Marketing use case | Collect and share product feedback

Potential benefits   (Increase brand value)   (First draft faster)   (Enhanced quality)

1. Summarize interviews

Engage with customer to understand their triumphs and challenges with the product through recorded interviews.

Copilot in Teams

Be present during your customer interview by relying on Copilot in Teams for transcription and summary.

2. Draft customer messages

Continue the conversation with your customer by sending a timely and thorough follow up email, capturing your earlier call.

Copilot in Outlook

Thank customers by asking Copilot in Outlook to draft a response and drop in bullets from the Copilot meeting summary.

3. Identify themes

Paste Teams summaries into a Word and prompt Copilot to show you themes. Create a follow up survey with Copilot in Microsoft Forms.

Copilot in Word
Copilot in Forms

Don't start with a blank page again. **Draft with Copilot** and get to a finished document in a fraction of the time.

6. Thank your stakeholders

Starting a new email, prompt Copilot in Outlook to draft a message to all key stakeholders with the results and path forward.

Copilot in Outlook

Save time preparing emails with Copilot as your drafting partner.

5. Share results

Use Copilot in PowerPoint to create a slide deck to share with the leadership and engineering teams. Use Copilot in Teams to capture action items and feedback.

Copilot in PowerPoint
Copilot in Teams

Creating a presentation makes it easier to convey a clear message especially when it's critical feedback on your product.

4. Analyze data

Use Copilot in Excel to sort and analyze data gathered from the surveys and website metrics.

Copilot in Excel

Identify insights with Copilot in Excel.