

# Microsoft 365 Copilot app uses



Copilot is here to change the way your customers work but we understand that might not always be simple. We've popped this asset together for you, outlining key examples on how a catering company might use Copilot in day-to-day tasks. Let's dive in and help you and your customers harness the power of Copilot together.

## Using Microsoft 365 Copilot for HR

APPLICATION	FUNCTION	BENEFIT
<b>Word</b>	HR can use Copilot in Word to draft training materials and policies efficiently.	Generate documents on company policies, customer service standards, and food safety regulations.
<b>Outlook</b>	Copilot in Outlook can assist HR in drafting personalised emails to new employees, outlining their training schedules and expectations.	Manage communication efficiently, ensuring all new hires receive necessary information about their training programme.
<b>Excel</b>	HR can leverage Copilot in Excel to organise and manage schedules effectively.	Generate tailored schedules that accommodate individual needs and training modules.
<b>PowerPoint</b>	Copilot in PowerPoint can assist HR in creating engaging and informative presentations.	Generate slides that highlight key aspects of the training programme.
<b>'Inspire Me'</b>	Use the "Inspire Me" feature in Word or PowerPoint to suggest innovative ways to present information.	Make the training more engaging for new employees.

## Using Microsoft 365 Copilot for Marketing

APPLICATION	FUNCTION	BENEFIT
Word	Drafting blog posts	Creates engaging content that highlights the unique aspects of the new bagel fillings.
PowerPoint	Creating presentations for campaign strategy	Provides a visual representation of campaign ideas and strategies.
Outlook	Streamlining communication with team members	Ensures all team members are aligned and informed.
Excel	Analysing campaign data	Provides insights into campaign performance and areas for improvement.
Word	Drafting social media posts	Creates compelling and shareable content for social media platforms.
Outlook	Drafting email newsletters	Drafts engaging and informative newsletters to promote the new range of bagel fillings.

## Using Microsoft 365 Copilot for Customer Support

APPLICATION	FUNCTION	BENEFIT
Word	Drafting responses to inquiries	Creates quick, accurate responses to common questions about bagel fillings, order statuses, and catering options, saving time and ensuring consistency.
Outlook	Managing email communications	Automates email sorting and prioritisation, ensuring urgent customer inquiries are addressed promptly and reducing response times.
Excel	Data analysis and reporting	Analyses customer data to identify trends and insights, aiding in the effective management of customer support strategies.
Teams	Team collaboration	Facilitates team collaboration by organising meetings and sharing updates on customer issues, ensuring a unified approach to problem-solving.
Forms	Feedback collection	Gathers customer feedback efficiently, providing valuable insights into customer satisfaction and areas for improvement.
Loop	Task management	Organises and tracks customer inquiries and follow-ups, ensuring nothing falls through the cracks, enhancing overall efficiency.

## Using Microsoft 365 Copilot for Finance

APPLICATION	FUNCTION	BENEFIT
<b>Excel</b>	Automating data entry for financial reports	Reduces human error, saves time.
<b>Excel</b>	Budget forecasting for training programme	Projects future financial needs, ensures adequate funding.
<b>PowerPoint</b>	Create financial presentations for HR	Informed decisions based on financial insights.
<b>Word</b>	Drafting financial sections of training materials	Ensures understanding of financial context.
<b>Outlook</b>	Streamline communication between finance and HR	Aligns and informs both teams.

## Using Microsoft 365 Copilot for Sales

APPLICATION	FUNCTION	BENEFIT
<b>Excel</b>	Analysing customer orders	Provides detailed analysis and visualisations of sales data to identify top-selling items and emerging trends.
<b>Word</b>	Generating sales reports	Creates comprehensive sales reports highlighting key metrics and performance indicators.
<b>Teams</b>	Suggesting upsell opportunities	Analyses customer purchasing patterns to suggest relevant upsell options, increasing revenue potential.
<b>Outlook</b>	Providing actionable insights	Generates actionable recommendations for the sales team to optimise their strategy and improve sales performance.
<b>Whiteboard</b>	Collaborative brainstorming	Facilitates team collaboration to visualise data insights and plan sales strategies interactively.

We've given you loads of information and sifting through it can be a challenge, get in touch at [modernworkpractice@giacom.com](mailto:modernworkpractice@giacom.com) and we'll be happy to run through everything you need to know to use Copilot to its full potential.