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WITH MICROSOFT 365
AND AI

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CONVERSATION

#ESPC25

Case Study: Swiss Post M365 Copilot Rollout



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Extensibility



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Swiss Post is one of the five largest employers in CH

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

What has been done so far?

What Everyday AI looks like today.

Smart people. Powerful tools. Little Impact

"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?"

Our employees report first signs of positive impact

But ...

20%

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

30%

Only 30% in-app features usage of Copilot contrasting **67% "Chat-Only" usage** (employees with M365 Copilot license)

x2.84

ChatGPT is used **2.84 times** more often than Copilot Chat. **Data Leakage** has become a critical risk.

Meet Rafael

... is frustrated: Copilot still feels like just a better Google — "I can't connect it to my tools, search doesn't work, and it's isolated with very limited functionality."

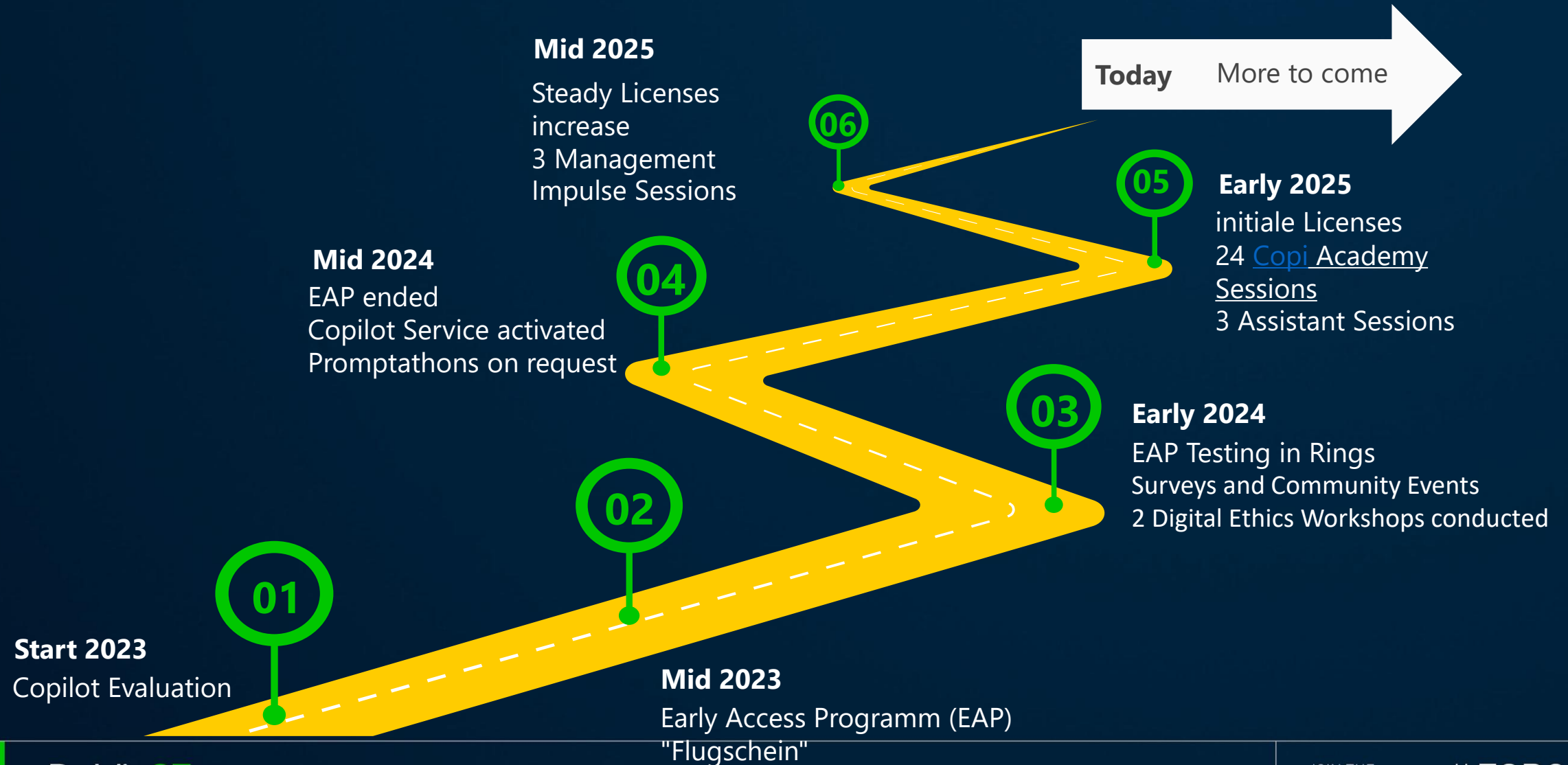
... has access to Copilot — but only uses the chat. "No one showed me what AI can do for my role.. I don't know how to make it work in my daily tasks. "

