

THE MOMENT

AI Adoption Services for Microsoft AI Solutions

Diagnose · Design · Deploy · Drive Adoption · Measure Impact



THE CHALLENGE

Why Most Microsoft AI Deployments Fail to Deliver ROI



Purchased, Not Used

70%

of AI tools
are underutilized

Teams receive Copilot access but lack the context, prompts, and workflows to embed it in daily work.



Training Without Context

3×

more effective
with role-based
training

Off-the-shelf workshops teach features, not outcomes. Employees return to old habits immediately after.



No Measurable ROI

40%

productivity
improvement with
structured
AI adoption

Without structured adoption, organizations can't quantify gains or justify further AI investment.

The Moment solves exactly this — with a proven close-loop adoption system.

Agenda

- About Us
- Project Concept Overview
- Our Team

1. About Us

From capacity building to real business impact through AI deployment

The Moment

We are an AI adoption and capability-building partner helping organizations unlock the full potential of Microsoft AI Solutions through structured implementation, hands-on training, and measurable business impact.



Strategy + Execution

AI strategy connected to real adoption



Hands-On, Not Just Training

Real use cases, real workflows – not theoretical slide learning



Proven Corporate Experience

Trusted by 100+ organizations across Thailand



Measurable Business Impact

Every program tied to productivity metrics and ROI



TRACTION

Trusted by 100+ Companies for AI Adoption Services

100+ companies across Thailand have experienced our AI Adoption Services



Official Partners



230+ University & corporate learning partners.



UNIVERSITY OF MARYLAND



HARVARD UNIVERSITY

Our Highlighted AI Implementation Experiences



Data Platforms consulting

Delivering end-to-end ESG data platforms enabling centralized data management, reporting automation, and regulatory alignment

SCB^x



End-to-end ESG data management platform



AI-powered Products

Developing AI-powered tools for gap analysis, benchmarking, and performance tracking across sustainability domains



*Climate change
research
insights*



*GSTC
certification
readiness*



*BCG
indicator
assessment*



Enterprise AI solutions

Extending beyond ESG, implementing AI-driven document processing and workflow automation for operational efficiency improvements across the organization.



*OCR for high-
volume document
processing*

Our Highlighted AI Implementation Experiences: SCBX

SCB^x



Microsoft Sustainability Manager (MSM) for carbon data



Streamlining Excel data ingestion includes data transformation with Power Query, creating custom dimensions, and data mapping.



Conducted workshops to understand the current ESG data flow of the client, involving various stakeholders



Sustainability data solutions in Microsoft Fabric (SDSF) for analytical purposes



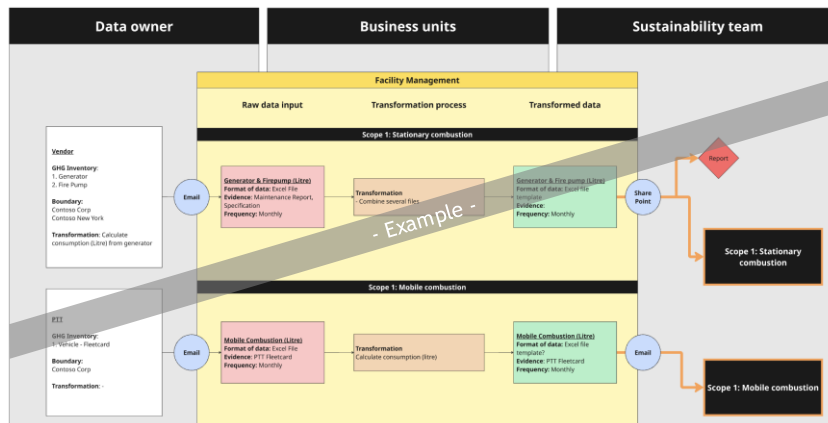
Streamlining Excel data ingestion includes Microsoft Fabric Lakehouses, PySpark Notebooks, a Data Pipeline, and interactive Dashboards



Data visualization with Power BI in Microsoft Fabric showcases several analytics for business use cases



Solution development for Generative AI benchmarking report using Azure OpenAI



Utilize Gen AI to benchmark SCBX's ESG disclosures against peers, highlighting areas of alignment, deviation, and opportunity

