



Education - Building Custom Assistants with Microsoft Copilot Studio



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CASE STUDY

Exposé worked with a leading education provider to explore how Microsoft Copilot Studio could improve student and staff access to information.

PROBLEM

A leading education provider was looking to improve engagement and efficiency across key areas of the organisation but needed a low-risk way to explore the potential of AI before committing to broader adoption. With no clear internal precedent, they faced uncertainty about where conversational AI would deliver value, how it could integrate with existing systems, and what level of effort would be required to implement it effectively.

To address this, they partnered with Exposé to run an initial Proof of Concept using Microsoft Copilot Studio. The objective was to validate core assumptions in two targeted areas: helping prospective students more easily access course and enrolment information, and reducing the volume of routine HR queries handled by the People & Culture team.

The approach was intentionally pragmatic, allowing the organisation to trial AI in a controlled environment, build internal confidence, and establish a clearer roadmap for future investment.

SOLUTION

Exposé delivered a 10-week Proof of Concept to evaluate Microsoft Copilot Studio in a controlled environment, focusing on two chatbot use cases: one for prospective students and another for internal HR support. A safe testing space was created where stakeholders could explore capabilities, validate assumptions, and provide feedback without the risks of a production deployment.

The copilots were built using real organisational data. The Website Copilot handled queries about enrolment, fees, and campus details using content from the public site. The People & Culture Copilot responded to common HR questions by referencing internal documents across multiple industrial awards.

To support future adoption, the engagement produced user training, tailored onboarding materials, and detailed documentation outlining configuration, prompting strategies, constraints, and a prioritised backlog. This foundation enables the client to make informed decisions about scaling AI, with strong internal alignment and technical readiness.

BUSINESS BENEFITS

The Proof of Concept demonstrated the potential of Microsoft Copilot Studio to improve both external and internal user experiences. Even without full system integration, stakeholders observed reduced friction in accessing information and stronger engagement across key audiences.

Structured testing showed that the Website Copilot could effectively address common prospective student queries using curated content and targeted prompting. This suggested a clear opportunity to simplify the online discovery process and potentially improve conversion rates over time.

The People & Culture Copilot confirmed that Copilot Studio can support automation of routine, policy-based HR queries, while also highlighting the need for careful use case selection. More complex scenarios may require deeper integration or alternative solutions in future phases.

Importantly, the engagement built organisational readiness. Exposé delivered documentation, training, and user guides that equipped internal teams to manage the technology with confidence, laying the groundwork for continued AI adoption aligned to the organisation's capabilities and goals.