Microsoft 365 Copilot

Agents in Action

Real-World Impact with Microsoft Copilot Studio

E-book

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The agentic advantage

Many organizations have already taken the first steps with AI. However, by building and deploying custom agents with Microsoft Copilot Studio, forward-thinking companies are progressing even further on their AI transformation journeys.

Agents have the ability to transform how your entire organization operates. Everything from streamlining operations and automating routine tasks, to monitoring systems in real time and surfacing issues before they escalate. They do this while maintaining enterprise-grade security standards that IT leaders require, with built-in governance capabilities that keep your data protected.

And the benefits go beyond IT. With this new level of increased efficiency, organizations can exceed performance goals, deliver stronger ROI, and create better experiences for employees and customers alike.

This e-book is written for IT leaders and practitioners to get inspired by real-world applications of AI agents across a range of industries. The examples represent actual implementations where organizations have successfully built and deployed **AI agents** to solve real business challenges.

2

Built to integrate.
Ready to scale.

With the **creation of 1 billion new apps projected by 2028[1]** and **82% of leaders saying this is a pivotal year to rethink strategy and operations**,[2] automation isn't a luxury—it's a necessity. Organizations need to stay ahead of what's next, and agents are here to help not only support your business but help drive it from top to bottom.

Copilot Studio gives you the tools to lead confidently by combining intelligent automation with the scalability that enterprise environments demand.

With deep integration across your Microsoft or third-party ecosystem of products and solutions, Copilot Studio fits naturally into your existing tech stack for seamless data flow. Plus, with more than 1,500 pre-built connectors for

Microsoft and non-Microsoft data systems, your agents can be effective right from the start.

Security is built into every layer, from data handling to agent deployment. Built-in governance and compliance controls ensure that every agent aligns with your organization's security standards and policies. Comprehensive protection means IT teams can focus on innovation rather than constantly managing risks.

This security-first approach, combined with powerful integration capabilities, gives IT leaders the flexibility they need to build with confidence and scale with purpose.

3

Low-code tools. High-impact results.

Copilot Studio's low-code interface makes it easy for anyone to start building agents, whether for simple automations or complex, multi-step workflows.

With over 1,500 prebuilt connectors to popular data sources and systems and seamless integration, your agents to take action across your entire environment with minimal setup time.

Three ways to create agents in Copilot Studio:

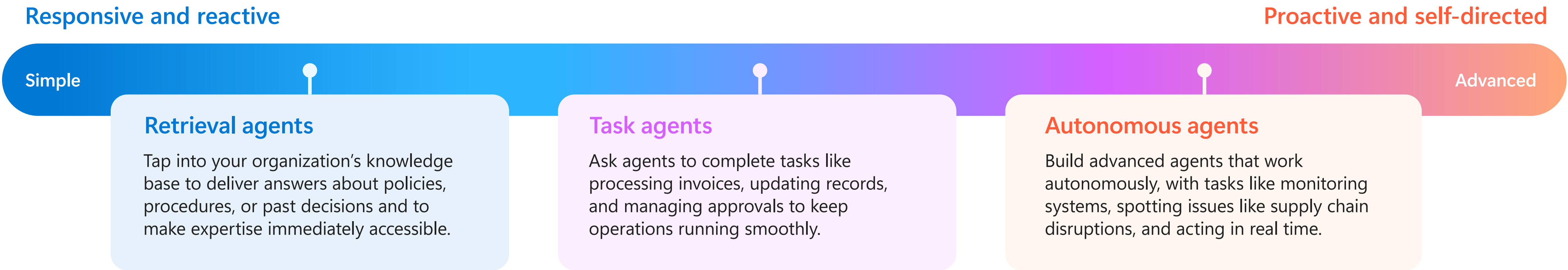**Describe your goal** to Copilot for it to auto-generate topics, flows, and logic.

Use the visual canvas to design conversations with drag-and-drop steps like questions, responses, and triggers.

Develop from scratch using the SDK for full customization.