SCB^x Benchmarking summary | Sustainability insights by Gen AI

March 2025

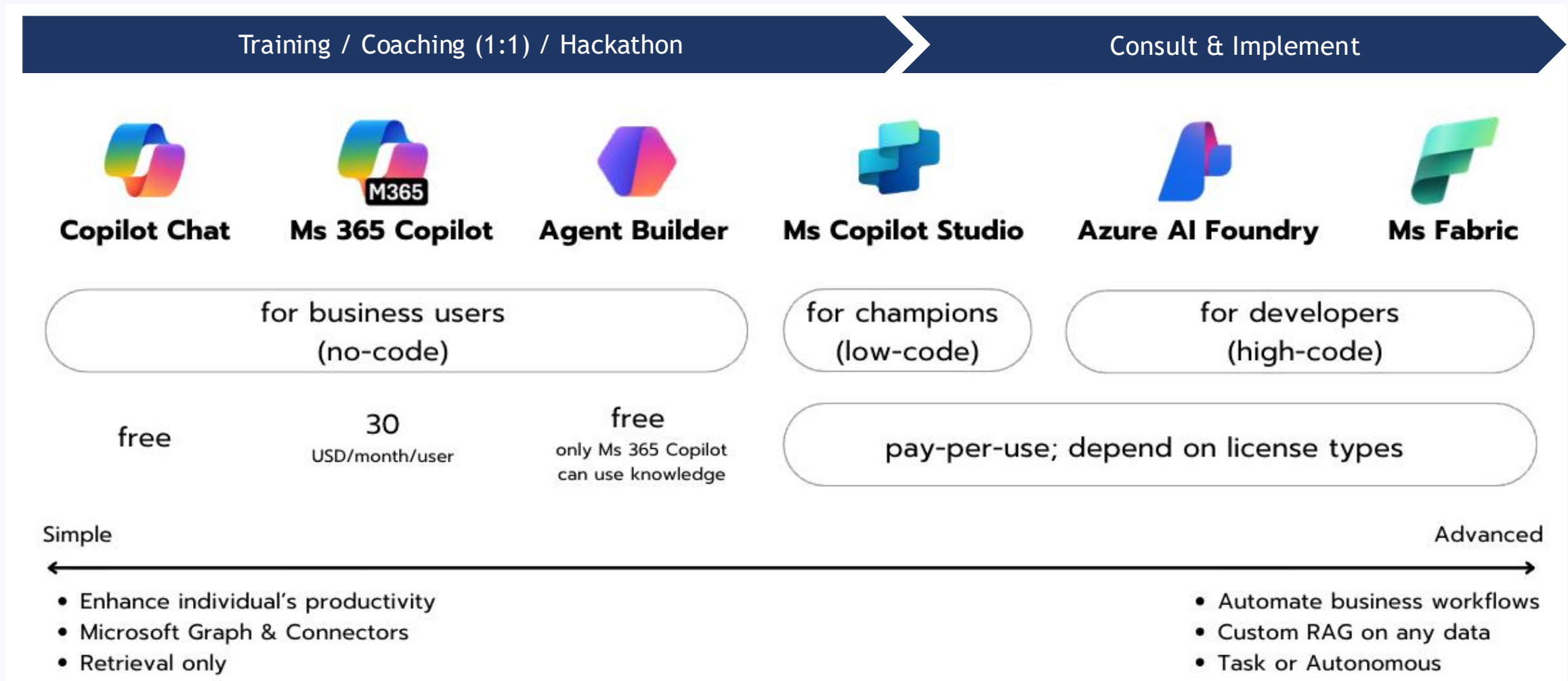
Comparative analysis with the selected 3 leading global banks (DBS, HSBC, and JPMorgan Chase)

Category	Details & Examples	Reason for Difference
Net Zero Targets	SCB: Net zero by 2050 for financed emissions. DBS: Net zero by 2050 for financed emissions. HSBC: Net zero by 2050 for financed emissions.	SCB: Net zero by 2050 for financed emissions. DBS: Net zero by 2050 for financed emissions. HSBC: Net zero by 2050 for financed emissions.
Scope 1: Stationary combustion	SCB: 100% of total emissions are covered by renewable energy. DBS: 100% of total emissions are covered by renewable energy. HSBC: 100% of total emissions are covered by renewable energy.	SCB: 100% of total emissions are covered by renewable energy. DBS: 100% of total emissions are covered by renewable energy. HSBC: 100% of total emissions are covered by renewable energy.
Scope 1: Mobile combustion	SCB: 100% of total emissions are covered by renewable energy. DBS: 100% of total emissions are covered by renewable energy. HSBC: 100% of total emissions are covered by renewable energy.	SCB: 100% of total emissions are covered by renewable energy. DBS: 100% of total emissions are covered by renewable energy. HSBC: 100% of total emissions are covered by renewable energy.

