

Whitepaper:

# Accelerating AI at work

 PHOENIX  Microsoft



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Artificial Intelligence (AI). We've all heard of it. It's rapidly transforming the world around us, and with the UK expected to be a leader in this field, AI is going to be a key priority for organisations and businesses across the country.

With several innovative AI projects already underway in both the public and private sectors, it's revealed the need for a more in-depth look at the implications, myths, and benefits.

You've got questions. Will AI take over the world? Will it lead to mass unemployment? What are realistic uses for AI?

**We've got the answers.**



## Understanding AI in the workplace

Our minds are creative powerhouses. Creativity is the fundamental core of many lives, as we seek to utilise our brains in a way that makes us grow and evolve. In today's world, so much of our brain power is consumed with work, often leaving us exhausted and unfulfilled.

When you look at it from this perspective, you'll see the need for a solution. We have so much modern technology, and yet for some people, the world of work is still inaccessible. A tool to improve productivity and skills, inspire creativity, and assist with daily admin tasks is needed to preserve positivity.

**That's what AI is.**

Copilot for Microsoft 365 is specifically designed for work. It was built to be your personal 'copilot', aiding you in every task, taking notes, and managing inboxes. It can summarise meetings, write emails, and analyse data. Integrating with Microsoft 365 applications, Copilot for Microsoft 365 gives seamless delivery and usage.

Copilot for Microsoft 365 is built with people in mind. Different roles will be able to benefit in a variety of ways, depending on the nature of the role and the work undertaken.



# Challenges and concerns of AI

**When something this revolutionary is happening this fast, it's bound to bring about concerns.**

When a tool has the potential to streamline processes at a rate we've never seen before, there are understandable thoughts about risks to the job market.

Many employers and employees are concerned about the potential for widespread job displacement, with AI now being able to do repetitive jobs faster, without breaks and to a high standard.

Despite the perceived risk to certain roles, the rise in the use of AI has also resulted in a demand for more technical jobs. More advanced technological roles are becoming commonplace, with many organisations introducing jobs surrounding AI management and development.

## Ethical considerations

As said by the UK government<sup>1</sup>, ethical AI is a 'set of values, principles, and techniques that employ widely accepted standards to guide moral conduct in the development and use of AI systems'.

With AI having the potential to make a huge impact on work, education, communities, and even home life, it is essential to ensure its impact is positive and beneficial for all parties. The consideration of ethical AI should be a high priority for all organisations looking to implement it, to avoid unintentionally harming employees or customers.

You must consider the potential that AI can develop discriminatory 'opinions' on certain individuals and social groups, have bias which may impact the outcome, and not represent full fairness in implementation. So being aware of it and able to edit processes or the product it gives to be unbiased and fair is often necessary.

As long as you ensure you check information that AI gives you for validity, sources, and equality, this shouldn't impact your use of the technology.



# Addressing apprehensions around AI

AI has been the feature of horror and sci-fi pop culture for decades. The idea that technology can become and overcome humans is a fear for many people, and it's understandable.

Our uncertainty around change and the unknown drives this, but just a small amount of education will change views of AI (and large technological advancements in general).



## Will AI achieve free will?

AI isn't a human being, it doesn't have its own thoughts, emotions, or compassion, and it is highly unlikely it will ever be capable of it.

AI systems are just that: systems. It's simply an algorithm built with calculus, statistics, and algebra. This is mathematics, and all maths is limited and logical, but not self-aware.



## Isn't AI completely and unchangeably unethical?

Many individuals and organisations hold the view that AI is the enemy, and that utilising it is 'cheating' and unnecessary. However, using solutions and platforms such as YouTube, Amazon, sat nav, or even buying car insurance means that we are interacting with AI.

From a business perspective, we don't need to use AI; organisations are implementing it to improve productivity and experiences. The use of AI is up to the person or organisation using it. It isn't an all-encompassing thing, you can use AI as little or as much as you like, and you can control policies and procedures to ensure it is used ethically. That's the key: you are in control.



## Will AI take over and cause mass job losses?

There is no getting away from the fact that AI will change the job market, but in the sense that it will help current roles while also creating new ones. AI has the potential to be used in almost every sector to streamline processes, complete admin tasks, and improve productivity for all.

According to a study by the World Economic Forum (WEF)<sup>2</sup>, AI is estimated to create up to 69 million new positions worldwide by 2027. This includes new trainers, programmers, enablers, and ethics specialists (to name a few).

According to Joseph Fuller, Professor of Management Practise at Harvard Business School, the elimination of entire job categories due to the use of AI is not likely<sup>3</sup>.

