



ECS 2026

Case Study: Swiss Post How to drive M365 Copilot + Agents

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PREMIUM PARTNER



TECHNOLOGY PARTNER



DIAMOND



ECS 2026
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SPEAKER · CAMPANA & SCHOTT

Pascal Brunner-Nikolla



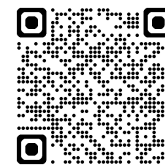
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Microsoft MVP · M365 Copilot & Copilot Extensibility

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SPEAKER · SWISS POST



Daniel Bammert Marty

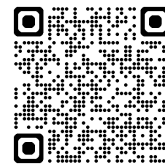


Product Manager Copilot

Swiss Post, Switzerland

Driving the M365 Copilot rollout for one of Switzerland's largest employers.

Connect on LinkedIn



Swiss Post is one of the five largest employers in Switzerland

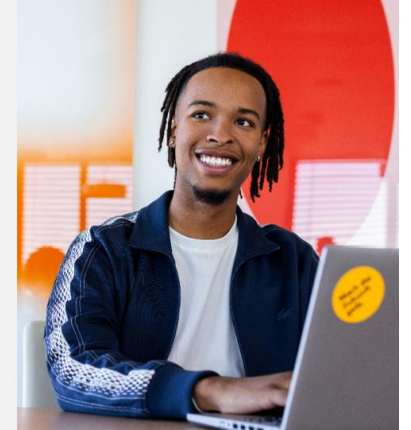
about
45 000
employees in
Switzerland



about
35 000
full-time equivalents



1 of 5
largest employers in
Switzerland



100+
Job profiles

> 83 %
employed under Swiss
Post CEC



44 %
women in
management roles



139
nations

Source: Annual Report

01 • CHAPTER

What has been done so far?

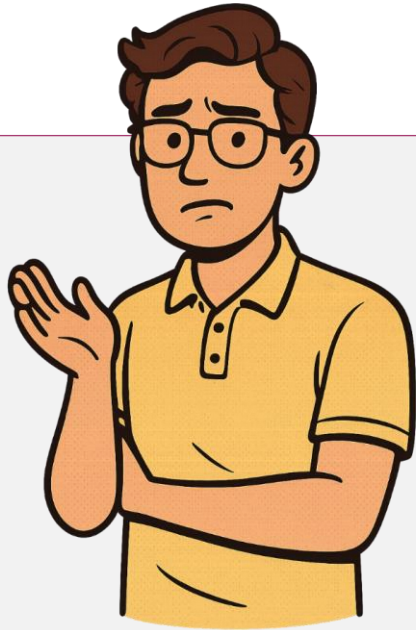


From early access to steady adoption; the journey since 2023.

Everyday AI 1.5 year ago. Smart people. Powerful tools. Little impact.

Our employees report first signs of positive impact, but...

“Where is Swiss Post going with AI? Are we embracing it or just experimenting? What’s the plan? Will I still have a role in that future?”



Meet Rafael — 33, Finance

20%

Only 20% of office workers use Copilot Chat once per week

“Copilot still feels like a better Google – I can’t connect it to my tools, search doesn’t work, and it feels isolated.”