Example of content

- Similarities and differences in carbon emission reports between SCBX and the selected Financial Institutions; the topics can include Net Zero targets, financed emission focuses, decarbonization performances, etc.
- Opportunities for SCBX to improve on the Net Zero journey, extracted from peers' initiatives
- Example of benchmark
 - Global
 - DBS
 - Standard Chartered
 - HSBC
 - Regional
 - DBS
 - UOB
 - CIMB BANK
 - Local
 - HSBC
 - DBS
 - UOB

AI Adoption Landscape



A Proven 5-Phase Adoption System

Structured to deliver measurable impact at every stage

**1**

Diagnose

Assess AI readiness, map workflows, identify high-impact use cases

2

Design

Tailor curriculum and select instructors to match your goals

3

Deploy

Hands-on on-site delivery – 1 to 2 days per program

4

Drive Adoption

Coaching, community building, behavior reinforcement

5

Measure Impact

Track KPIs, report productivity gains, prove ROI

What Our Clients Say

“

"The session strengthened our Data Storytelling skills and provided a clear foundation to better structure and communicate insights."



Head of BD, Air Asia

Data Storytelling with Ms Copilot

100+

Companies served

“

"A highly practical framework that helped us turn data into clear, actionable insights. Immediately applicable to real business challenges."



Head of HR, Thai Optical Group

Data Storytelling with Ms Copilot

50+

Organizations per event

“

"The class was engaging and the real-use-case approach with data analysis and forecasting was exactly what we needed. Tips shared unlocked new functions for our IT team."



Manager, PepsiCo

Unlocking Gen AI & Microsoft Copilot

3

Major enterprise clients (TAT, GSB, SCBx)

2. AI Adoption Services

Diagnose · Design · Deploy · Drive Adoption · Measure Impact

AI Adoption Services

Training (1 day) / Hackathon (3 days) / Champion Program (12 weeks)

Consult & Implement

**Copilot Chat****Ms 365 Copilot****Agent Builder****Ms Copilot Studio****Azure AI Foundry****Ms Fabric**for business users
(no-code)for champions
(low-code)for developers
(high-code)

free

30
USD/month/userfree
only Ms 365 Copilot
can use knowledge

pay-per-use; depend on license types

Simple

Advanced

- Enhance individual's productivity
- Microsoft Graph & Connectors
- Retrieval only

- Automate business workflows
- Custom RAG on any data
- Task or Autonomous

Our Solutions

AI Adoption Services

*Transforming an organization requires a structured shift from tech literacy to **sustaining AI innovation**.*

PHASE 1

1 Day

01 Training Programs (1 day)



1 Day (30 employees/day) |
Organization-wide Enablement

Build foundational AI capability across the organization through **structured learning paths by role and level** (Executive, Manager, Employee).

Focus on:

- Understanding AI & Microsoft Copilot use cases in retail operations
- Enhancing productivity in daily workflows (reporting, analysis, communication)
- Establishing a common AI literacy baseline across teams

PHASE 2

4 Days

02 AI Agent Hackathon (4 days)



4 Days | Cross-functional Collaboration

Translate learning into action by identifying and prioritizing **high-impact AI use cases** for your organization

Focus on:

- Identifying key opportunities across functions (e.g., customer service, operations)
- Developing initial **AI agent prototypes** for selected use cases
- Aligning business and tech teams on feasibility and impact

PHASE 3

12 weeks

03 AI Champion Program (12 weeks)



Drive **real business impact** by supporting selected teams to **build, deploy, and scale AI solutions**.

Focus on:

- Supervising the internal team on the development of AI agents for selected use cases
- Continuous coaching to ensure adoption and capability building on the integration into real workflows
- Measuring impact (productivity, cost efficiency, service quality)

Final presentation

- Showcase AI use cases & solutions
- Quantify business impact & ROI
- Assess scalability & readiness



Organization-wide Enablement

Cross-functional Collaboration (100+ ppl)