From everyday tasks to advanced enterprise objectives, Copilot Studio can help create a full spectrum of agents:

Responsive and reactive

Proactive and self-directed

Simple

Advanced

Retrieval agents

Tap into your organization's knowledge base to deliver answers about policies, procedures, or past decisions and to make expertise immediately accessible.

Task agents

Ask agents to complete tasks like processing invoices, updating records, and managing approvals to keep operations running smoothly.

Autonomous agents

Build advanced agents that work autonomously, with tasks like monitoring systems, spotting issues like supply chain disruptions, and acting in real time.

4

Agents across an array of industries

No matter your industry, agents can help move your organization into the future from day one.

Professional and Business Services

Manage client inquiries, automate internal IT and HR workflows, fast-track data entry, and streamline operations.

Industrial and Manufacturing

Expedite issue resolution and root cause analysis to improve productivity within day-to-day manufacturing operations.

Financial Services

Accelerate time to resolution and create personalized customer experiences with agent assistants.

Retail

Ensure your supply chain operates as resiliently as possible with agents that can flag errors, automate orders, and send real-time data reports.

The potential is clear, but the impact is even clearer in practice. Let's take a look at real-world applications and customer success stories with Copilot Studio.

Holland America Line

Creating way more than a chatbot

To deliver faster, more personalized support without overwhelming call centers, Holland America Line used Copilot Studio to build a virtual agent named Anna. Acting as a digital concierge, Anna answers booking and travel-related questions for both guests and travel advisors.

Anna integrates with CRM and booking systems and uses natural language understanding, multi-intent detection, and custom entity extraction to deliver accurate, real-time answers. For instance, Anna can handle complex statements and questions like "Help me find a cruise to Alaska for 6 to 8 days from Seattle." or "Which day are we getting to the Bahamas and what are we seeing on the way?"

Anna was launched in phases over three months. First, it was deployed with call center agents, then internal employees, and **eventually scaled from 5% to 100% of all website visitors.**

Encouraged by the results, Holland America is expanding Anna's reach and capabilities, including booking excursions, spa services, and assisting with onboard needs like dinner reservations and even room service.

Copilot Studio also helps the team analyze feedback so they can quickly optimize Anna's performance, supporting a seamless, evolving guest experience from booking to setting sail.

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With Microsoft Copilot Studio, we have an effective platform for delivering the benefits of generative AI to our customers… and an even better overall cruise experience.

Scot Pettit
Sr. Director of E-commerce, Holland America Line

Eneco

Transforming customer support

Eneco is a leading provider of sustainable energy in Belgium, serving over 1.5 million customers across consumer and business markets. To modernize its customer service and manage rising support volumes, Eneco turned to Copilot Studio to create a custom agent for their organization.

Eneco had a traditional customer-facing chatbot in place already, but it underperformed and lacked transparency, prompting the shift to a more intelligent and adaptable solution.

In just three months, Eneco launched a new AI agent using Copilot Studio and integrated it with its existing systems and live chat platform.

The new multilingual agent now:

• Manages over **24,000 customer chats** per month

• Handles **67% of inquiries** without escalation

• Achieves **over 95% intent recognition accuracy**

For Eneco's IT and service teams, Copilot Studio has offered better guardrails, faster development cycles, and deeper insights via built-in telemetry. It also enabled seamless migration from their legacy system and simplified ongoing refinement.

As a result, Eneco is now scaling this solution across multiple regions and unlocking new transactional capabilities to better serve their 1.5 million customers.

Eneco is also preparing to release several new functions. Soon, the agent will not only be able to answer customer questions but help complete actions such as paying a bill and opening an account—yet another way it will continue to improve service for Eneco and its customers.

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Microsoft Copilot Studio has become an extremely powerful platform for helping meet our customer service and sustainability objectives.

Ellen Van Caillie

Head of conversational AI at Eneco

epiQ

Boosting efficiency for customers and the company

Epiq, a global leader in legal and business services, has been using Copilot Studio and AI agents to modernize both client-facing and internal operations.