30%

Only 30% in-app feature usage vs. 67% chat-only

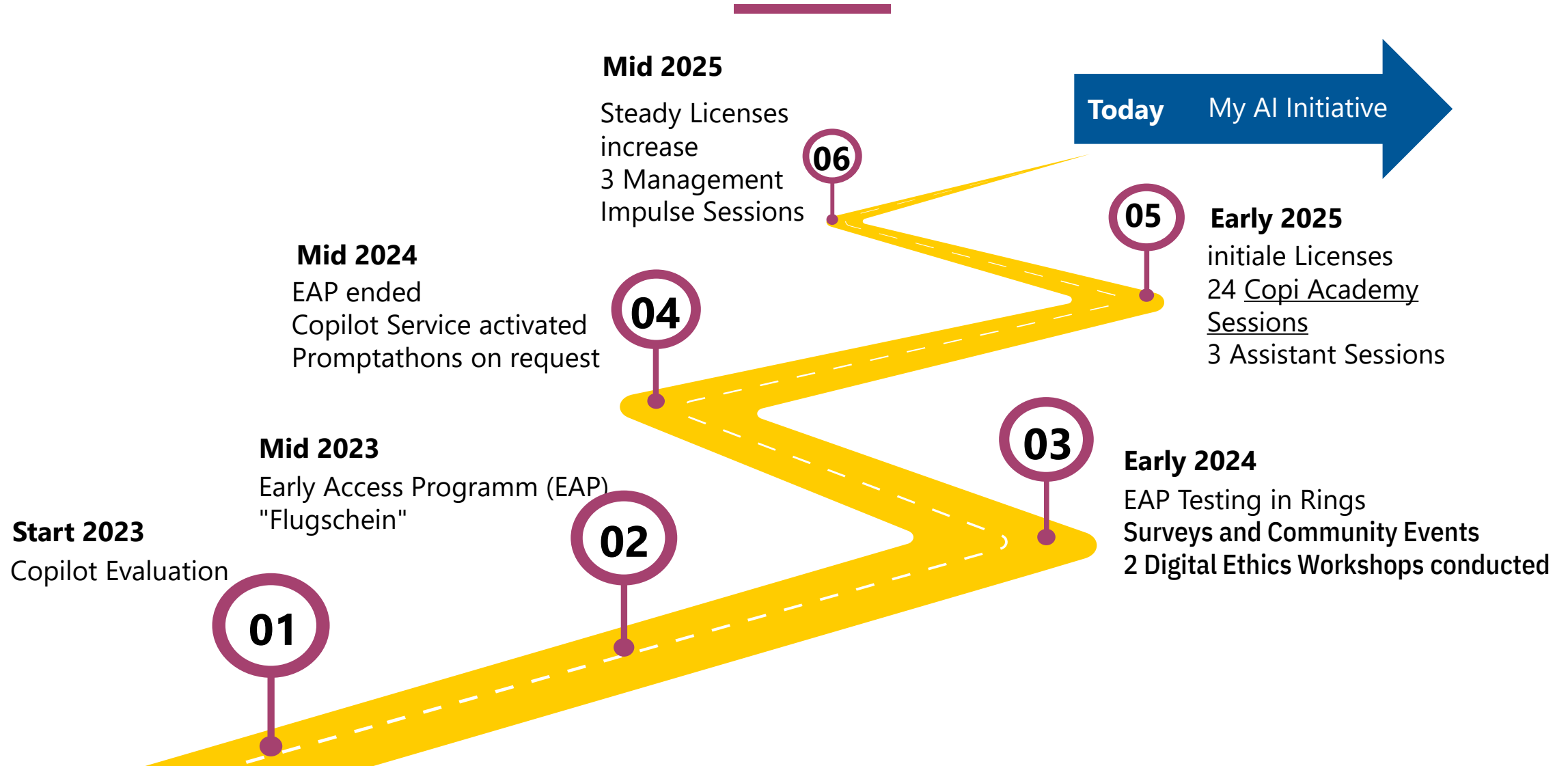
“No one showed me what AI can do for my role. I don’t know how to make it work in my daily tasks.”

x2.84

ChatGPT used 2.84x more often than Copilot Chat

“Rafael often turns to ChatGPT instead. It’s easier, faster, no one seems to mind.” Data leakage is now a critical risk.

What has been done so far.



02 · CHAPTER

Our Strategy.

How Swiss Post turns Everyday AI into measurable impact.

The journey starts with Everyday AI.

Foundation to become a leading AI organization.

Gamechanger

Process

Productivity

Gamechanger AI

Business Model Innovation: *Turn AI into your next growth engine*

Transforming the business with disruptive AI innovations

- Develop AI-based services and products
- Unlock revenue streams using AI
- Personalize customer experiences
- AI Portfolio
- AI Governance

Process AI

Business Processes: *Enhance every business process with AI.*

Enhance business operations through automation and AI

- Accelerated entire business processes & decision support
- Reduce process costs
- Minimize turnaround time
- Automation of high-volume tasks
- AI Infrastructure
- AI Data
- MTO- work design
- AI Governance