4 Selected Teams (20 ppl)

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Suggested Training Programs

	 FOUNDATION LEVEL	 APPLICATION LEVEL	 ADVANCED LEVEL	Key Outcomes
Executive / C-Level <i>Understand AI impact & drive strategy</i>		AI Copilot for Executives Data Analytics for Business Decisions	Leading with Data-Driven Strategy	 Data-driven decision making AI-supported strategy See real business impact
Manager / Team Lead <i>Apply AI to team workflows & reporting</i>	Recommended AI Copilot for Business Productivity and Impact	AI Copilot for Sales & Commercial Teams Data Analytics for Business Decisions		 Manage teams with AI Better reporting & insights Begin workflow redesign
Employee / Staff <i>Use AI in daily work immediately</i>	Microsoft 365 Copilot for Business Productivity & Data Analysis AI Copilot for Business Productivity and Impact Data-Driven Project Management	Data Storytelling Mastery with AI Copilot <i>(Role-Specific Course)</i>	Agile with AI: Advanced AI for Tech Teams <i>(Role-Specific Course)</i>	 Use Copilot in real tasks now Reduce manual work Measurable speed improvement

01 Training - AI Copilot for Business Impact and Productivity

EXPECTED OUTCOME

1. Identify and develop AI Champions within the organization.

Select high-potential individuals capable of leading AI adoption, with strong business acumen and the ability to drive cross-functional collaboration.

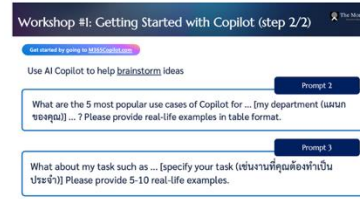
2. Prioritize high-impact, organization-fit workflow use cases.

Identify and evaluate workflow automation and AI use cases that align with your business context, are feasible to implement, and deliver clear business value.

Create your own AGENT
to Increase
Individual Productivity

9 Hands-on Workshops

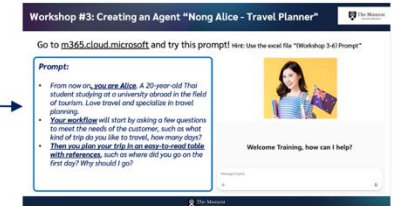
Workshop 1: Brainstorming (ไอเดีย), Writing (เขียน) and Translating (แปล)



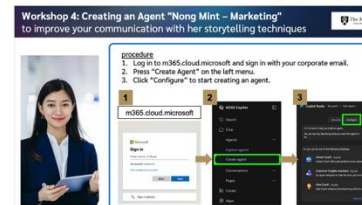
Workshop 2: Summarizing from PDF and website



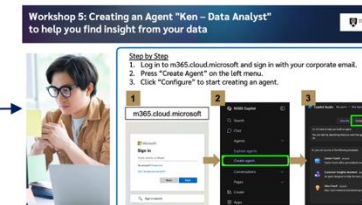
Workshop 3: Creating your first Agent "Alice"



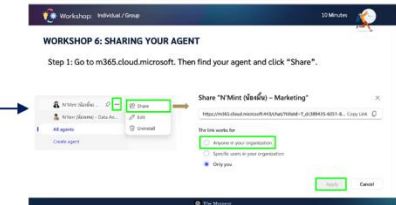
Workshop 4: Creating Agent "Mint" to help with Storytelling



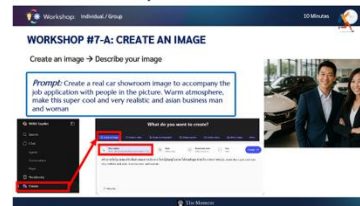
Workshop 5: Creating Agent "Ken" to help with Data



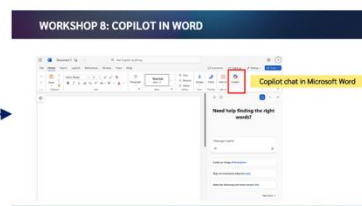
Workshop 6: Sharing your Agent to others



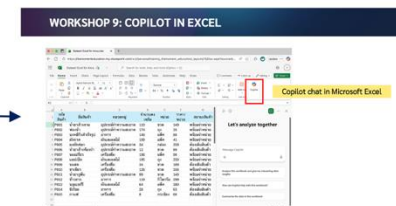
Workshop 7: Use Copilot Create to create poster and slides



Workshop 8: Copilot in Microsoft Word



Workshop 9: Copilot in Microsoft Excel



01 Training - AI Copilot for Business Impact and Productivity

KEY DELIVERABLES

- Deliver a **1-day hands-on Microsoft Copilot training**
- Structured full-day training program:
 - Intro to Copilot & Prompt Engineering
 - Creating Agents with Agent Builder
 - Copilot Create for business content
 - Copilot in Microsoft Word & Excel
- Practical AI use cases and live demonstrations
- Hands-on workshops with guided practice
- Improved baseline AI capability for participants



