

Vodafone to Roll Out Microsoft 365 Copilot to Boost Productivity

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Vodafone has extended its strategic agreement with Microsoft to implement Microsoft 365 Copilot AI software across its organization. This move aims to enhance productivity, innovation, and digital efficiency for Vodafone's 68,000 employees worldwide.

The generative AI (GenAI) tool will be integrated into various areas of Vodafone's business, from customer service to product development, network management to sales and marketing. This aligns with Vodafone's strategy to become a leading telecommunications company in Europe and Africa.

Microsoft 365 Copilot, embedded into Microsoft's productivity apps, will empower Vodafone employees to draft emails, analyze data, summarize meetings, generate marketing content, and create imagery.

Commenting on the partnership, Scott Petty, Chief Technology Officer, Vodafone, said: "Our AI journey is focusing on three areas: operational efficiency inside the organisation; rewiring the business to provide an enhanced customer experience; and unlocking growth opportunities through new products and services that we can create around generative AI.

"Copilot will help drive all three."

A pilot trial of Copilot demonstrated significant benefits for Vodafone employees, including increased productivity, time savings, and improved work-life balance. Nearly all users reported positive experiences and a desire to continue using the tool.

Vodafone's decision to extend Copilot to 68,000 employees reflects its confidence in the technology's

ability to enhance productivity and quality across the organization. The company aims to create a more efficient and customer-focused business through the widespread adoption of Copilot.

Clare Barclay, CEO, Microsoft UK, said: "It's great to see Vodafone's AI leadership adopting Microsoft 365 Copilot at such scale.

"Generative AI is transforming every industry and we look forward to unlocking the benefits this powerful technology will bring to all aspects of Vodafone's business."

This announcement strengthens the existing 10-year strategic partnership between Vodafone and Microsoft. The companies are committed to collaborating on various initiatives, including transforming the customer experience, scaling up Vodafone's IoT business, developing new services for small- and medium-sized businesses, and continuing Vodafone's data migration to Microsoft's Azure cloud service.