... often turns to ChatGPT instead. It's easier, faster — no one seems to mind.



Rafael, 33, Finance

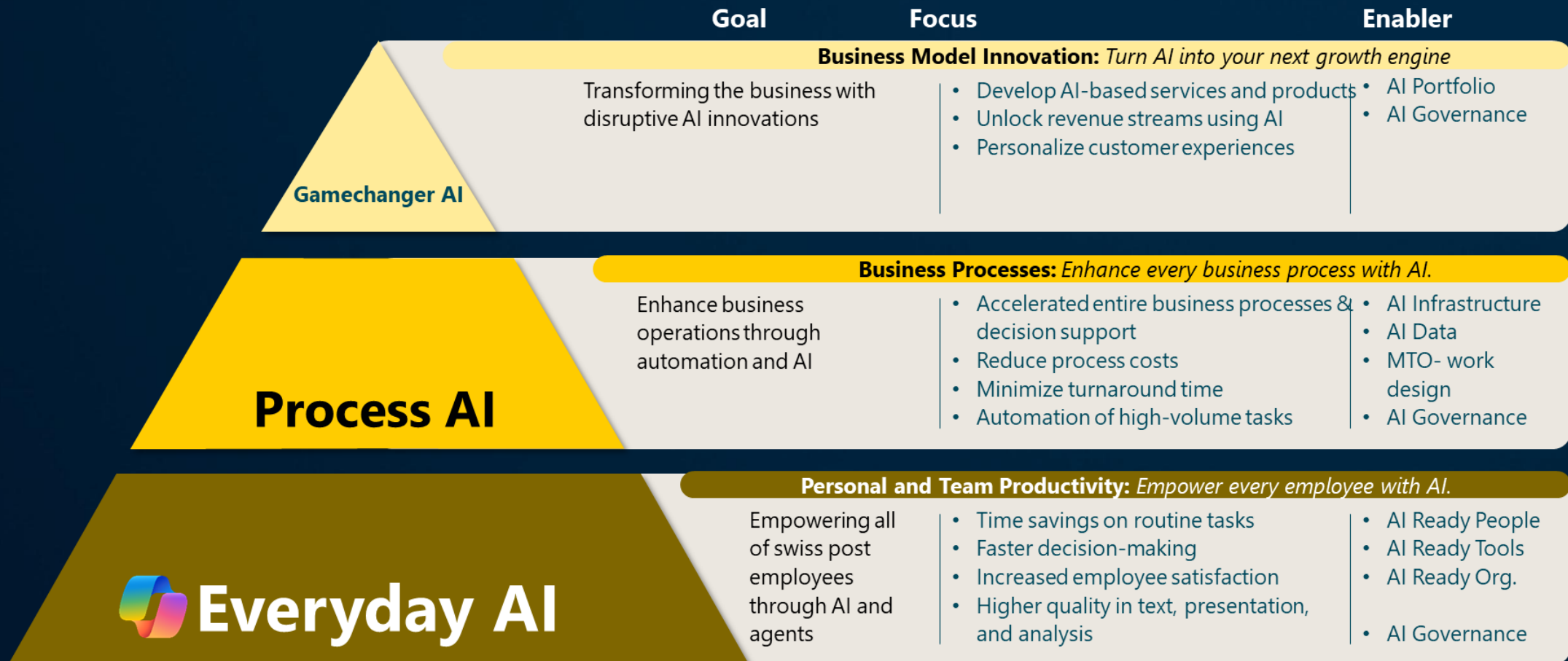
What has been done so far.