TARGET GROUP

- ✓ **500-2,000 Employees** in this course, to increase awareness and enhanced productivity through AI-assisted analysis and automation

EXPECTED OUTCOMES

- ✓ **Strategic AI Literacy** to use Gen AI effectively for business impact and ROI
- ✓ **Data-Driven Decision Making** using AI-generated insights
- ✓ **Creative Business Solutions** enabled by AI-powered communication and content creation

Create your own **AGENT**
to Increase
Individual Productivity



Our Solutions

AI Adoption Services

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1 Day

01 Training Programs (1 day)



1 Day (30 employees/day) |
Organization-wide Enablement

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Focus on:

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PHASE 2

4 Days

02 AI Agent Hackathon (4 days)



4 Days | Cross-functional Collaboration

Translate learning into action by identifying and prioritizing **high-impact AI use cases** for your organization

Focus on:

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12 weeks

03 AI Champion Program (12 weeks)



Drive real business impact by supporting selected teams to **build, deploy, and scale AI solutions**.

Focus on:

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Final presentation

- Showcase AI use cases & solutions
- Quantify business impact & ROI
- Assess scalability & readiness



Organization-wide Enablement

Cross-functional Collaboration (100+ ppl)

4 Selected Teams (20 ppl)

02 AI Agent Hackathon (4 Days)

Overview of AI Agent Hackathon

Step 1 - EVENT PREPARATION

Preparing

- Prepare and send out communications about the program
- Participants can join through manager nomination or self-enrollment.



Step 2 - TRAINING AND WORKSHOP

Day 1

Program kick-off (1 hour)

- Project launch and introduction. Overview of project objectives, competition format, and overall timeline

Workshop #1

- AI Agent Design Thinking
- Creating your AI Agent



Day 2

Workshop #2

- Vibe Code with AI
- Create your AI Prototype



Day 3

Coaching Day

- Coaching time (Guidance and feedback session with mentors)

Step 3 - PITCHING DAY

Day 4

Showcase your AI Agent to the entire organization

- Commencement of Team Presentations
- Winner Announcement
- Official Program Closure / Closing Ceremony



02 AI Agent Hackathon (4 Days)

	Key Highlight	The Moment	Your Organization
1. Event Preparation	- Prepare and send out communications about the program - Participants can join through manager nomination or self-enrollment	Prepare standard project templates, including the Main Event Poster, Registration Poster, and Registration Form Provide guidance and consultation throughout the project lifecycle	Prepare promotional materials and coordinate employee outreach to invite participation in the program
2. Training and Workshop (Day 1-2)	Program kick-off (1 hour) - Project launch - Overview of project objectives, competition format, and timeline - Explanation of rules and execution guidelines throughout the project	- Provide guidance and consultation throughout the project - Optionally participate in the program kick-off session to co-present and explain project details	- Arrange the venue - Deliver a welcome address and present an overview of the project details
	Training & Workshop 2 Days of Training Program - Learn the fundamentals of AI and AI Agent development - Develop business-enhancing projects using AI Design Thinking - Gain hands-on experience to build practical solutions applicable to participants' own work	Day #1 - Intro to Agent and vibe coding (half day) - Agent Design Thinking (half day) - Mentor time (Guidance and feedback session) 	Arrange the training venue, refreshments, and necessary equipment
		Day #2 - Vibe Code with AI - Create your Agent  Day #3 - Coaching Day (Guidance and feedback session with mentors) 	
3. Pitching Day (Day 3)	Showcase your AI Agent to the entire organization - Commencement of Team Presentations - Winner Announcement - Official Program Closure / Closing Ceremony	- Develop and define evaluation criteria - Ask questions, provide feedback, and support the decision-making process in collaboration with the judging panel	- Select and appoint the judging panel (judges) - Prepare the venue, equipment, and prizes

02 AI Agent Hackathon (3 Days)

*Training in Agent Builder is required.

COURSE OUTLINE

Create Agents and Vibe code
in 3 Days

Day 1

- Agent AI Design Thinking
- Create your AI Agent



Day 2

- Vibe Code with AI
- Create your AI Prototype



Day 3 - Coaching Day
Day 4 - Pitching Day



KEY DELIVERABLES

- Role-based training curriculum and materials
- Mentoring for suggestions on how to build your own agent to increase business productivity
- Judgement and commentator

Target Group

- ✓ 50-100 People (12-25 Teams; 3-5 ppl per team)
- ✓ Everyone in the organization

EXPECTED OUTCOMES

- ✓ Increased adoption of AI tools in daily operations
- ✓ Improved productivity and speed of execution
- ✓ Shared understanding of AI opportunities across teams

Select the top 4 teams for the AI Champion Program
to implement the agent within the organization.

