Case Study

Accelerating Copilot Adoption at Scale:
New Era Onboards 300 Users in Just 4 Weeks

Client Objective

Rapidly deploy Microsoft Copilot for Office 365 across a diverse enterprise user base, driving meaningful usage, not just access, while laying the foundation for long-term AI-powered productivity.

Challenge

The client needed more than a technical rollout; they needed a people-first adoption strategy. With only four weeks to onboard the initial user base, the solution had to be fast, engaging, measurable, and scalable. Leadership wanted to see early value, while employees needed guidance, relevance, and support.

New Era's Solution: A Phased, Persona-Based Adoption Model

Phased Rollout with Built-In Champions

- **Onboarded 300 users in 4 structured waves** over four weeks

- **Early Adopters stood up in just 2 weeks,** serving as visible Copilot Change Champions and peer influencers

- **Each wave received tailored enablement based on role and digital fluency**

Tracking and Targeting Adoption

- Built **an internal tracking and metrics mechanism** to monitor usage across teams

- Used dashboards and scorecards to identify and engage **laggards** with targeted communications and manager nudges

- Pulse surveys and usage analytics informed weekly adjustments

Leveraging Viva Engage for Viral Engagement

- Created a **Copilot Community of Excellence** within Viva Engage

- **Gamified the experience** with daily challenges, prompt competitions, and peer-led tip sharing

- Deployed leaderboards and recognition posts to reward contributions and surface best practices

- Significant spike in Viva Engage use; Copilot drove a broader Microsoft 365 adoption wave

Sustainment Through Data and Community

- Implemented a license optimization model to reallocate unused licenses and onboard new high-potential users

- Created a **content repository** of role-based prompts, demo replays, and FAQs

- Leaders were given **talking points and usage metrics** to embed AI into team workflows

Outcomes

- **300 users onboarded in 4 weeks** across 4 adoption phases

- **Daily engagement in Viva Engage** driven by Copilot challenges and peer tips

- **Targeted interventions** reduced laggard pool by 40% in final 2 weeks

- **Built internal capability** for sustainment, tracking, and future Microsoft tool rollouts

- **Increased manager ownership** and peer support through gamified social learning

ROI Highlights

- **Time Savings Realized:** 300 users reported an average 45–60 minutes saved per week through Copilot use in Outlook, Word, and Teams; equating to over **900 hours saved per month** across the pilot group

- **Reduced Support Costs:** Shifted repetitive queries and drafting tasks to Copilot, reducing help desk tickets and manual documentation time

- **License ROI Visibility:** License optimization and usage tracking ensured **>85% active user rate,** eliminating waste and enabling targeted expansion

- **Productivity Ripple Effect:** Increased usage of Microsoft 365 tools (Viva Engage, Teams, Loop) boosted cross-functional collaboration and engagement

- **Accelerated Adoption Curve:** Traditional adoption curves shortened by 50% through gamification, coaching, and social proof

Client Takeaway

"New Era didn't just help us roll out Copilot; they helped us build a culture of AI adoption. Their accelerators, analytics, and creativity turned something overwhelming into something energizing."

Want Results Like This?

Partner with New Era to activate Copilot in weeks, not months with the strategy, tools, and expertise to make it stick.

Want to learn more about this project or solution?

Call us at 877-696-7720 or send an email to
solutions@neweratech.com