- Individual guidance for responsible AI innovation



4. Work satisfaction

84% of participants said they felt a sense of accomplishment from their work at the end of the study

80% of people were engaged with tasks at week zero and week seven – indicating a **seamless integration**

"My fear of AI replacing my job shifted to embracing its support. Copilot didn't replace me; it made me more competent."

– Research participant



5. Belongingness

84% score, a 2% decrease, for sense of camaraderie and support from team members

83% score, a 2% decrease, for employees' connections to the organization

These minimal decreases indicate **the tool can coexist alongside sustained levels of team cohesion and belonging**

Implementation tip

To avoid the risk of digital exclusion reference to Risk Assessment Indicators and Diversity and Inclusion policies should be made when deciding who gets access to generative AI tools.

Our approach:

- Support for individuals during adoption
- Targeted learning resources



6. Organizational citizenship behaviors

86% score for conscientiousness and self-management – a small increase of 1%

87% score for technological adaptability, up from 85% – suggesting it may **facilitate technical skills and encourage use of new tools**

"Having Copilot for M365 transcribe meetings and manage action items addresses a chronic workflow issue, freeing up resources for other tasks."

– Research participant

Enhancing experiences for your people

As an early adopter, we've seen how Copilot for M365 can enhance the human aspects of work. And through our experience using the tool every day we've identified the key benefits, and potential challenges, facing organizations as they adopt.

To see the full picture of how our colleagues responded to the adoption of Copilot for M365, download our research report.



About Avanade

Avanade is the leading global provider of digital, cloud, AI and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Founded in 2000 as a joint venture between Accenture LLP and Microsoft Corporation, Avanade has more certifications, Gold-level competencies and most valued professionals (MVPs) than any other Microsoft partner. Every day, our 60,000 professionals in 26 countries innovate responsibly to make a genuine human impact for our clients, their employees and their customers.

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