With almost 8,000 associates and operations worldwide, Epiq offers solutions for large-scale and complex client matters such as class action lawsuits, mass torts, bankruptcies, eDiscovery, and more.

One major challenge was handling the high volume of inquiries generated by large class action lawsuits. Using Copilot Studio, Epiq developed agents that now manage tens of thousands of messages. One case alone handled nearly 50,000 claimant messages with minimal need for live agent handoff.

The agents use generative answers in Copilot Studio to address common questions around a class action suit, such as eligibility and how to file a claim. If claimants require more assistance, they can be automatically transferred to a live call center agent.

Internally, Epiq created "Eva," an AI agent that supports employee IT needs. Eva helps with everything from opening support tickets and managing building access, to creating Microsoft Teams channels and distribution lists—freeing up valuable IT resources and improving response times.

Complementing these efforts, Epiq built an automated onboarding platform called Launchpad. This system **saves approximately 2,000 hours of work each month and more than $500,000 annually.** Integrated AI capabilities help clean up data inputs and streamline workflows across HR and IT, dramatically reducing onboarding time.

With the use of AI agents, Epiq has established a scalable, secure, and cost-effective way to deliver smarter support, both for customers and employees.

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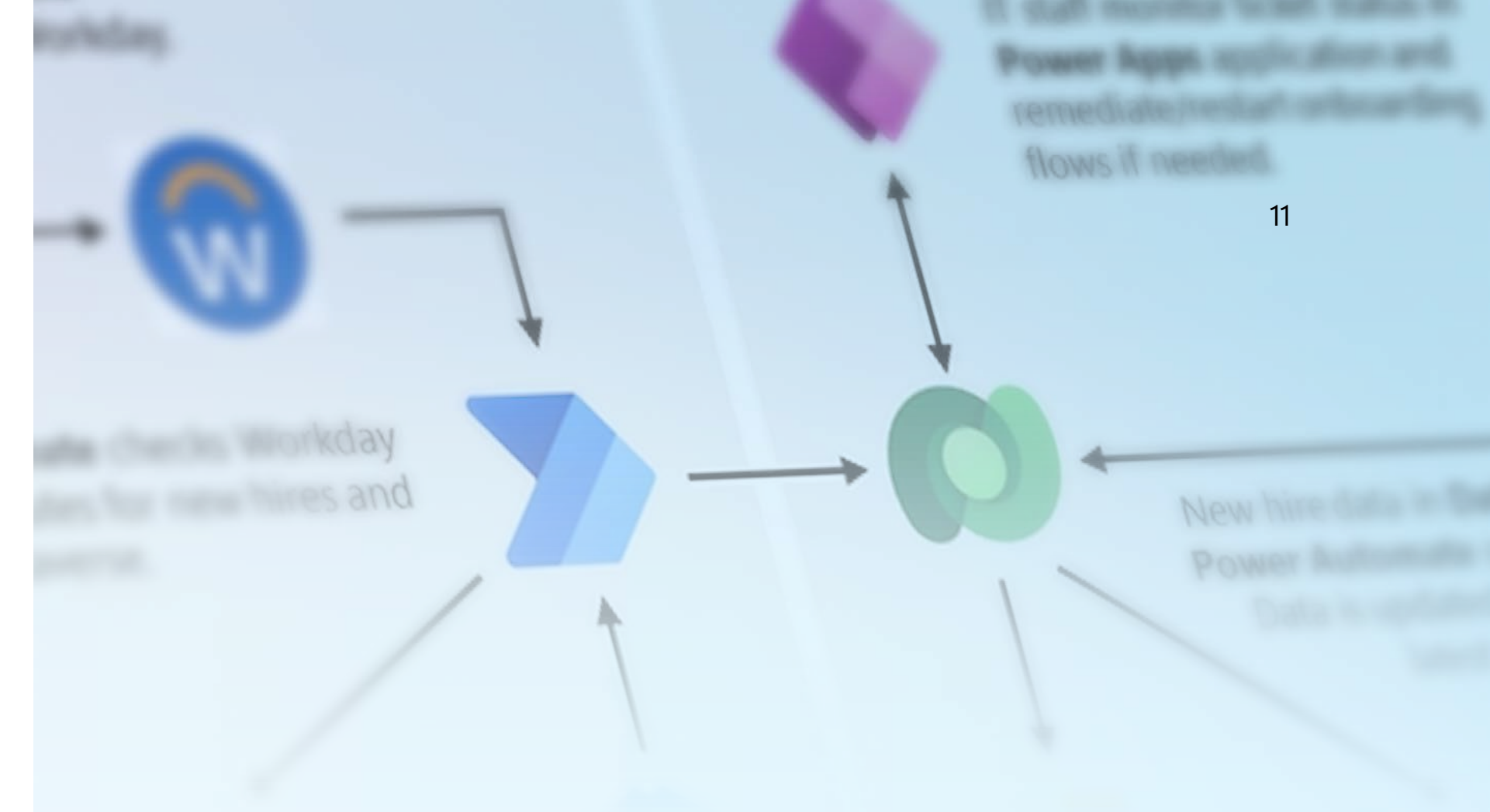
With Microsoft Copilot Studio, we have developed an AI agent that can handle an amazingly wide range of IT requests from employees.