Our Solutions

AI Adoption Services

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1 Day (30 employees/day) |
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PHASE 2

3 Days

02 AI Agent Hackathon (3 days)



3 Days | Cross-functional Collaboration

Translate learning into action by identifying and prioritizing high-impact AI use cases for your organization

Focus on:

- Identifying key opportunities across functions (e.g., customer service, operations)
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PHASE 3

12 weeks

03 AI Champion Program (12 weeks)



Drive real business impact by supporting selected teams to **build, deploy, and scale AI solutions**.

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Organization-wide Enablement

Cross-functional Collaboration (100+ ppl)

4 Selected Teams (20 ppl)

03 AI Champion Program

12 weeks 🧩

COURSE OUTLINE

- Program kick-off
- Training and workshop
 - Copilot Studio or n8n (2 Days)
- Mentoring with specialists
- Pitching your product (Agent / AI Workflow Automation)



Copilot Studio



n8n

KEY DELIVERABLES

- Role-based training curriculum and materials
- Practical AI use case playbooks for business teams
- Trained workforce with baseline AI capability

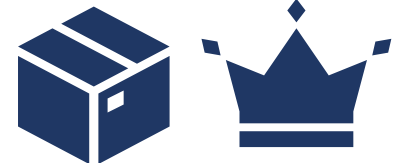
TARGET GROUP

- ✓ Select 4 high-potential teams from the Hackathon
- ✓ Provide dedicated development support for each team

EXPECTED OUTCOMES

Drive **real business impact** by supporting selected teams to **build, deploy, and scale AI solutions.**

- Showcase AI use cases & solutions
- Quantify business impact & ROI
- Assess scalability & readiness



Scope of work >> Expectation Coaching
– 4 Use case

03 AI Champion Program

12 weeks 🧩



Deliverables: Program template · Workshop delivery · Expert coaching · Pitching Day event · Summary report with ROI metrics

03 AI Champion Program

12 weeks 🧩



Upskill & Reskill

- Enhance employee productivity through effective use of AI Agents
- Align business objectives with scalable technology capabilities



Create Real Use Cases

- Identify critical pain points within existing work processes
- Address real-world business challenges with AI



Changing the Mindset

- Shift the mindset from “AI as an IT function” to “AI as a productivity enabler for every team.”
- Foster an AI-first culture across the organization.



We led the end-to-end design and execution of an “Agent Champion” for SKY ICT.

3. Example of AI Use Cases

Diagnose · Design · Deploy · Drive Adoption · Measure Impact

Supply Chain

1. Optimize supply chain management

Use AI to monitor current and onboard new suppliers to keep the product lineup fresh and ensure adequate inventory levels.

KPIs impacted

✓ Store revenue

✓ Conversion rate

Value benefit

✓ Cost savings

✓ Increase revenue

1. Summarize and prioritize emails

A supply chain manager receives a high volume of email daily from suppliers, customers, and colleagues containing urgent information, requests, and feedback. Some of which are time sensitive.



Copilot Chat²

Benefit: **Summarize and prioritize** emails received. Review critical issues impacting supply and delivery.

[Try in Prompt Gallery: Stay informed](#)



2. Review and respond

The supply chain manager can click on the links provided to open specific emails and quickly deal with time sensitive issues, such as customer shipment delays.



Copilot in Outlook

Benefit: **Use Copilot in Outlook to draft response** to acknowledge delay and confirm new delivery details. Draft email to customer on shipment changes.

[Try in Prompt Gallery: Reply to an email](#)



3. Review purchasing agreements

The next critical email is to review and sign a new purchasing agreement with a supplier. The supply chain manager must ensure they are accurate, complete, and getting the best terms.



Copilot Agent³
+ [Connection to Supply Chain solution](#)

Benefit: **Identify gaps and risks for each purchasing agreement** with automated contract comparison to compare new purchasing agreements with standard agreements to identify potential conflicts or gaps.



6. Monitor and analyze inventory data

The next item is a request for latest product forecast to ensure there is enough stock to meet customer demand without carrying too much inventory.



Copilot Agent³
+ [Connection to Supply Chain solution](#)

Benefit: **Access and analyze inventory data** from various sources, such as Enterprise Resource Planning (ERP) system, the Warehouse Management (WMS) system, and the Point of Sale (POS) system.



