

START BUSINESS-FIRST COPILOT CONVERSATIONS



HOW TO USE THIS GUIDE

Not every customer will be looking for AI solutions, but most will have a business challenge they need to solve – whether its simplifying workflows or getting more value from existing tech.

This guide is designed to help you start natural, consultative conversations focused on the pressures your customers are facing and show how Microsoft Copilot – with the right security foundations – could be the answer.

THE QUESTIONS TO ASK		
	What to listen for	Keep the conversation moving
<p>“How much time do your teams lose each week to administrative tasks?”</p> <p>This is your stepping stone to helping customers recognise the inefficiencies within their teams, and how they impact the business.</p>	<ul style="list-style-type: none">• Manual processes• Duplicated work• Reporting burden• Admin-heavy roles• Teams stretched for time	<p>If these challenges are creating pressure across teams, this is a good opportunity to explore how Copilot within Microsoft 365 can simplify everyday work and reduce repetitive tasks.</p>
<p>“What is creating the biggest productivity bottleneck for your employees today?”</p> <p>By asking this, you’re broadening the conversation beyond AI to uncover where operational inefficiencies may be slowing their teams down.</p>	<ul style="list-style-type: none">• Slow workflows• Information silos• Delayed decision-making• Meeting overload• Process inefficiencies	<p>If productivity bottlenecks are impacting day-to-day work, Copilot within Microsoft 365 can help simplify workflows while improving access to information and supporting more efficient collaboration.</p>
<p>“How confident are you that your workforce is set up for long-term hybrid work and modern collaboration?”</p> <p>Shifting the conversation towards future employee experiences, collaboration, and the realities of modern working environments, helps customers see beyond what they need today.</p>	<ul style="list-style-type: none">• Collaboration challenges• Device inconsistency• Remote access issues• Security concerns• Ageing hardware	<p>If hybrid working is creating friction for employees, this is an opportunity to explore how Copilot backed by modern security solutions can help create a more connected, secure, and productive workplace.</p>
<p>“If you could remove one everyday frustration from your employees’ working day, what would it be?”</p> <p>By surfacing employee pain points, you uncover everyday pressures and create an opportunity to discuss specific use cases for Copilot.</p>	<ul style="list-style-type: none">• Repetitive admin• Searching for information• Slow systems• Too many manual steps• Communication challenges	<p>If these challenges are creating pressures across teams, and they’re spending too much time on low-value or repetitive tasks, Copilot can help simplify everyday work and free up time for meaningful, productive work.</p>

YOUR PARTNER IN CREATING COPILOT OPPORTUNITIES

The most valuable customer conversations often start with workplace challenges, not technology. At Westcoast Cloud, we help you turn everyday customer challenges into meaningful Microsoft 365, security, and Copilot conversations. From uncovering productivity pressures to putting secure AI foundations in place, we help you guide customers to practical solutions for their business.

How we can support you:



Use case and workflow discussions



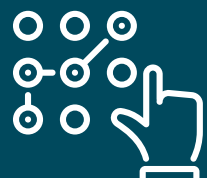
Copilot demonstrations and pilots



Security and readiness conversations



Modern workplace and productivity workshops



Adoption and rollout guidance

GET IN TOUCH TO EXPLORE HOW WE CAN SUPPORT
YOUR NEXT CUSTOMER CONVERSATION