

Introducing Copilot for Microsoft 365: your ultimate productivity partner



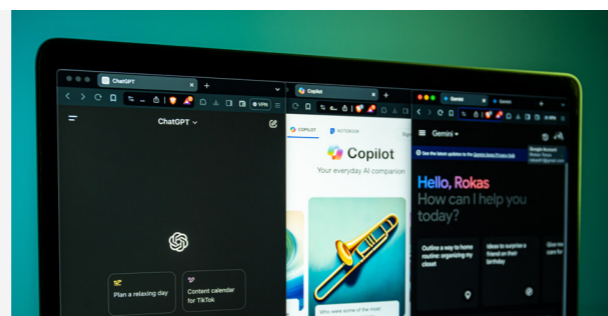
Imagine having an expert personal assistant by your side...

... to advise and enhance every task you do. Copilot for Microsoft 365 is the ultimate support system for your digital workspace.

Copilot seamlessly integrates with your Microsoft 365 apps, helping you achieve new heights of creativity, productivity, efficiency and business success.

Did you know?

Copilot can draft emails, summarise meetings and even create content.



How to get the most out of your Copilot

Do:

- ✓ Talk to Copilot like a smart, resourceful colleague.
- ✓ Give clear, concise but specific prompts to get the best results.
- ✓ Double-check output for mistakes and inaccuracies.
- ✓ Explore Copilot's full range of features across Microsoft 365 apps.

Don't:

- ✗ Assume Copilot understands your context without full details.
- ✗ Ask Copilot for tasks beyond its capabilities.
- ✗ Expect Copilot to replace your expertise.
- ✗ Request unethical, illegal, or inappropriate content.

AI mythbusting

Myth:

Copilot will replace human jobs.



Truth:

Copilot is designed to enhance human capabilities, not replace them.

Myth:

Copilot can only perform simple, repetitive tasks.



Truth:

Copilot can handle a wide range of complex tasks, from data analysis to creative writing.

Myth:

AI is truly intelligent.



Truth:

AI excels at processing information but doesn't possess human-like intelligence or consciousness.

Helpful hints



Be specific with prompts. Instead of "write something," try "draft an email to the marketing team about our product launch. Include key details such as the launch date, main features of the product, and any required action items for the team."



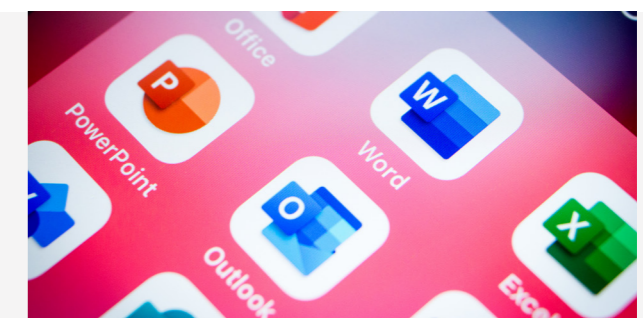
Use Copilot across your Microsoft 365 apps for integrated insights and consistent support.



Keep on top of the 'What's New' section in Copilot for the latest features and capabilities.

Did you know?