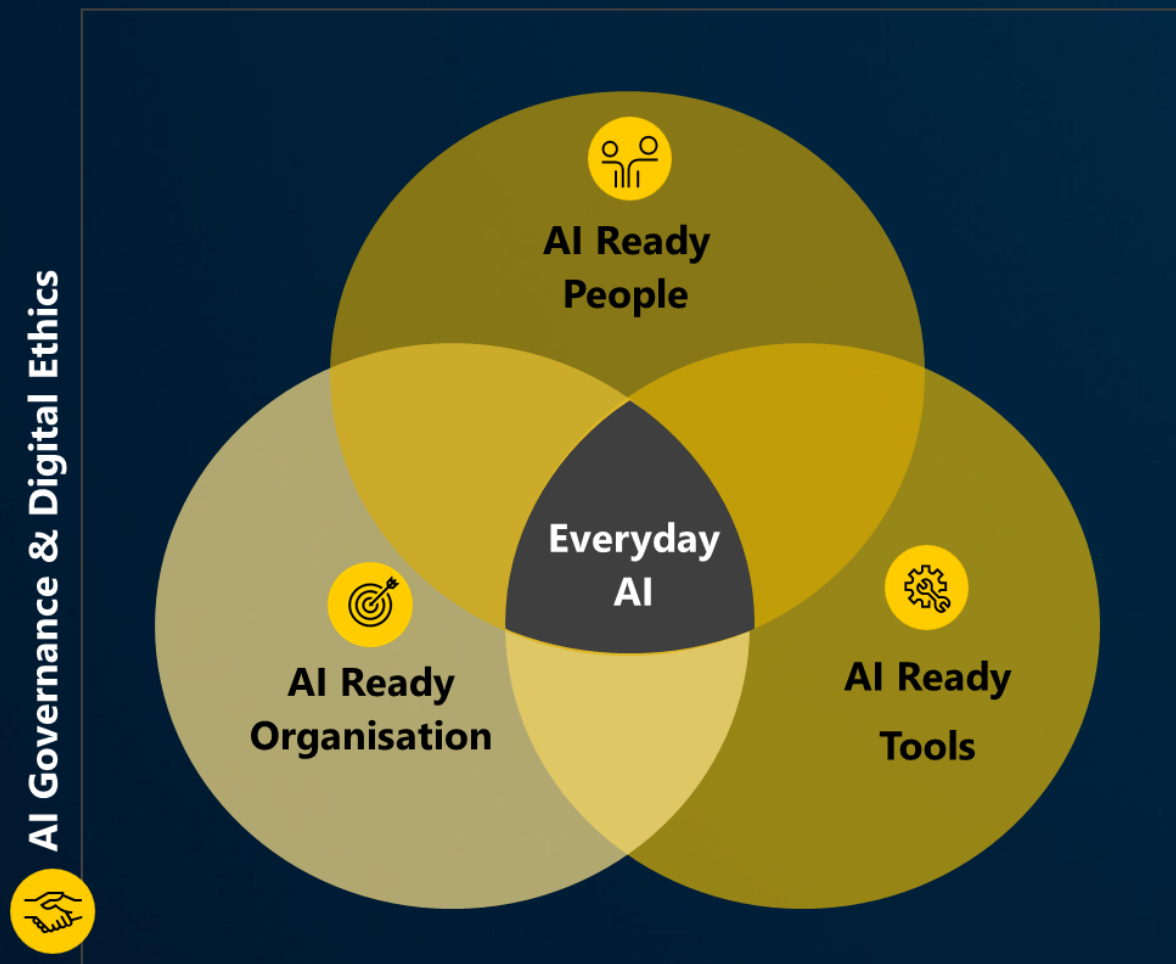
Our Strategy.

The Journey Starts with Everyday AI.

Foundation to become a Leading AI organization.