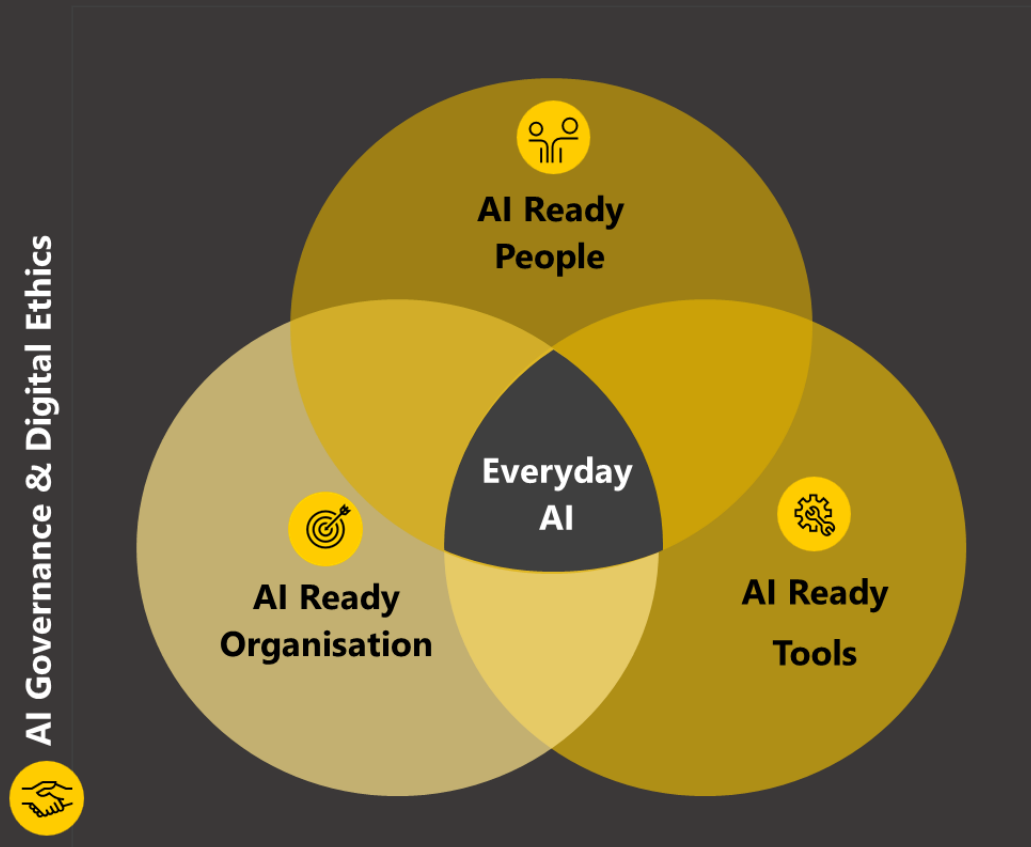
Everyday AI

Personal and Team Productivity: *Empower every employee with AI.*

Empowering all of swiss post employees through AI and agents

- Time savings on routine tasks
- Faster decision-making
- Increased employee satisfaction
- Higher quality in text, presentation, and analysis
- AI Ready People
- AI Ready Tools
- AI Ready Org.
- AI Governance

Our Everyday AI Strategy.



People

AI skills & literacy, change journey and communication



Tools

Everyday AI tech tools and data



AI Governance & Digital Ethics

Ethical and compliant
Clear policies and oversight



Organisation & Impact

Actively tracking, measuring, and improving impact and business value

Bottom Up + Top Down = Sustainable AI impact.

Benefits

- Experimentation, grassroots momentum, and early success stories
- Real use cases from everyday work
- Empowers motivated teams to explore and pilot

Risks

- Many small, uncoordinated initiatives yielding limited result
- Redundant AI spending
- Compliance gaps & agent sprawl