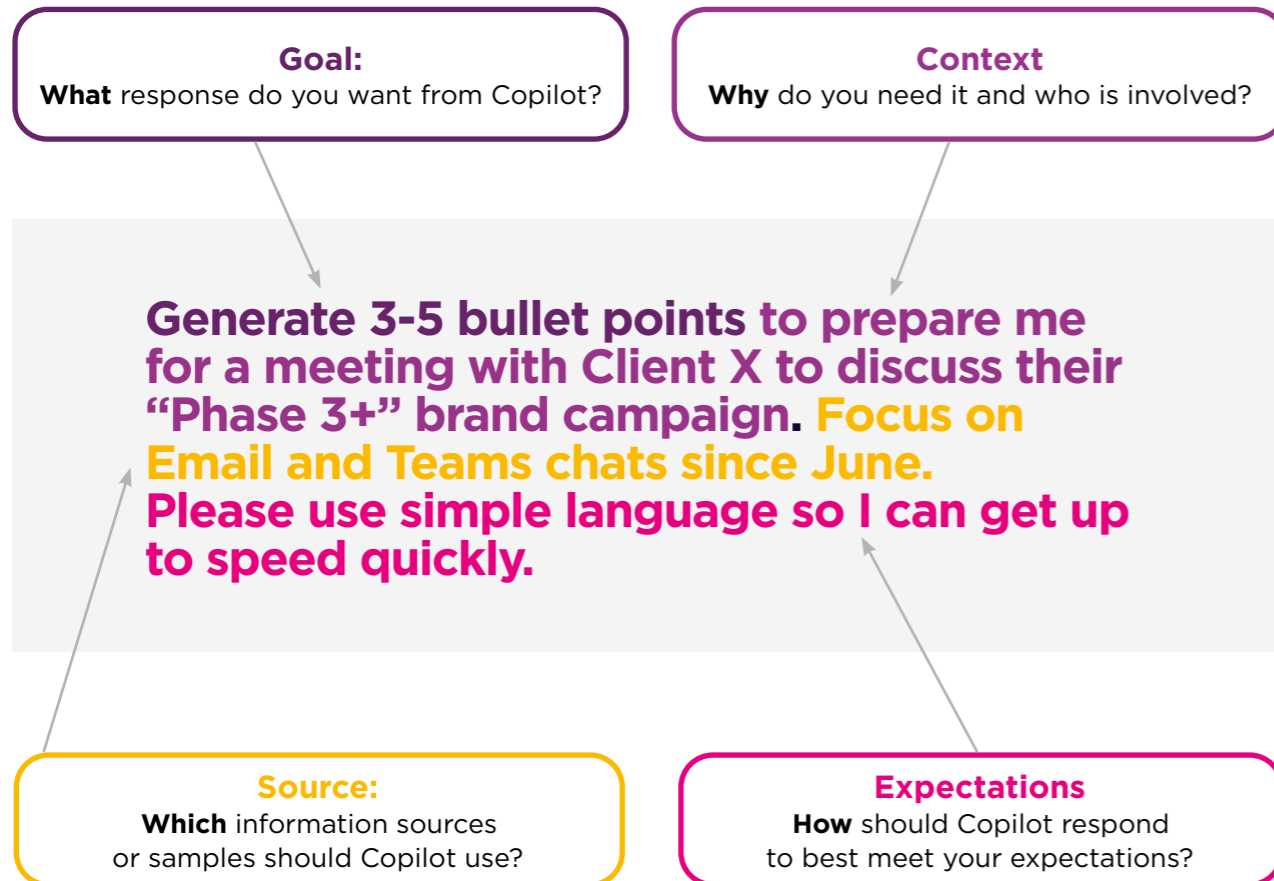
Copilot can seamlessly connect different apps, like pulling data from Excel into a Word document.



The GCSE prompt framework

How do you write a good prompt? Follow GCSE. GCSE stands for Goal, Context, Source, and Expectation. It ensures your prompts have all the key elements to produce the most relevant and helpful responses.

HOW TO USE GCSE



The GCSE framework helps users get the best possible results from Copilot.

Prompt examples

EXAMPLE 1: THE TEAM EMAIL UPDATE

Goal: "Educate and inform the marketing team about an exciting upcoming product launch campaign."

Context: "The email is for the marketing team about the upcoming product launch."

Source: "See pasted document below for key points. Email should include launch date, explanation of important features, deadlines, key deliverables and call-to-action link for further reading."

Expectation: "The email should be professional but conversational, not too formal, clear and concise, and ready to send."

EXAMPLE 2: THE SALES PRESENTATION

Goal: "Help me create an informative, clear and compelling internal presentation."



Context: "It's to give a positive update in the quarterly sales meeting with department heads."

Source: "Use the attached reports to create slides in a logical order that highlight our top-performing products and most compelling growth statistics."



Expectation: "The presentation should be visually engaging with charts and bullet points. Use our brand colours and guidelines [provide or reference]."

AVOID THESE PROMPT PITFALLS:



Vague Goals:

-  **Don't say:** "Tell me about innovation."
-  **Do say:** "Give me 3 specific talking points for innovation in the current UK tech marketplace."

Lack of context:

-  **Don't say:** "Summarise this report."
-  **Do say:** "Summarise the key findings of the most recent report on renewable energy adoption published by the UK Department of Energy."

Information overload:

-  **Don't say:** "Explain the history, current trends, and future prospects of AI in education, including data about its impact on students, teachers, and institutions, with references."
-  **Do say:** "First, explain the history of AI in education. Then, describe current trends and their impact on students and teachers. Link to references where possible."

Copilot in action

Discover how real people are using Copilot to enhance their work.

MARKETING DEPARTMENT

- **Who? Emily, Marketing Manager**
- **How?** Emily uses Copilot to brainstorm and draft new marketing campaigns.
- **What?** Copilot helps Emily with iterative creative tasks: “Generate a list of 10 creative taglines for our new eco-friendly product line, ensuring they reflect our commitment to sustainability.”