# Positive impact of AI

AI is becoming more widely used. But why? Let's take a look at the benefits of AI, and how organisations across the world are planning on utilising it.

## Less room for mistakes

We're human. We all make mistakes. The longer we work, the more brain power we use, and the more tired we get – leading to errors. This is normal and unavoidable for us, but not so much for AI.

Being a string of code, AI is designed to produce near-perfect work based on the prompts that we give (if the prompt is wrong, the result is likely to not be what you're looking for). It doesn't have a life outside of work, there's no chance that it's late to drink its morning coffee or it needs to go for a walk to clear its head.

This is revolutionary in the world of work, it explains exactly why it improves efficiency and productivity in teams, as there is less back and forth. AI completes an action, employees review it, and there you go.

## Always ready to go

AI doesn't get tired, it doesn't need to sleep, eat, or relax. It's literally ready to go every second of the day. Not only can the algorithms run 24/7/365 without any breaks, but they also run consistently – as long as they have power, a connection to relevant data sources and access to the internet (where needed).

AI isn't designed to replace humans; it's designed to enable us. When we reach our mid-afternoon slump, AI is there to boost our creativity and check some tasks off our list.

## Read and analyse at speed

AI can consume content and data in a matter of seconds. For a human to look through a 10,000 word document, or a spreadsheet with thousands of lines, it would take a significant amount of time. It takes AI next to no time, enabling employees to derive valuable results from data without the hassle, improving efficiency.

## Decision-making skills

AI has the ability to forecast and predict future actions and outcomes. The advanced algorithms are able to calculate and recommend best steps based on previous and available data, leading to strong solutions and better results.

## Summarise and simplify

Due to its availability to intake mass amounts of information, AI can compile conversations, documents, and data into short, digestible formats to drive time savings.

This is one of the more notable features available in Copilot for Microsoft 365. Copilots' integration with Microsoft Outlook gives it the ability to read through email threads, summarising conversations to give you recommended next steps.

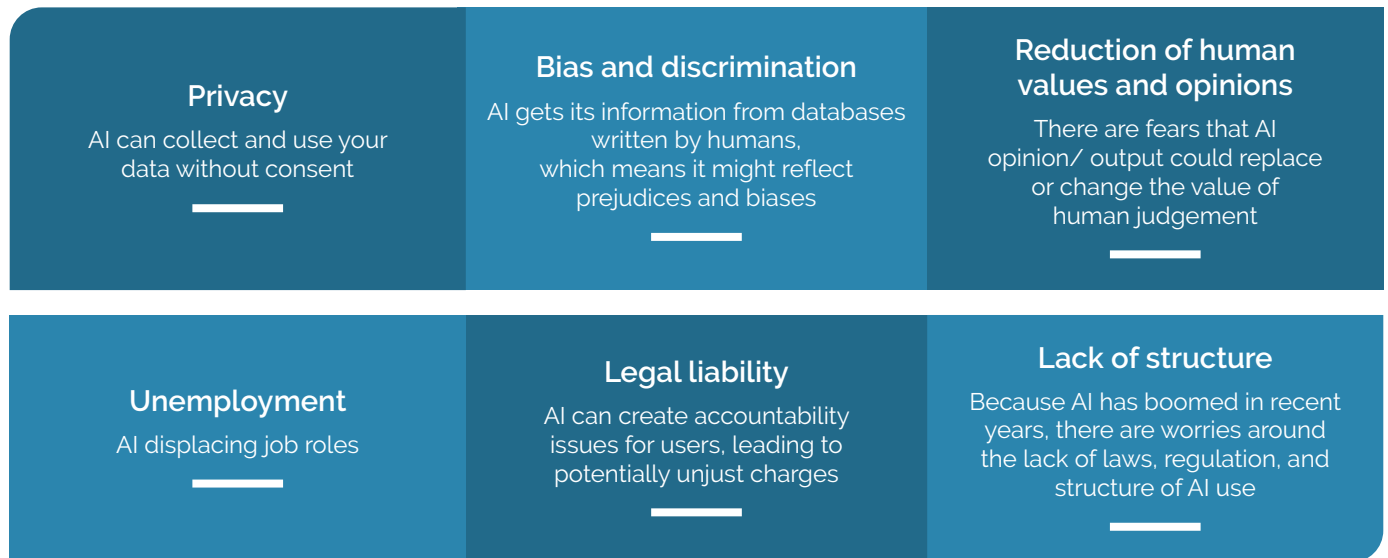




# A deeper discussion: ethical AI

To expand on the primary concern with the increasing use of AI, it's time to dive into an ethical discussion around AI.

