Spain| Telecommunciations

Generative AI to boost productivity at MASORANGE

NTT DATA implements Microsoft's Copilot solution at MASORANGE in a pioneering project in Spain that has improved the management of the telco company employees' daily tasks and has created a new organizational culture.

Client profile

MASORANGE, which emerged from the merger of the Spanish operations of Orange and MASMOVIL, is the largest telecommunications operator in the country in terms of number of customers, with more than 37 million lines between broadband and mobile.

In addition to MASMOVIL and Orange, it has other important brands in the market, both national (Yoigo, Jazztel, Simyo, Pepephone, Lebara, Lyca and Llamaya) and regional (Euskaltel, R, Telecable, Guuk and Embou) that cover all the needs of its customers (individuals, public administrations and companies) in Spain. MASORANGE has more than 29 million marketable homes with its optical fiber offering. It covers 99% of the Spanish population with its 4G mobile network and more than 84% with the new 5G technology that has reached more than 2,700 municipalities throughout Spain.

Why NTT DATA

NTT DATA, part of the NTT Group, is an innovative global business and IT services company headquartered in Tokyo. With more than 140,000 professionals, the company assists its clients in their transformation process through consulting, industry solutions, business process services, digital and IT modernization, and managed services.

Increasingly, companies are adopting tools based on generative artificial intelligence (Gen AI) in order to optimize and streamline the daily tasks of their employees. From composing emails or documents to generating reports, these solutions offer valuable support, allowing people to focus on strategic and creative tasks, while reducing administrative workload.

This innovative approach not only clarifies and facilitates internal processes, but also contributes to a more dynamic and collaborative working environment, where artificial intelligence becomes a key ally in boosting business performance and success.

NTT DATA, together with its partner Microsoft, started a project to integrate the M365 Copilot solution in MASMOVIL (now MASORANGE) to help its employees work smarter and faster with the power of artificial intelligence. This is a pioneering project in Spain in which it has been possible to identify the impact it has had on the organization: return on investment of more than 400%, significant savings in the time its employees spend on daily tasks, and a change in its working culture.

> " We are very satisfied with the project carried out by NTT DATA. Microsoft's Copilot solution allows us to integrate Generative AI into the day-to-day work of our employees and to quantify the benefits in terms of return on investment and savings in hours spent on less productive tasks. We are proud to be pioneers in Spain in having implemented this solution that is changing the way we work.
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> **Adán Muñoz Recuero,** Head of Agile Transformation and Methodologies at MASORANGE

Business need
- Implement Microsoft's Copilot solution, to train users in its use and, at the same time, to identify those tasks where M365 Copilot brings the most value, and to measure and evaluate the impact within the organization.

Solution
- Integration of M365 Copilot, a Generative AI tool integrated into the Microsoft 365 ecosystem, designed to help improve the management of everyday tasks such as summarizing emails or putting together a presentation.

Outcomes
- Average time savings of around 55%.
- Average time savings per person: 3 hours per month.
- Return on investment greater than 100%.
- Overall adoption rate among employees: 80%.

Business need

At the beginning of this project with MASMOVIL, the company's requirements were established, which contemplated the development of a tool based on Generative AI that would help its employees to carry out their daily tasks in a more agile and simple way.

The challenge of this pioneering project was to implement Microsoft's Copilot solution, to train users in its use, to identify those tasks where M365 Copilot brings the most value, and to measure and evaluate the impact within the organization. The project was based on the following requirements:

- Technology based on generative artificial intelligence
- Change management within the organization
- Easy and fast adoption of the tool
- Measuring impact on employee productivity and return on investment

Solution

The answer was the integration of M365 Copilot, a Generative AI tool integrated into the Microsoft 365 ecosystem, designed to help improve the management of everyday tasks such as summarizing email contents or putting together a presentation.

Microsoft recommended NTT DATA as a strategic partner for the adoption of Copilot M365 in this project. This is due to NTT DATA's extensive experience in technology adoption projects around the Microsoft ecosystem, NTT DATA provided training and support around Copilot while measured the impact it had on its users. This consisted of:

- Training users in the use of Copilot in the different applications of the Microsoft 365 ecosystem (Word, Excel, PowerPoint, Outlook, Teams, among others)
- Creation and design of the M365 Copilot community as an access point to all relevant content and information connected with this Project
- Accompaniment of "copilots" and dynamization of a network of Champions (internal ambassadors of the tool)
- Collection of business use cases
- Measuring the impact on productivity, collaboration, efficiency and work quality

Outcomes

After the integration of the Microsoft365 Copilot tool in an initial group of 300 MASMOVIL employees, the following results were identified:

- Average time savings of around 55% for those specific tasks where time savings have been identified through the use of Copilot
- Average time savings per person: 3 hours per month
- Return on investment greater than 100%
- Overall adoption rate among employees: 80%. This is the percentage of users who use the tool on a frequent basis

In terms of the most frequently performed use cases, these were the main ones, ordered from highest to lowest:

- Taking meeting minutes via Teams
- Search and consultation of internal/external information (M365 chat)
- Mail analysis (Outlook)
- Document analysis (Bing and Word)
- Creation of PowerPoint presentations from Word
- E-mails composition (Outlook)
- Graphics generation (Excel)
- Formulas generation (Excel)
- Extraction of data from tables (Excel, M365 chat)

There are also specific use cases, applicable to certain roles or areas of the company, such as reviewing contractual documents, checking formulas, monitoring projects, modifying and translating texts, or content creator, among others.

In this way and thanks to NTT DATA, the telecommunications operator has become one of the first companies in Spain to adopt Copilot with the aim of evaluating the main benefits of this technology. Undoubtedly, a great commitment to Generative AI to explore its potential and how it can benefit the business.

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For NTT DATA and our clients, it is crucial to learn how to apply artificial intelligence so that users can see the value in it. Our contribution in this pioneering project in Spain has focused on analyzing and evaluating where this technology can provide the most value within the organization.

Noelia Vicens, Telecom Director at NTT DATA EMEAL

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