5. Marketing copy for new products

The third email requires collaboration with the marketing team on reviewing copy to showcase the features and benefits of a new product.



Copilot Chat²

Benefit: **Use Copilot to review draft copy** from marketing to compare with information and product description from the supplier. Use Copilot to search supplier catalog for images. Draft email to marketing with suggested changes and images.



4. Manage contract signatory process

After completing the contract review, the updated contract must be sent back to the supplier with changes highlighted for their review and signature.



Copilot Agent³
+ [Connection to eSign solution](#)

Benefit: **Send revised contract** and request and track signatures using the companies e-sign app to attach the word document.

Merchandise

2. Improve merchandising decisions

Use AI to assist with data analysis and product selection when selecting new products to sell.



Copilot Studio

KPIs impacted

✓ Store revenue

✓ Customer satisfaction

Value benefit

✓ Cost savings

✓ Increase revenue

1. Define sales targets

Define topside sales targets based on historical data, market trends, and business goals. Use a Copilot agent to access data in the Sales database.



Copilot Agent³
+ Connection to Corporate performance management system

Example prompt: Generate a table showing moderate sportswear sales by location for Q4 of last year, sorted by year-over-year (YoY) change. Include a current season-to-date column with YoY change.



2. Conduct market research

Research consumer demographics and spending trends by geography.



Copilot Chat¹

Example prompt: What are the current blouse style trends in the greater London area, and which demographic is influencing these trends? Which retailers are carrying the most trend-right blouse items?



3. Create a dashboard

Visualize sales trends to help make purchasing decisions.



Copilot in Excel

Example prompt: Create a custom view in a Power BI dashboard to visualize data on seasonal apparel trends.



6. Complete supplier agreements

Negotiate contract terms including margin and MAP pricing agreements.



Copilot Agent³
+ Connection to Supply Chain system

Example prompt: Provide the MAP pricing terms that our vendor, Contoso, agreed to for Q4 products last year. Compare these terms with what we negotiated for this year in a table format.



5. Update projects

Using a Copilot Agent integrate the sales forecast into regional staffing level projections.



Copilot Agent³
+ Connection to Corporate performance management system

Example prompt: Determine the differential in sales projections to current sales levels and apply that differential to staffing level projections.



4. Make product selections

Curate an assortment of products, including trending styles, seasonal items, and basic staples. Use a Copilot Agent to access data in the Sales database.



Copilot Agent³
+ Connection to Corporate performance management system

Example prompt: Considering last year's sales history and the current season-to-date performance, what is the optimal proportion of basic collared shirts versus fashion blouses for this year's Q4 assortment?

HR

3. AI-Chatbot for Employee

Using a AI agent, HR organizations can improve service by making employee information easy to access.



Copilot Studio

KPIs impacted

✓ Calls handled by agents

✓ Employee NPS

Value benefit

✓ Cost savings

✓ Employee experience

1. Self-help policy agent

Create an agent accessing the HR policy SharePoint site to help users get answers to policy questions through a self-service experience.



AI Agent³
+Connection to HR SharePoint

Benefit: **Streamline the benefits inquiry process** with instant, 24/7 agent assistance.



2. Gather feedback

The agent uses guided questions to determine if the existing policy was confusing to the employee.



AI Agent³
+Custom Topic

Benefit: Help to **gather quality feedback** on areas of the written policies that are unclear through guided questions.



3. Save feedback

The agent writes a summary of the feedback to an Excel spreadsheet on the HR SharePoint including the sections of each policy that are considered unclear.



AI Agent³
+Custom Action

Benefit: **Automate feedback collection** into Excel with a task agent.



4. Analyze feedback

HR analyst uses Copilot in Excel to analyze the feedback and create a list of required policies requiring updates.



Copilot in Excel

Benefit: **Speed the analysis** by using Copilot to interpret and summarize the feedback identifying specific sections of policies to be updated.



5. Make updates

Leveraging the feedback collected, use Copilot in Word to update the policies to make the existing sections clearer. You can also use Copilot to maintain the change log for the policies.



Copilot in Word

Benefit: **Streamlining the administration process** reduces HR workload and improves accuracy.

6. Reporting

Use PowerPoint Agent to turn the policy change logs into a PowerPoint presentation on updates made during the prior month.



