



G-Cloud 15

MS Copilot value assessment and adoption services

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Accelerating Copilot adoption to deliver workforce productivity and value

PwC supports public and private sector organisations to embed Microsoft Copilot into day-to-day ways of working and realise sustainable productivity and workforce benefits. Our MS Copilot Value Assessment and Adoption Services focus on enabling people to use Copilot effectively, responsibly and consistently across roles, teams and functions.

We bring a people-led approach to Copilot adoption, recognising that successful AI outcomes depend on workforce capability, confidence and behaviour, not technology alone. Our services are designed to help organisations move from initial Copilot rollout to sustained adoption and measurable value.

Our Copilot adoption approach

PwC's MS Copilot Value Assessment and Adoption Services provide structured enablement and training to support effective Copilot adoption at scale. The service combines use-case prioritisation, role-based enablement, leadership and manager upskilling, workflow integration and adoption measurement.

Rather than focusing on technical deployment, the service helps users understand:

- Where Copilot adds value in their roles
- How to integrate Copilot into real workflows
- How to use Copilot safely and responsibly
- How to sustain adoption over time.

All activities are tailored to organisational context, team needs and functional priorities.

What the service covers

Copilot use-case identification and prioritisation

We support organisations to identify and prioritise high-value Copilot use cases at end-user, team and function level. This focuses on practical opportunities to improve productivity, quality and decision-making, aligned to real work activities and responsibilities.

Role-based and leadership enablement

We deliver role- and function-based Copilot learning pathways, making training relevant to how different teams operate. This includes leadership and manager enablement to support AI-enabled ways of working, effective team adoption and confidence in the use of Copilot.

End-to-end adoption enablement

We provide structured adoption support tailored to teams and functions, including targeted communications, readiness activities, learning reinforcement and behaviour change support. This helps organisations drive consistent uptake and embed Copilot into everyday work.

Workflow integration and prompting guidance

We support teams to embed Copilot into day-to-day workflows through use-case-led prompting guidance and the creation of function-specific prompts. This enables users to move beyond generic usage and apply Copilot effectively in real scenarios.

AI activator and champion networks

We design and support AI activator and champion networks to build internal capability and momentum. This includes train-the-trainer approaches and the design of activities that support peer learning, knowledge sharing and sustained adoption.

Responsible AI and safe-use enablement

We provide training on responsible AI and safe use of Copilot, supporting appropriate data handling, governance, human-in-the-loop practices and awareness of AI limitations. This is particularly important for public sector and regulated environments.

Targeted deep dives and advanced opportunities

Where appropriate, we conduct targeted deep dives in priority functions to explore more advanced Copilot or agent-based opportunities. These activities remain focused on enablement and readiness rather than technology build or deployment.

Adoption and usage measurement enablement

We support organisations to establish practical approaches to measuring adoption, usage and early value indicators. This helps teams understand what is working, where support is needed, and how to continuously improve adoption.

Sectors and functional areas

We have supported Copilot adoption and workforce enablement across a range of sectors, including:

- Government and public sector bodies
- Banking and financial services
- Insurance
- Retail and consumer markets
- Travel and transport
- Advertising and professional services.

High-potential functional areas commonly include:

- HR and People
- Research and Intelligence
- Procurement and Commissioning
- Strategy and Policy
- Sales and Growth
- Customer and Case Management.

Illustrative outcomes from prior engagements

Across engagements, organisations have used this service to:

- Identify hundreds of practical Copilot use cases
- Estimate significant productivity time savings across teams
- Improve employee confidence and experience using AI
- Strengthen leadership capability in AI-enabled working
- Support responsible and well-governed AI adoption.

Outcomes vary depending on organisational context, readiness and scope.

Our people-led philosophy

We believe successful Copilot adoption starts with people, not technology. Sustainable AI outcomes depend on clear roles, ownership, capability and trust. Our approach places humans at the centre—supporting individuals and teams to work effectively alongside AI, while maintaining accountability, quality and assurance.

PwC's Copilot Value Assessment and Adoption Services

This section describes in more detail the service features and benefits included in this service definition document.

Copilot adoption services help organisation's embed Microsoft Copilot into a day-to-day workflow to drive productivity and deliver value. Services include:

- Identifying high-value use cases in workflow
- Role-based and leadership upskilling
- Designing, developing and delivering AI Adoption programmes
- Building AI champion networks
- Establishing adoption and usage measurement approaches.

PwC's Copilot Value Assessment and Adoption Services Features

- End user, Team and function-specific Copilot use-case identification and prioritisation with measurement of productivity gains
- End-to-end AI Adoption, tailored to functions, team and end users, including communications, upskilling, readiness and measurement
- Role and function-based Copilot learning pathways
- Leadership and manager AI enablement
- AI activator and champion network and activity design
- Use-case-led prompting guidance for real team workflows
- Workflow integration through function-specific prompt development
- Responsible AI and safe-use training
- Targeted deep dives in priority functions to unlock agentic opportunities
- Adoption and usage measurement enablement.

PwC's Copilot Value Assessment and Adoption Services Benefits

- Accelerated AI-first culture and mindset to enable an AI workforce
- Improved productivity in daily tasks and time to focus on value-add activities
- Increased confidence using AI responsibly
- Better alignment of Copilot to roles, functions and processes
- Reduced adoption and misuse risk
- Consistent use across teams and functions
- Leadership confidence in AI-enabled working
- Scalable approach to workforce enablement
- Supports the Attract, Retain and Engage AI narrative.



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