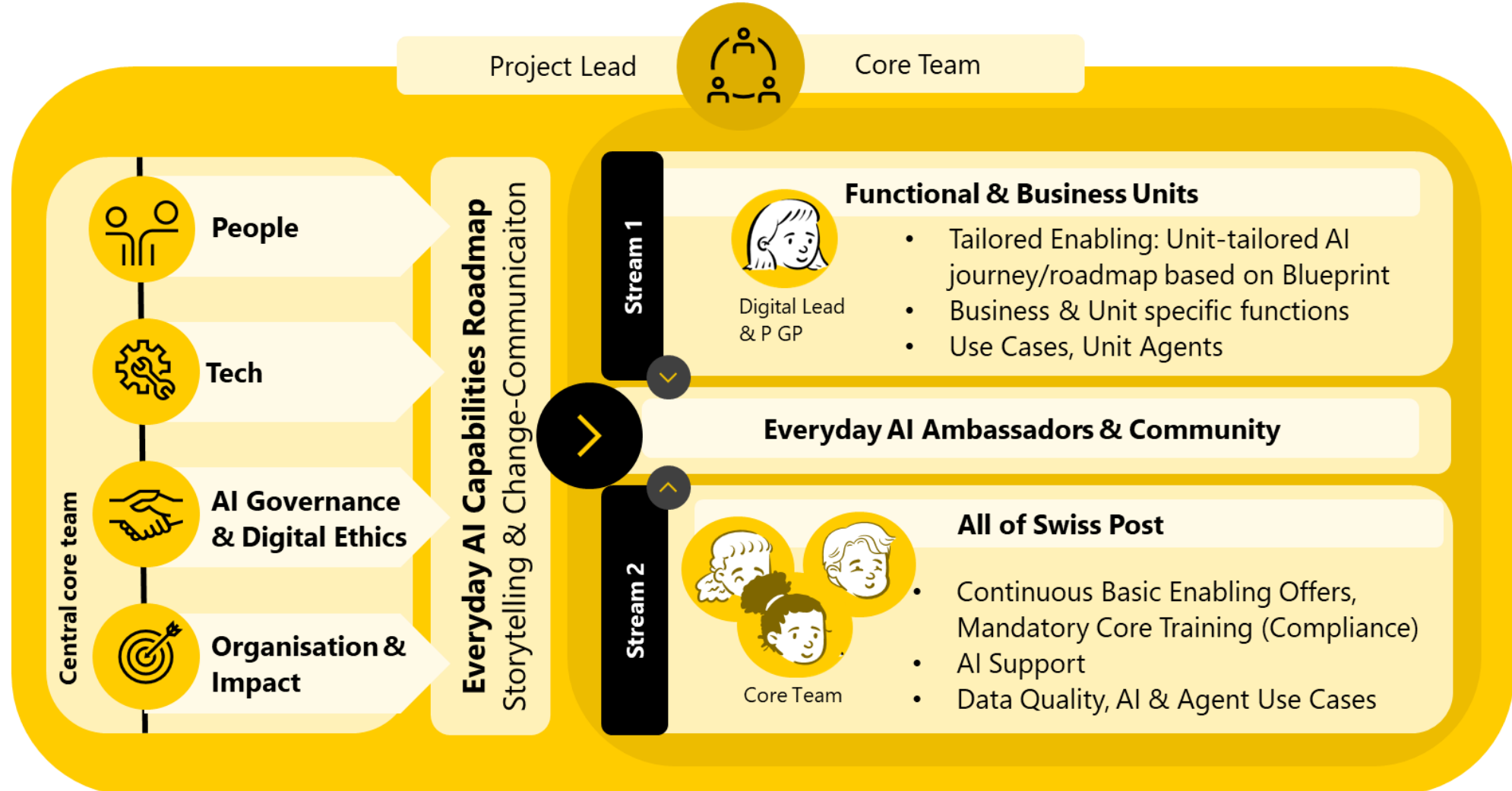
Everyday AI as bottom-up approach

Benefits when combined

- **We scale what works– safely:** a central governance reduces inefficiencies, unified standards, and risk control
- **We avoid duplication & inefficiencies,** creating consistency
- **Everyday AI culture– no one is left behind:** A clear Everyday AI agenda for Swiss Post signals strategic importance and increases employee trust. We build an inclusive culture reducing the risk of a two-tier system

Everyday AI as strategical imperative

Our Setup & Way of Work.



03 · CHAPTER

Scaling Copilot.