PowerPoint Agent

Benefit: **Keep employees updated** on policies with regular reporting.
[Get started with Word, Excel, and PowerPoint Agents](#)

METHODOLOGY

AI Adoption Landscape

Training / Coaching (1:1) / Hackathon

Consult & Implement

**Copilot Chat****Ms 365 Copilot****Agent Builder****Ms Copilot Studio****Azure AI Foundry****Ms Fabric**for business users
(no-code)for champions
(low-code)for developers
(high-code)

free

30
USD/month/userfree
only Ms 365 Copilot
can use knowledge

pay-per-use; depend on license types

Simple

Advanced

- Enhance individual's productivity
- Microsoft Graph & Connectors
- Retrieval only

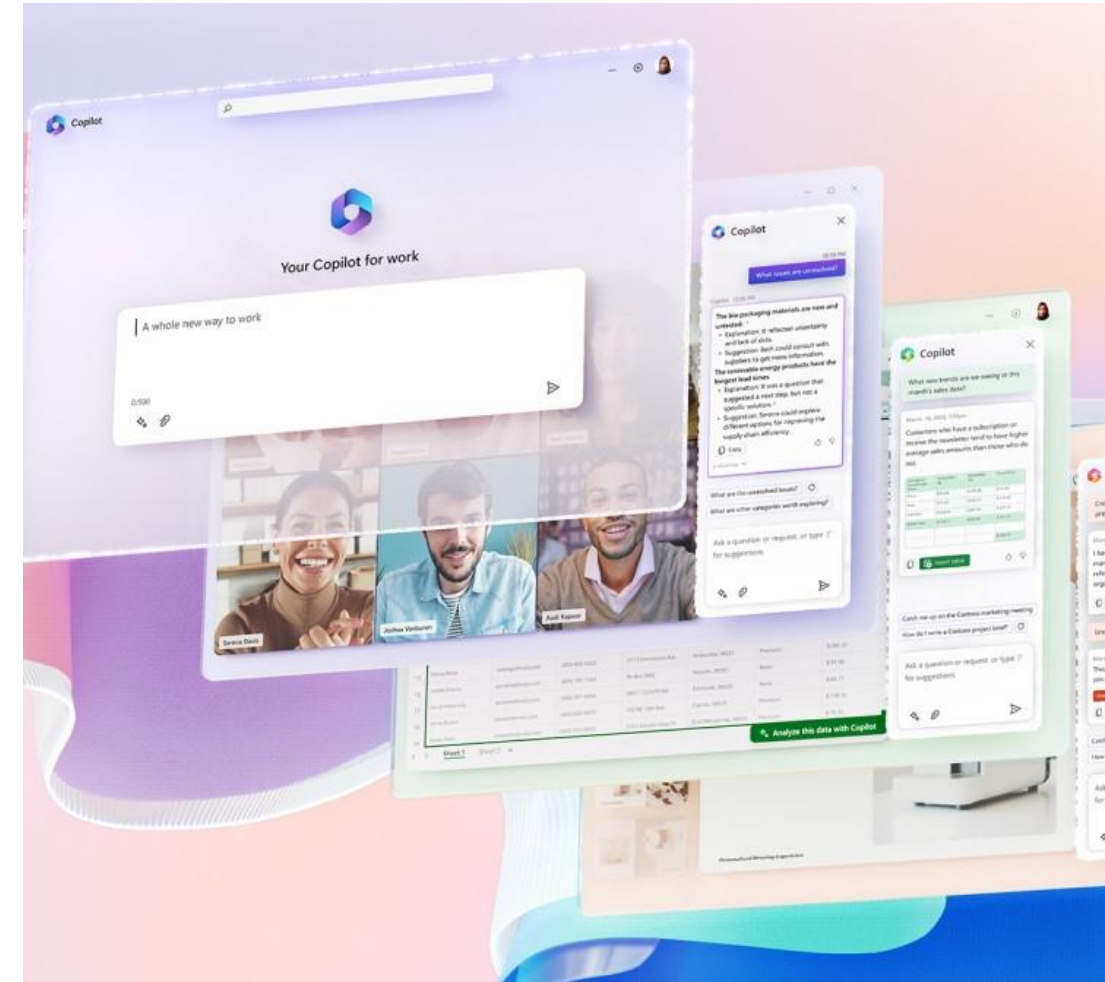
- Automate business workflows
- Custom RAG on any data
- Task or Autonomous

LET'S BUILD YOUR AI FUTURE

Ready to Turn Your Copilot Investment Into Real Results?

- 01 Discovery call — understand your goals & current AI state
- 02 We propose a tailored program with scope & investment
- 03 Kick-off your AI adoption journey with The Moment

Contact: mutcharin.h@themoment.education



THE MOMENT

PEOPLE-DRIVEN INNOVATION