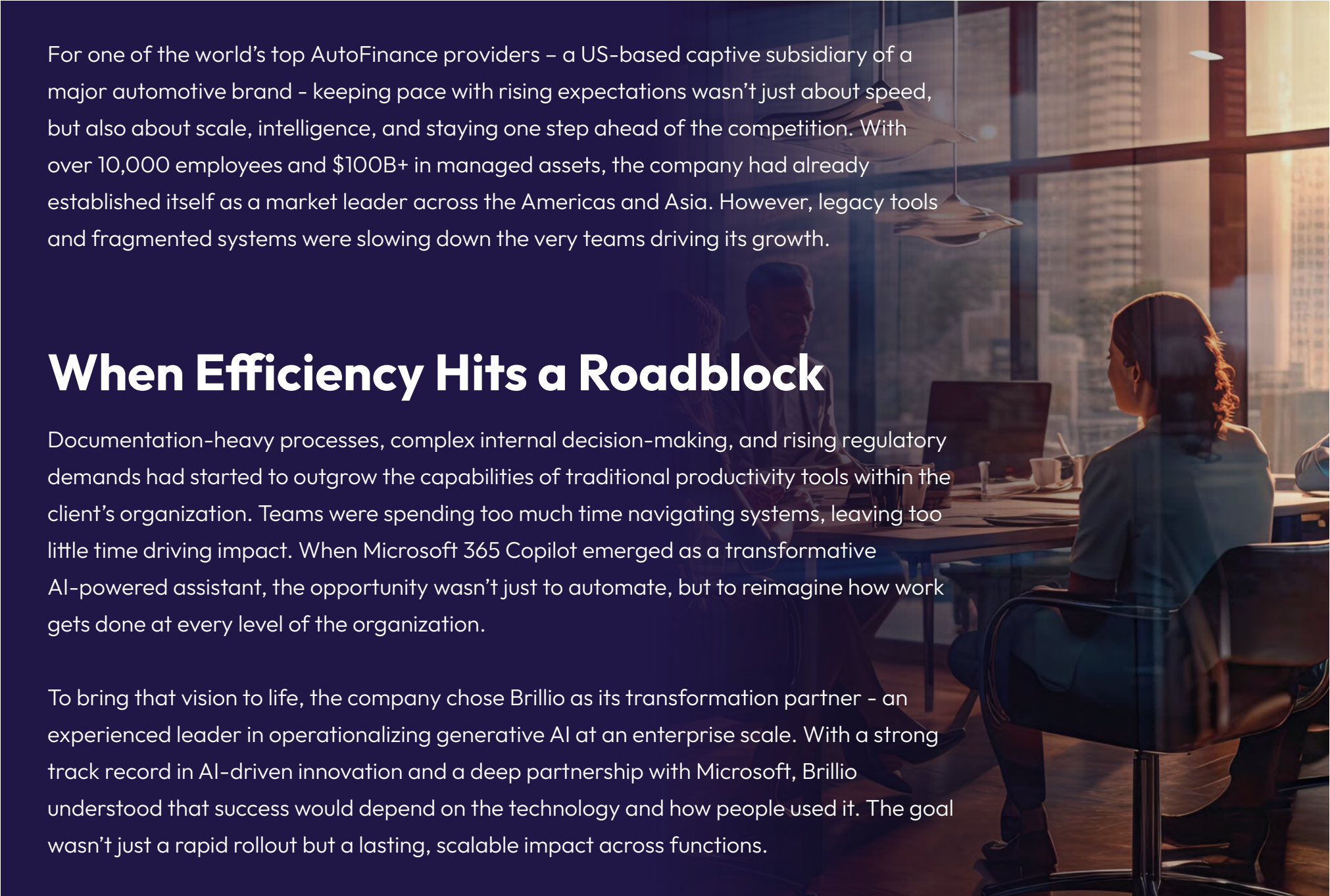




AutoFinance Provider Boosts Productivity with MS 365 Copilot

Transforming Enterprise
Workflows and Culture with
Scalable, Secure Generative AI





For one of the world's top AutoFinance providers – a US-based captive subsidiary of a major automotive brand – keeping pace with rising expectations wasn't just about speed, but also about scale, intelligence, and staying one step ahead of the competition. With over 10,000 employees and \$100B+ in managed assets, the company had already established itself as a market leader across the Americas and Asia. However, legacy tools and fragmented systems were slowing down the very teams driving its growth.

When Efficiency Hits a Roadblock

Documentation-heavy processes, complex internal decision-making, and rising regulatory demands had started to outgrow the capabilities of traditional productivity tools within the client's organization. Teams were spending too much time navigating systems, leaving too little time driving impact. When Microsoft 365 Copilot emerged as a transformative AI-powered assistant, the opportunity wasn't just to automate, but to reimagine how work gets done at every level of the organization.

To bring that vision to life, the company chose Brillio as its transformation partner – an experienced leader in operationalizing generative AI at an enterprise scale. With a strong track record in AI-driven innovation and a deep partnership with Microsoft, Brillio understood that success would depend on the technology and how people used it. The goal wasn't just a rapid rollout but a lasting, scalable impact across functions.

Adoption Built for Humans

Brillio started the endeavor by assessing the company's unique organizational needs and asking the fundamental questions: how do the client's teams actually work, and what would help them do it better? Brillio then executed comprehensive, role-specific training programs and application-based enablement that made Copilot practical from day one.

Executive sessions and drop-in clinics helped leadership model the change. Meanwhile, design-thinking workshops with Corporate Treasury, Dealer Services, and Customer Service teams uncovered high-value use cases grounded in real pain points. Our proprietary Use Case Prioritization Framework assessed each opportunity by business value, feasibility, and strategic alignment.

Additionally, Brillio implemented a robust value measurement framework to track impact from day one. Leveraging Microsoft Viva Insights, telemetry data, and qualitative feedback loops, the team surfaced usage patterns, time savings, and adoption trends. This gave stakeholders a clear view of where Copilot was delivering return and where further optimization was needed.

A governance framework was embedded from the start to ensure momentum didn't come at the cost of control. Policy, risk, ethics, and compliance were treated not as afterthoughts but as accelerators. This included defining policies for responsible AI use, establishing usage guidelines and risk controls, and integrating security, data privacy, and change management practices into the Copilot rollout.

Brillio's strategy wasn't about pushing AI – it was about pulling adoption through relevance and trust.

From Pilot to Enterprise in 3 Months

The results came quickly. Within 12 weeks, the project was executed, and adoption scaled from 300 initial employees using Copilot in their daily workflows to over 2000 by the end of the initial rollout, each backed by data-driven insights and measurable ROI.

Teams saved significant time each week on summarizing documents, writing emails, and extracting insights from internal data, freeing them to focus on strategic work. Manual tasks declined. Third-party dependencies shrank. And the business saw tangible productivity gains before the quarter was over.



ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruptions into competitive advantages through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the US, the UK, Romania, Canada, Mexico, and India, our growing global workforce of 7,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio was certified by Great Place to Work® in 2021, 2022, 2023, and 2024.



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