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practical solutions to increase efficiency and enhance customer experiences.

Isaac M. O'Bannon • Nov. 16, 2023



RSM US LLP, a provider of assurance, tax and consulting services for the middle market, highlighted its use of Microsoft Copilot for Service to enable business processes and enhance customer service at the Microsoft Ignite Conference.

“Six months ago, we launched a pilot focused on leveraging Microsoft Copilot for Service and Microsoft Copilot Studio, which provides a framework to build AI-enabled business processes,” said Christian Hutter, consulting principal. “We have been working to execute against use cases for our own business with a focus on practical AI, and we are thrilled to now be in a position to bring this productivity enhancing technology to help clients implement AI for their businesses.”

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practical solutions to increase efficiency and enhance customer experiences. Microsoft Copilot enables RSM to embed useful AI solutions into its own business and create solutions for clients—making AI a reality for the everyday user.

“As a digital firm, we need to be at the forefront of AI—for both our firm and our clients,” said Enterprise Digital Leader Sergio de la Fe. “The success of our own pilot is already showing promise to provide benefits for our firm and our clients, including helping us hone our policies and processes that govern the use of AI in our business. I am looking forward to infusing AI into additional RSM business solutions while simultaneously working with our clients to enable their business processes.”

Technology

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