AI has brought up ethical concerns, and rightly so. In simple terms, the main worries are as follows:



There is the risk that users will use AI to pass judgement on medical, legal, and financial decisions with no reviewal of encoding, biases, and fairness. This is a concern, but it doesn't have anything to do with the AI.

AI itself can't do anything, everything it does is based on data sources it's connected to and the prompts that we give it, and the ultimate outcome is controlled by the user.

As long as we check and ensure the accuracy and fairness of what it produces, AI has the capacity to be fully controlled and ethical.

In the recent McKinsey report 'The state of AI in 2023: Generative AI's breakout year'<sup>4</sup>, it was found that just 21% of organisations have established policies governing employees' use of gen AI technologies in their work.

This is of the respondents that had previously stated that they are using AI in the workplace, showing the need for more organisations to implement policies to ensure AI is used ethically.

The UK government's guidance on utilising AI ethically is as follows.

- Respect the dignity of individuals
- Connect with each other sincerely, openly, and inclusively

- Care for the wellbeing of all
- Protect the priorities of social values, justice, and public interest

These values, named 'the SUM values' by The Alan Turing Institute<sup>1</sup>, provide you with an accessible framework to enable you and your team members to explore and discuss the ethical aspects of AI while maintaining ethical views.

Copilot for Microsoft 365 introduces the Semantic Index for Copilot, an innovative approach that ensures alignment between AI models and your data and preferences.

The Semantic Index for Copilot functions as a comprehensive map of your user and company data, identifying relationships and making crucial connections.

It collaborates with the Copilot System and the Microsoft Graph to create an intricate map of all the data and content within your organisation. This empowers Copilot for Microsoft 365 to provide tailored, pertinent, and actionable responses.

This gives you control over your data privacy and security settings, allowing you to select which data sources you wish to utilise with Copilot for Microsoft 365 and determine your preferred sharing settings.

# AI for all

The adoption of AI technologies such as Copilot for Microsoft 365 and Azure AI is extensive. Organisations across all sectors and industries have use for it, and as AI continues to expand its capabilities, people are utilising it for a wide breadth of purposes.

Let's take a look at how it interacts with the traits of various industries, tailoring abilities to suit specific needs.

## AI in council services

- Enhance public service delivery by introducing automation with AI, streamlining previously lengthy processes
- Transform administrative processes using assistive AI
- Optimise workflows to increase productivity and increase service success and retention
- Forecast financial changes, improving budget usage to result in cost savings



## AI in policing and law enforcement

- Ensure public safety through AI crime prevention and detection analytics
- Boost operational efficiency and resource allocation by creating all-new, transformative workflows
- Introduce AI facial recognition technology to identify and locate individuals
- Review and analyse hours of surveillance footage in real-time, identifying suspicious behaviours
- Improve emergency response times by determining the best possible unit to respond to incidents based on location, resources, and time
- Optimise resource allocation in times of emergency (such as natural disasters) to ensure fair, effective placement of tools





## AI in housing and real estate

- Revolutionise property search and recommendation by simplifying real estate processes, creating a more user-friendly approach
- Automate administrative tasks to enhance efficiency
- Provide accurate property visualisations and analysis to help sellers set competitive prices and assists buyers in making informed decisions
- Create 3D visualisations of properties to enhance buyer experiences
- Give buyers personalised housing recommendations based on usual preferences and frequent searches
- Streamline mortgage approval processes by automating document verification, credit scoring, and risk assessments



## AI in healthcare

- Streamline the diagnosis process with assistive AI
- Reduce patient waiting times with Robotic Process Automation (RPA)
- Provide more accurate diagnoses with a breadth of medical information at your fingertips
- Improve medical research by cutting down time and complexities
- AI-assisted imaging and tools can help radiologists interpret X-rays, CT scans, and MRIs more accurately
- Analyse tissue samples on microscopic samples to pick up details not seen by the human eye with AI-based pathology systems
- AI tools can predict what illnesses patients may be at risk of and proactively prevent them by analysing a patient's health and lifestyle information



## AI in construction

- AI can be used to improve project management by allocating resources, employees, and time effectively
- Improve overall safety with constant monitoring of construction sites
- Utilise AI-driven machinery to enhance precision and save time
- Streamline the supply chain by forecasting material requirements
- AI can optimise a building's energy consumption by adjusting lighting, heating, and cooling systems based on environmental conditions



