



DGI is a sports organization with over 6,700 local sports clubs, encompassing more than 1.8 million athletes. DGI is dedicated to strengthening sports and recreational activities across Denmark.

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DGI:

Personalized Use Cases Make Copilot Usage Tangible

DGI works strategically with personalized use cases based on employees' daily tasks to increase adoption of Copilot among its approximately 600 employees.

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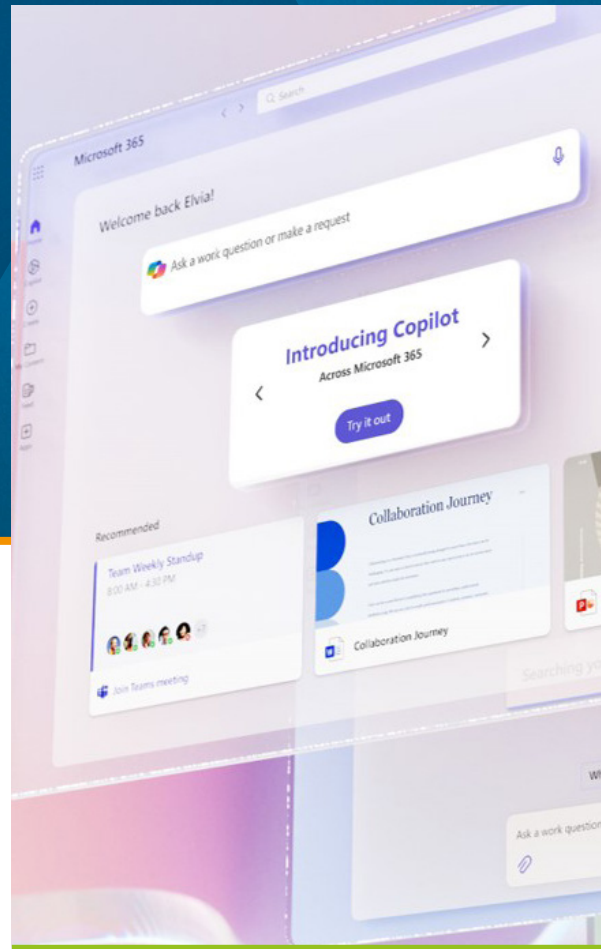
MARTIN HOLMQVIST OLSSON
MEMBER OF DGI’S NATIONAL AI GROUP

»We deliberately chose simple use cases and implemented those first. If we can get 70% of users to adopt these, we’ve come a long way – it gets us started, and users see the value of the good use cases.«

These words come confidently from Martin Holmqvist Olsson, Department Manager at DGI North Zealand and a member of DGI’s National Digital Steering Committee and AI Group.

Since spring 2023, when DGI began seriously exploring the possibilities of generative AI, Martin has been deeply involved in DGI’s strategic, tactical, and operational efforts to develop the organization’s AI policy and implement Copilot as an AI tool on a national level.

“From the start, we made it very clear that Copilot requires training and that it takes time before the effects become visible. It’s just like in the sports world: you need to train before you improve,” Martin Holmqvist Olsson asserts.



COPILOT CHOSEN FOR DATA SECURITY AND USER-FRIENDLINESS

It was crucial for DGI to select the right AI tool based on their use cases, with two main reasons for choosing Copilot, explains Martin Holmqvist Olsson:

“We chose Copilot for two reasons, which are our clear success criteria for the entire Copilot project. First and foremost, we care deeply about data security – it must be top-notch – and with Copilot, Microsoft assured us that data stays within our own tenant.”

“The second success criterion for us is user-friendliness. We want broad adoption, where many employees successfully use an AI tool for simple use cases, such as summaries from Teams meetings, help drafting newsletters, or social media posts. Many at

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DGI handle these types of tasks, and Copilot can save us significant time, which we can instead dedicate to our member organizations,” Martin Holmqvist Olsson elaborates.

