ACCELERATING **MICROSOFT COPILOT** ADOPTION

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In Q1 2024, ACME Bank, one of the country's top three commercial banks kicked off their AI journey by deploying **Microsoft Copilot, an enterprise-grade generative AI solution,** in their Consumer Banking, Institutional Banking and Central Operations Groups.

The bank was confident these groups would rapidly show upswings in efficiency driven by Copilot's summarization, data analysis, and content generation capabilities for Microsoft 365. Months after the bank purchased the licenses, however, their employees were underutilizing Copilot.

The bank turned to ePLDT's **SwiftStart AI adoption program** to boost Copilot usage. Through this program, **ePLDT's AI professionals customized the Microsoft Copilot adoption program to the bank's unique business requirements, then guided the organization through a successful AI integration**.

For this Philippine bank, ePLDT's team of experts set success metrics and goals that provided vital direction for the bank's employees' learning journeys. Additionally, they designed and executed an AI Champions Program as well as an AI Rewards & Recognition Program for the ACME employees.

These end-user education programs gamified Copilot learning so that acquiring AI-prompting skills became a fun, value-add experience. Then one short month after the bank signed-up for SwiftStart AI, their employees demonstrated undeniable Copilot-derived efficiency gains. In terms of general workplace productivity, they were 3 times faster summarizing meetings, emails,

chats, reports and memos and spent 40% less time creating presentations, quick reference guides, and marketing process related bulletins.

> Microsoft Copilot enhanced productivity through:
>
> **40% LESS TIME**
> Creating decks, quick reference guides, and bulletims
>
> **25% FASTER**
> gathering market research data such as industry outlook and news updates

Data analysis projects also saw improvements. Employees were 25% faster in gathering market research data such as industry outlook and news updates, spent 50% less time analyzing regulatory requirement, sales monitoring, and profitability reports, and reduced by 58 minutes their comprehensive credit checking review process.

Copilot even expedited the employees proposal writing. Case in point, after SwiftStart AI, employees were using Copilot to craft compelling loan proposals twice as fast as before and Credit Proposal output rate increased by 200%.

> Microsoft Copilot augmented proposal writing through:
>
> **2X FASTER**
> loan proposal creation
>
> **200% INCREASE**
> credit proposal output

After the decisive results SwiftStart AI produced among these groups, the bank is working closely with ePLDT to scale their Copilot adoption across their enterprise.

Are you ready to start your own digital success story? Visit https://www.epldt.com/ to view our Multi-Cloud, Data Center, and AI solutions.

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* Due to confidentiality agreements, we are unable to disclose the name of the customer involved in this case study. All customer-specific information has been anonymized to protect their privacy