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

What we've done so far—and must continue

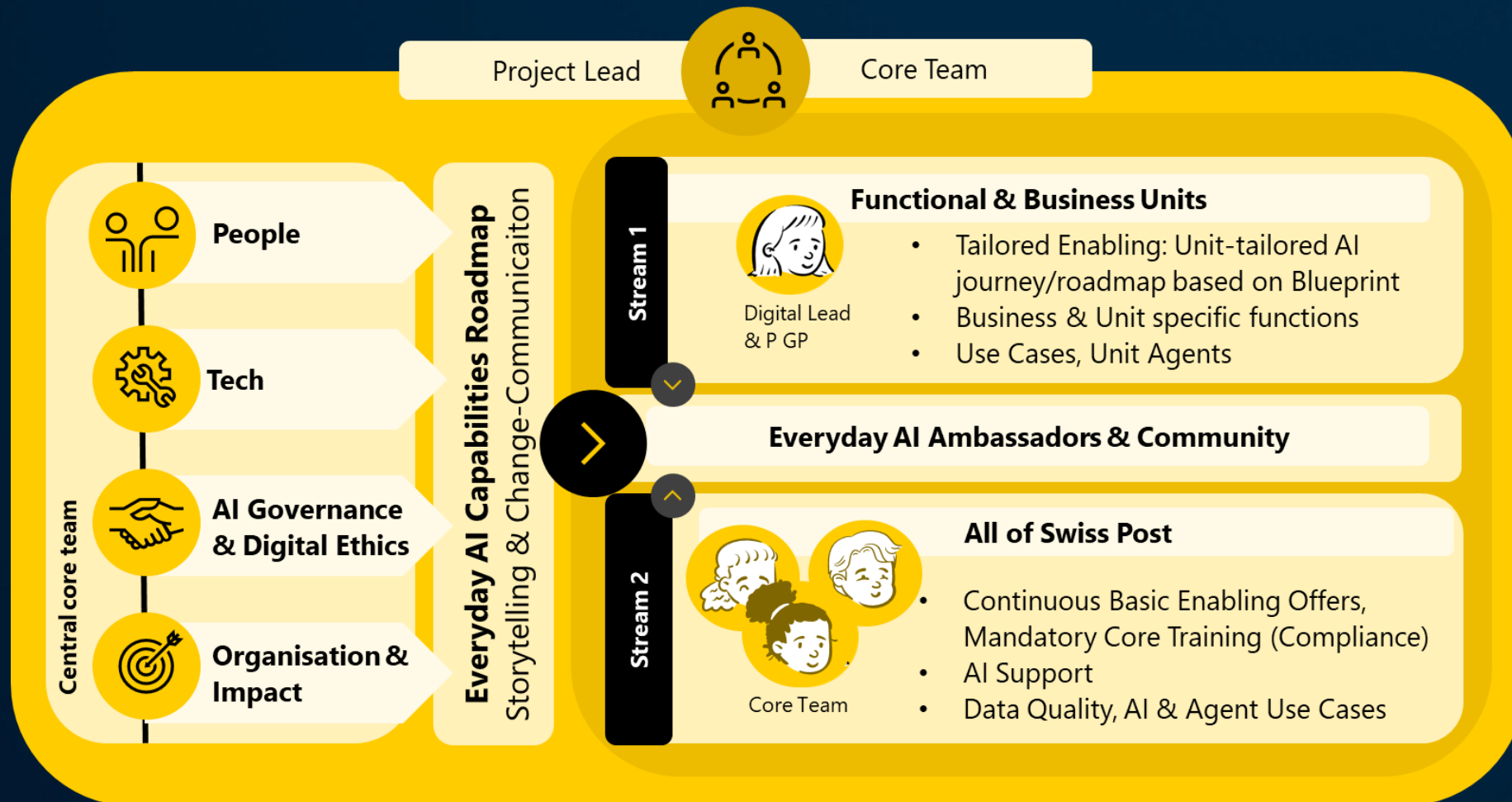
Benefits when combined

- **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 strategic imperative

What we will do—to scale and steer

Our Setup & Way of Work



Scaling Copilot.

From SaaS to Agentic AI.

Traditional SaaS Model

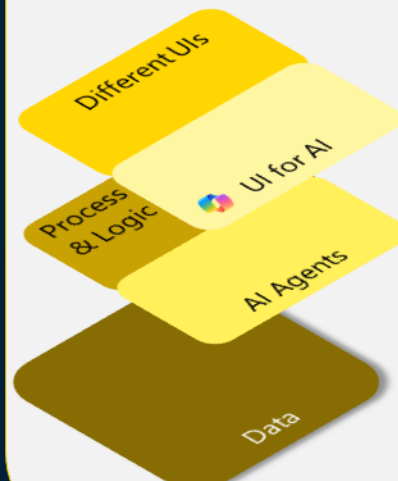
Centralised software Subscription-based limited customisation integration issues



Rigid, structured process

Hybrid Model

Leveraging Copilot Agentic solutions to surround & enhance existing legacy application estate