It also helps Emily process customer feedback to inform marketing strategies: “Summarise the key insights from the latest customer survey about our social media presence.”

SALES DEPARTMENT:

- **Who? John, Sales Representative.**
- **How?** John uses Copilot to create tailored sales proposals and manage his sales pipeline.
- **What?** Copilot helps John create effective sales pitches: “Create a sales proposal for our new software solution, focusing on its efficiency and cost-effectiveness for small businesses.”

It also helps John organise his workflow: “Update the CRM with the latest interaction notes for all contacts in the ‘pending follow-up’ category.”

PROJECT MANAGEMENT

- **Who? Alex, Project Manager.**
- **How?** Alex uses Copilot to create detailed work plans, track milestones, and manage resources.
- **What?** Copilot helps Alex draft project status reports “Draft a project status report for the executive team, highlighting progress, risks, and next steps”.

It also helps Alex analyse project data: “Analyse the time spent on project tasks and suggest ways to improve efficiency.”

HUMAN RESOURCES:

- **Who? Angela, HR Coordinator.**
- **How?** Angela uses Copilot to streamline recruitment and improve employee engagement.
- **What?** Copilot helps Angela draft job descriptions: “Draft a compelling job description for a Senior Designer that lists key requirements, emphasises our company culture and the role’s impact.”

It also helps Angela with internal communications: “Design a monthly newsletter template with sections featuring team achievements, upcoming events, and HR updates.”

CUSTOMER SERVICE

- **Who? Amy, Customer Support.**
- **How?** Amy uses Copilot to provide personalised customer support and create training materials.
- **What?** Copilot generates responses to customer queries, like: “Compose a response to a customer’s inquiry about their recent order status, ensuring a tone of empathy and urgency.”

It also helps Amy develop internal training: “Create a training module for new support agents that covers our product range and troubleshooting procedures.”

FINANCE DEPARTMENT

- **Who? Simon, Financial Analyst.**
- **How?** Simon uses Copilot for detailed financial analysis and report generation.
- **What?** Copilot helps Simon with in-depth financial analysis “Analyse the quarterly sales data and identify trends that could affect our revenue projections.”

It can also generate Simon’s reports “Draft a summary of the financial health of our company, focusing on liquidity, debt ratios, and investment returns.”

EXECUTIVE LEVEL

- **Who? Jordan, Chief Technology Officer.**
- **How?** Jordan uses Copilot to stay informed about industry trends, helping him make strategic decisions.
- **What?** Copilot summarises innovations, developments and key updates for Jordan: “Summarise the latest technology trends in our industry and their potential impact on our business.”

It also helps Jordan prepare for important meetings by drafting speeches or presentations: “Create a keynote presentation for the annual shareholder meeting that highlights our company’s vision and achievements.”

These examples show how Copilot can easily adapt to fit the needs of different departments.

As you get used to using Copilot in your daily work, you’ll find new ways to improve efficiency, increase your productivity and generate fresh ideas.

“ Copilot is here to seamlessly integrate with your Microsoft 365 apps and help you soar to new heights of creativity and efficiency.”

How to get started

The best way to get started is by activating Copilot in your Microsoft 365 apps and giving it a go.

First, try it with a familiar daily task, like a simple email.

Watch how Copilot easily produces content, saving you time and improving the quality of your work.

The more you practise writing prompts for specific outcomes, the more confident and effective you’ll become.

Now play around and experiment. You’ll soon see how Copilot seamlessly integrates into your daily routines.

Looking for more Copilot support?

At Giacom, we're your dedicated partner in a cloud-first world, committed to empowering your business with unparalleled channel support. We're not just a Microsoft provider; we're a partner who simplifies your operations, accelerates your growth, and makes complexity manageable

Our Microsoft Practice Specialists work as an extension of your team, across the key Microsoft workloads, Modern Workplace & AI, Azure, Security, and Teams Phone. We keep you informed with the latest on Microsoft's product roadmap, market insights, and competitor analysis.

We're here to support every step of your journey, offering exclusive assistance with presales, marketing, training, sales initiatives, enablement, partnership programs, and accreditations, all backed by our close connections with Microsoft.

With Giacom championing your brand and helping you attract new clients, you can refine, automate, and elevate your Microsoft Practice, delivering added value and freeing up more time to invest in your business's future.

GET IN TOUCH

Our team are on hand to help.

Get in touch by calling us on **03304 333 888**

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