Jordan Bardwell

Manager, Rapid Development and Innovation at Epiq

QATAR CHARITY قطـــر الخيرية

Reducing IT costs and increasing productivity

Qatar Charity, one of the largest non-profits in the Middle East, operates in over 50 countries, delivering humanitarian aid and development programs. However, it faced growing challenges with inefficient call center operations, fragmented communication platforms, and costly on-premises infrastructure.

To address these issues, Qatar Charity partnered with Netways to implement INNOV8 for Microsoft Copilot Studio. Within months, the organization unified communications across voice, chat, email, and WhatsApp, enabling a seamless, omnichannel experience that could be customized to fit the charity's unique needs.

Key outcomes included:

- **40%** reduction in IT maintenance costs
- **30%** reduction in average handle time
- **25%** increase in customer satisfaction
- **20%** boost in agent productivity
- **15%** rise in engagement through omnichannel support

AI agents now power real-time data insights and automate routine interactions, freeing the team at Qatar Charity to focus on complex cases. Thousands of donor calls are now fully automated, ensuring consistent reminders and enhanced outreach.

Microsoft provided essential training, documentation, and hands-on support, helping Netways and Qatar Charity optimize deployment and scale efficiently. The transformation established Qatar Charity as a technology leader in the nonprofit space, showing how cloud-based AI and agents can deliver both operational excellence and better service for communities worldwide.

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The automation achieved through the adoption of Microsoft Technologies... enables us to fully automate thousands of monthly calls to donors, reminding them to fulfill their monthly donations to the children and families they support.

Hamed Shihadeh
Manager, Information Technology Department, Qatar Charity

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It's your turn

With low-code tools, seamless Microsoft integration, and enterprise-ready security, Copilot Studio makes it easy to build intelligent agents that drive real results.

You don't need to be a developer to get started—just a clear understanding of the processes you want to improve. Whether you're creating an agent to serve millions of customers or streamlining internal operations to save time and money, Copilot Studio gives you the flexibility to build solutions that meet your specific needs. The organizations in this e-book were once where you are now, looking for the next step in their AI journey. It's your turn to join them.

Sources:

[1] IDC, "1 Billion New Logical Applications: More Background," Doc #US51953724, April 2024.

[2] "Work Trend Index Special Report: The Year the Frontier Form is Born," Microsoft, April 23, 2025. https://www.microsoft.com/en-us/worklab/work-trend-index/2025-the-year-the-frontier-firm-is-born.

The Work Trend Index survey was conducted by an independent research firm among 31,000 full-time employed or self-employed knowledge workers across 31 markets between February 6, 2025 and March 24, 2025. Knowledge workers in this context means those who typically work at a desk (either at home or at an office).