Hybrid – SaaS & Agentic AI

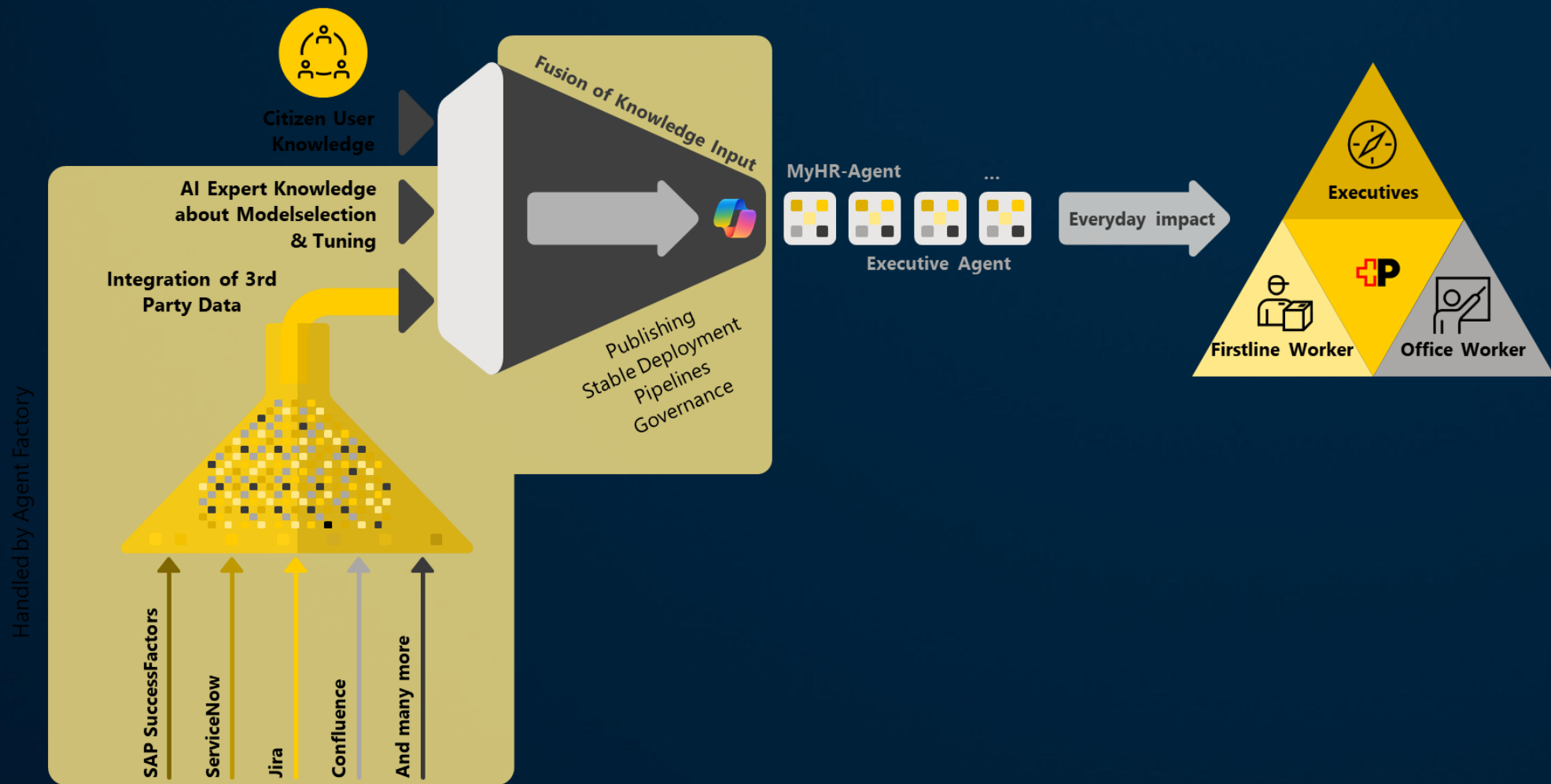
Agentic AI Model

Leveraging Copilot Agentic solutions to surround & enhance existing legacy application estate