## AI in retail

- Increase sales by offering personalised product recommendations and shopping experiences
- Optimise inventory levels by using AI technology to reduce overstock
- Adjust pricing in real-time based on factors such as demand, competition, and inventory levels to maximise profits
- Utilise chatbots to improve customer support satisfaction
- Analyse customers to discover preferences, leading to improved marketing responses



## AI in manufacturing

- Input equipment sensor data to predict when machines need maintenance, reducing downtime
- Analyse manufacturing processes to identify areas for improvement and safety
- Manage and suggest improved inventory options
- AI can use previous data to predict potential safety risks and quality issues
- Optimise energy consumption by adjusting machine settings based on current energy usage, sustainability, and costs
- Improve process control efficiency with constant monitoring of production processes



## AI in legal

- Rapidly analyse vast numbers of documents and create simple summaries to keep on-top of recent actions
- Ensure compliance by using AI to monitor changes in laws and regulations
- AI can prepare first drafts of legal documents, contracts, and briefs
- Predict case results (roughly) based on previous case analytics
- Improve the public's view on legal matters by using AI to create informational documents



# Copilot for Microsoft 365: a new way to work

Copilot for Microsoft 365 is a versatile AI tool that integrates seamlessly with the Microsoft 365 apps, such as Word, Excel, PowerPoint, Outlook, and Teams. Copilot's integrations with the Microsoft 365 apps are designed to improve productivity, speed up processes, and boost creativity. With Copilot for Microsoft 365, you can:



Record meeting notes for future reference with Teams compatibility



Create email and meeting summaries with Outlook and Word compatibility



Draft content for emails, reports, and more with Word compatibility



Analyse, visualise, and unlock data insights with Excel compatibility



Create presentations from scratch with PowerPoint compatibility

These are just a few general uses of Copilot for Microsoft 365, but you can dive much deeper into its capabilities when you begin looking at sectorised uses, as per the above.

## Copilot for Microsoft 365 FAQ's

### How do I use Copilot for Microsoft 365?

If you can access Copilot for Microsoft 365, you can simply access it within any of the integrated Microsoft apps. Find the Copilot icon on the ribbon menu for the app and click it to activate the service. Some Copilot experiences will launch Copilot automatically on your apps.

### How to install Copilot for Microsoft 365?

To use Copilot for Microsoft 365, your organisation must meet some technical requirements and have some features enabled.

Our team can guide you through this process, sharing best practice about setting permissions policies, details about admin controls, change management, adoption, security, privacy, compliance, and data residency.

### How much does it cost?

Microsoft announced that Copilot for Microsoft 365 will be available for commercial customers for \$30 per user (a minimum of 300 users) per month for Microsoft 365 E3, E5, Business Standard, and Business Premium customers.

## Beyond Copilot for Microsoft 365

It's important to recognise that Copilot for Microsoft 365 may not fit every organisation's needs. While it is most effective for organisations with over 300 users, it may not be the right fit for specific scenarios or unique data requirements.

To address diverse organisational needs, you can personalise Microsoft Copilot using Microsoft Copilot Studio, which incorporates Power Virtual Agents for sophisticated conversational AI capabilities, or by harnessing Azure AI and OpenAI services that provide a rich selection of

AI models and tools. This customisation process allows for the integration of proprietary data and the calibration of AI behaviour to align with the company's unique operational requirements.

Such tailored AI assistants enhance workplace productivity and ensure the security of sensitive business information, all while fitting seamlessly into the company's existing workflows.





# Want to take a look at Copilot for Microsoft 365 for your organisation?

The specialists here at Phoenix are perfectly placed to help your organisation with everything Copilot for Microsoft 365!

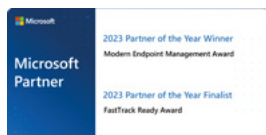
Even if you don't match the requirements for Copilot for Microsoft 365 today, you may wish to go through the technical readiness, should requirements or availability change in the future.

With our Copilot for Microsoft 365 readiness assessment, we will discuss, discover, and review your requirements to ensure you fit within the necessary guidelines for Copilot for Microsoft 365.

[Book your readiness assessment](#)

[Discover more about Copilot](#)

Alternatively, please email us at [hello@phoenixs.co.uk](mailto:hello@phoenixs.co.uk) or call 01904 562200 and one of our specialists will be in touch to discuss your requirements.



## References:

- [1 - Understanding artificial intelligence ethics and safety | GOV.UK](#)
- [2 - WEF Future of Jobs 2023.pdf | World Economic Forum](#)
- [3 - Ethical concerns mount as AI takes bigger decision-making role | Harvard Gazette](#)
- [4 - The state of AI in 2023: Generative AI's breakout year | McKinsey](#)