From one agents to an agent factory

How to Scale

Enabling Factory

- Scaling in the organization for specific departments enablements
- Role-specific enablement
- Day-in-a-Life scenarios
- Individual needs, customized

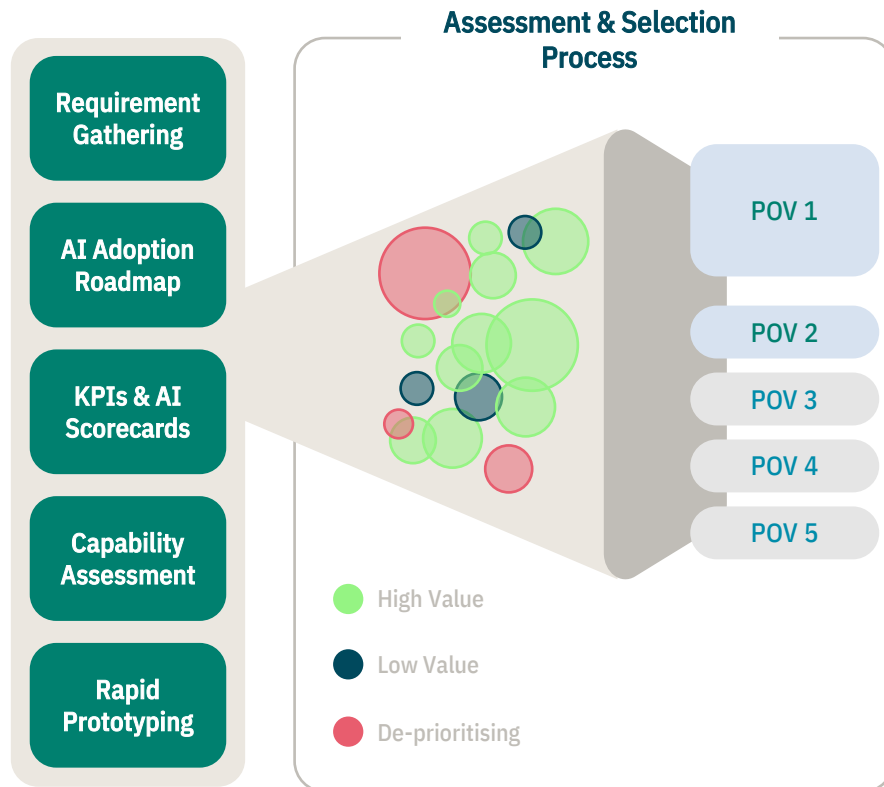
Agent Factory

- Scaling in the organization for specific agents in the department
- Full implementation (Lead at Agent Factory)
- Consultancy (Lead at Business, Agent Factory Supports)
- Citizen Development

Agent Factory as a core component to scale.