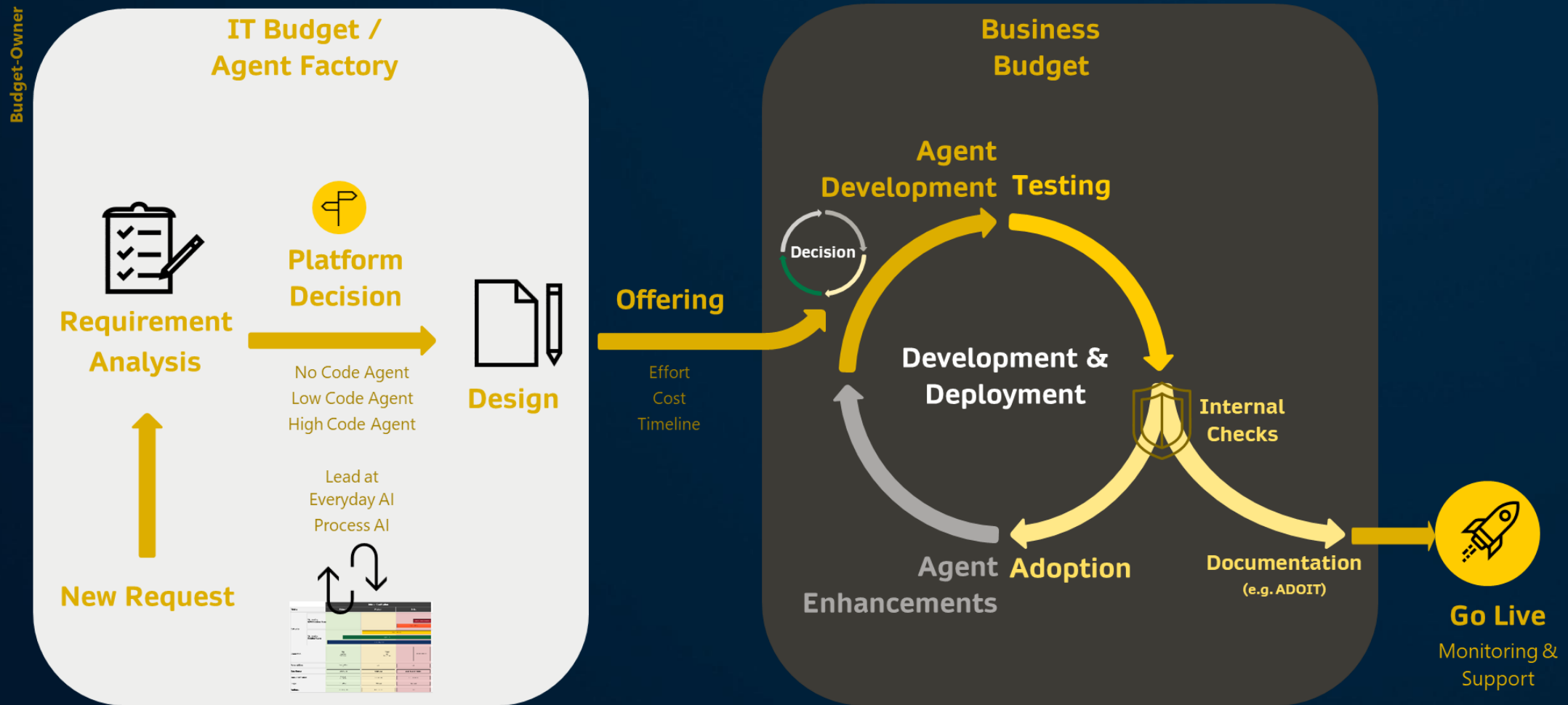


Flexible, adaptive, intelligent

Agent Factory as a Core Component to Scale.



A Factory needs Governance and Guardrails.



But with our Employees at the Center.

- Copi Academy for org-wide enablement
- Viva Engage Community
- Establish AI Ambassadors
- 1:1 Consultations
- Pushing Copilot Chat
- Engagements-Formats
- Business Enablement
- Day in a Life Journey



Our Learnings.

- M365 maturity is very diverse and can hinder Copilot usage
- Ethical aspects are important and go beyond innovation power
- Close collaboration between departments is essential (P, IT, K)
- Speed cannot always be controlled
- Adoption time takes longer than expected
- Successful collaboration with Campana & Schott and Microsoft.

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

Pascal

Brunner-Nikolla

Campana & Schott



Daniel

Bammert Marty

Swiss Post





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