PERSONALIZED USE CASES THAT MAKE SENSE FOR EMPLOYEES

To make Copilot’s use tangible, DGI has focused on developing personalized use cases tailored to the organization, says Martin Holmqvist Olsson. He strongly recommends this approach to others considering Copilot.

“The more you can personalize use cases – not at the individual level but at the functional level – the more employees can see their value, and the more effective the adoption of Copilot becomes.”

“In the first phase, we focused on relatively simple but effective use cases – and we see people using them. We will create even more use cases as we migrate our entire SharePoint to the cloud, enabling access to all our documents via Copilot,” Martin Holmqvist Olsson adds.

STANDARDIZED USE CASES WEREN’T ENOUGH

The need for personalized use cases, as an alternative to Microsoft’s more standardized ones, became apparent during DGI’s prompt training. Prompt training

was a key element of the workshops included in the training and education of DGI’s approximately 600 employees in using Copilot.

“We realized there were specific tasks relevant to consultants but not useful for coordinators – and vice versa. So, we quickly agreed that prompt training should be split to allow for personalized use cases that work in daily tasks,” Martin Holmqvist Olsson explains.

“It’s all about learning by doing. That’s why various employee groups contributed to describing specific work tasks where our use cases come into play,” he elaborates.

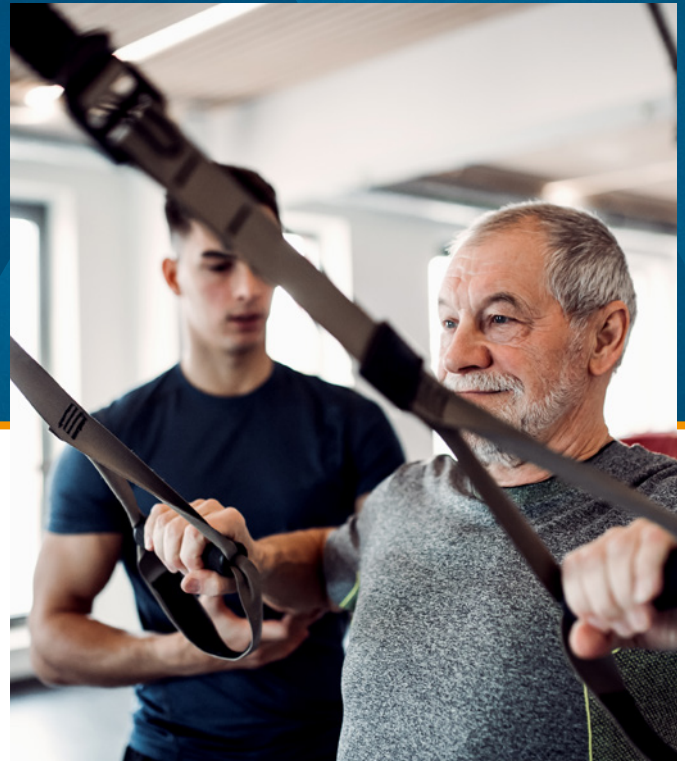
‘A DAY IN THE LIFE OF...’ CONNECTS USE CASES TO EVERYDAY TASKS

With Automize’s concept ‘A Day in the Life of...,’ DGI took things a step further, contextualizing use cases within the daily tasks of three types of employees at DGI: Maria, Sports Coordinator; Martin, Sports Consultant; and Daniel, Communications and Marketing Consultant.

The idea is to follow each of these three employees through a typical workday, focusing on the tasks they need to complete and how Copilot-related use cases can assist them.

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Automize contributed valuable content and extensive knowledge about Copilot's functionality to both the individual use cases and the 'A Day in the Life of...' descriptions, Martin Holmqvist Olsson says.

“Automize's 'A Day in the Life of...' concept is a powerful communication tool that works exceptionally well. It contextualized the use cases, enabling employees to directly connect them to their own daily tasks and responsibilities,” Martin Holmqvist Olsson explains, concluding:

“Automize's knowledge of Copilot and experience rolling out IT systems made a significant difference for us – along with their ability to communicate their expertise and bring their experience into play throughout the process.”

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