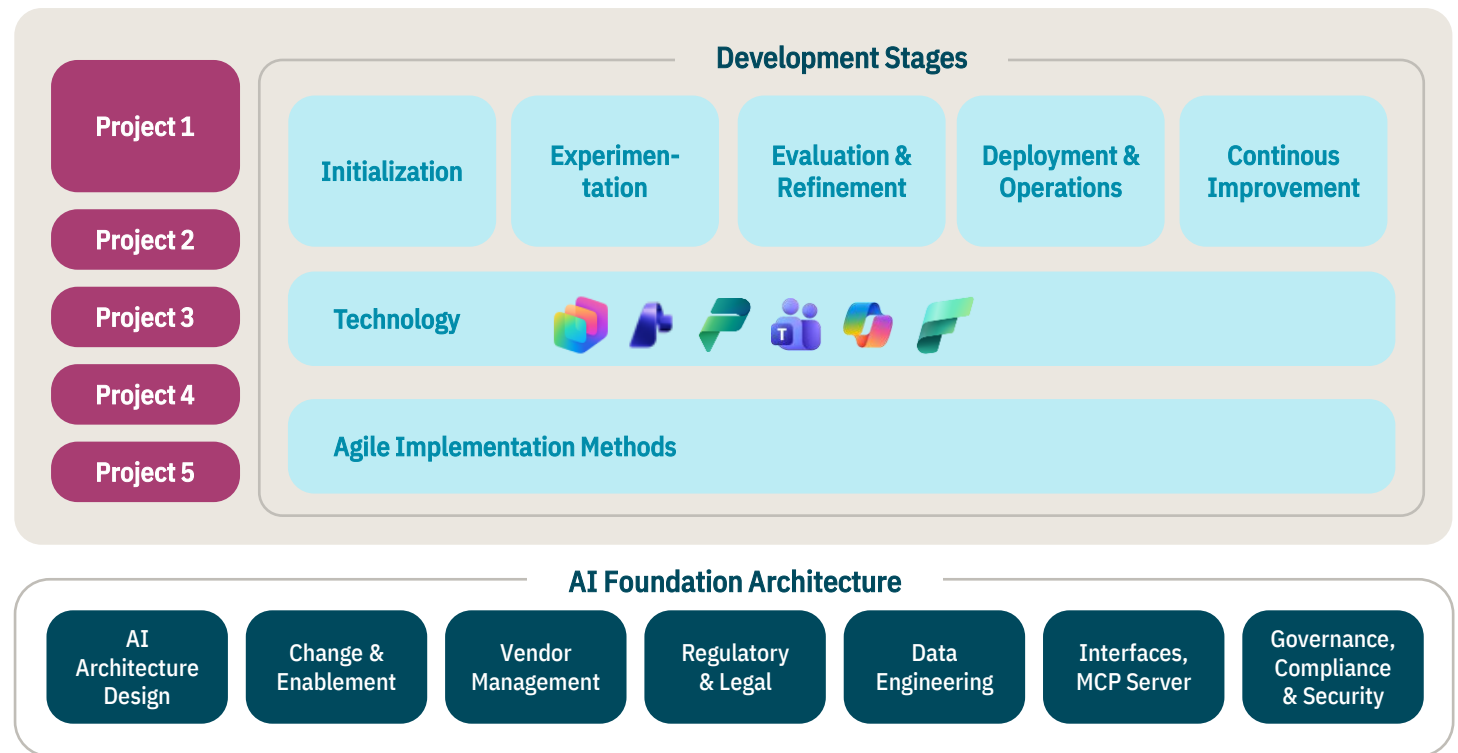
Envisioning & Rapid Prototyping

Business alignment & evaluation



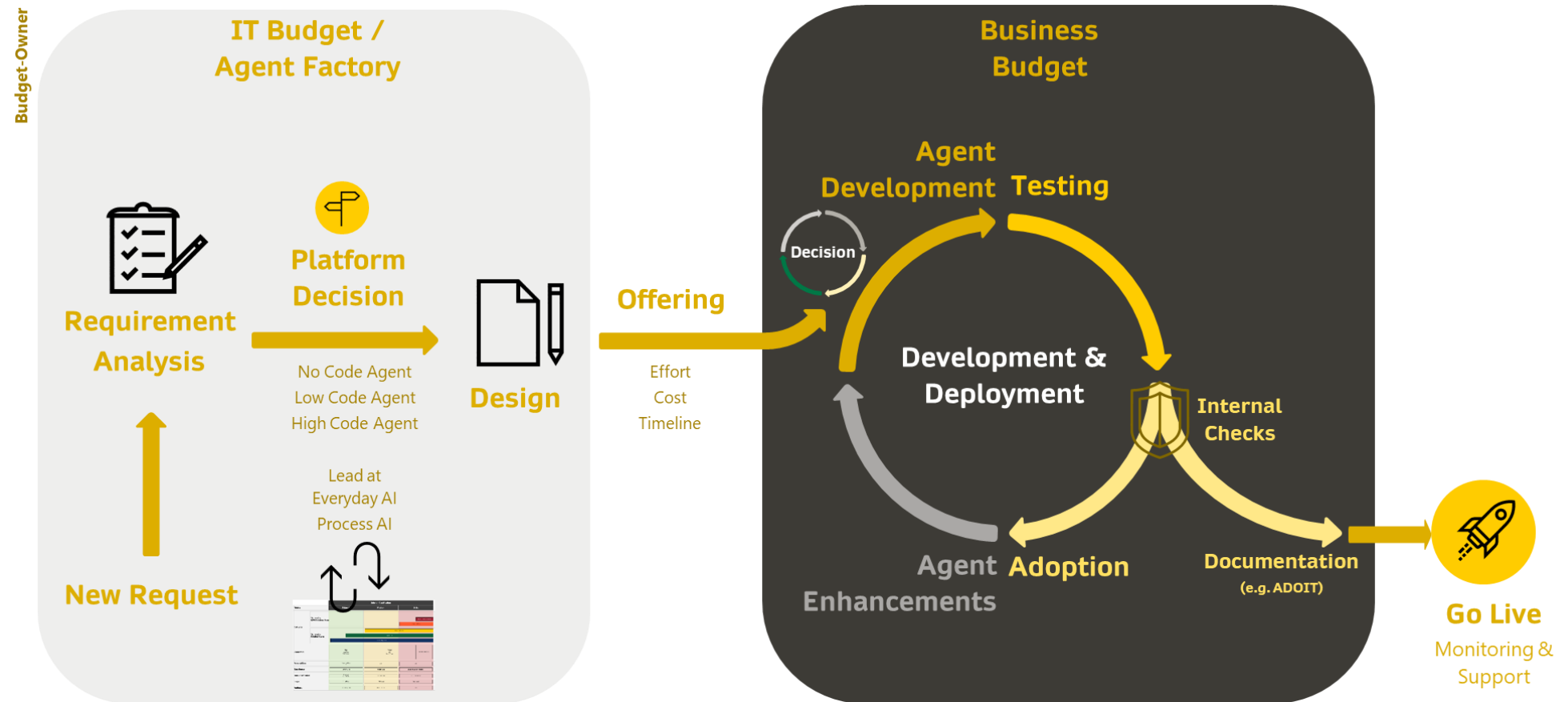
Implementation Excellence

AI Factory



Legend: POV = Proof of Value

A Factory needs Governance and Guardrails.



But with our employees at the centre.

Eight enablement formats keep adoption real, daily and human.

Copi Academy

Org-wide enablement

AI Ambassadors

Champions in every team

Pushing Copilot Chat

Drive daily entry point

Business Enablement

Department-specific use cases

Viva Engage Community

Peer-to-peer learning

1:1 Consultations

Personal coaching

Engagement Formats

Promptathons & sprints

Day-in-a-Life Journey

Walk the user shoes



Our Learnings.

01

M365 maturity is very diverse

Diverse maturity across departments can hinder Copilot usage.

02

Ethics goes beyond innovation

Ethical aspects matter and reach further than pure innovation power.

03

Cross-functional collaboration is key

Close collaboration between People, IT and Communications (P, IT, K) is essential.

04

Speed cannot always be controlled

External factors set the pace; flexibility is required.

05

Adoption takes longer than expected

Plan for a longer ramp-up; habits don't change overnight.

06

Strong partnerships matter

Successful collaboration with Campana & Schott and Microsoft.

07

Prepare for scale

Factory Approach helps us to have an operating model that can scale.

08

Day in a Life of

User won't adopt with generic Copilot trainings, you have to make it concrete for their daily tasks.

09

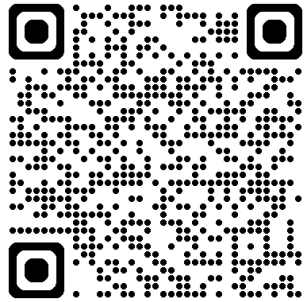
Have fun!

It's an exciting time – enjoy to be at the front and thriving AI transformation.

Q&A and don't forget to connect with us!



Pascal
Brunner-Nikolla



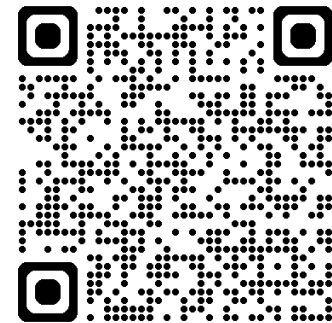
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Daniel
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Product Manager Copilot

Swiss Post

Thank you, let's keep the conversation going at #ECS2026 and tag us.



THANK YOU,
YOU ARE AWESOME ❤️

PLEASE RATE THIS SESSION
IN THE MOBILE APP.

Let's Copilot Your Day!

