



# Modernizing member services, safely: Scaling support with Microsoft 365 Copilot



## Empowering staff, enhancing service

The Danish Association of Masters and PhDs (DM) is Denmark's leading academic trade union, representing professionals in the humanities, social sciences, and natural sciences, and helping to shape national education and labor policy. To continue this leadership and meet rising member expectations, DM set out to modernize operations and scale member services without adding staff or compromising sensitive data.

Recognizing that artificial intelligence (AI) could be a catalyst for change, DM explored how solutions such as Microsoft 365 Copilot could help overcome persistent challenges. Paperwork-heavy workflows and fragmented information made responsive service difficult. As some employees turned to unapproved AI tools, DM faced rising security risks and inconsistent processes. While staff had experimented with various AI solutions, most found these tools lacking, and some remained skeptical that Copilot would deliver meaningful improvements. These experiences left some employees hesitant to explore new tools such as Copilot or switch from their preferred tools, uncertain whether the new approach would deliver more value.

With the help of timengo, a Microsoft Solutions Partner, DM took a people-first approach to AI adoption — building trust, embedding governance, and empowering staff to deliver more personalized member experiences. DM's Copilot adoption has transformed its operations, making teams more agile and responsive to member needs, and set a new benchmark for digital transformation across professional associations and the broader academic sector. These results have also strengthened DM's competitiveness and elevated its appeal as a modern, attractive workplace for new talent.

timengo is a Microsoft Solutions Partner for Modern Work, specializing in secure, modern workplace transformation with Microsoft 365 and Microsoft 365 Copilot. timengo delivers structured adoption, evergreen management, and ongoing enablement to help organizations scale productivity and safeguard data.



## Overcoming workflow challenges

Manual processes and disconnected systems slowed service and made it difficult to respond to member needs efficiently. Unapproved AI tools were increasing security risks and creating operational inconsistencies. DM needed a way to scale member services, build employees' trust in new technology, and safeguard members' sensitive information.



## Solution: Structured adoption with measurable impact

DM partnered with timengo to create an ambassador program that recruited employees across departments to address skepticism and build trust early. An initial 10-employee Copilot rollout followed, with weekly check-ins and role-based training to help staff identify high-value use cases, including streamlining research for membership legal support and career coaching. Supported by DM's internal program lead, early wins created an advocacy flywheel: Employees requested access, and leadership proactively supported expansion to 60+ licenses.



## Results at a glance

**Reduced risk.** The organization standardized on Copilot integrated with Microsoft 365, minimizing shadow-AI exposure and keeping data secure.

**Greater agility.** Copilot has made DM more responsive to member needs through faster, more efficient daily workflows.

**Time savings.** Users report saving 5–8 hours per month on average, with some reaching up to 10 hours saved as proficiency grows.

**Momentum for change.** Seats grew from 10 to 60+ through peer advocacy and documented results; DM plans an organization-wide rollout in 2026 and aims to have 60% of its workforce using Copilot in the near future.

# timengo helps DM transform workflows and culture

"Copilot has given me time for tasks I didn't have time for before. I can be curious about areas I normally wouldn't explore, because now I know it's not going to take me the whole day. I can be creative within my work again."

— Insights shared with Beatrice Otoo, Copilot Adoption Lead & Product Owner at DM



## A structured adoption journey

### **Ambassadors first: Building trust and momentum**

The ambassador program was the foundation of DM's adoption journey, with champions from every department helping to build trust, address skepticism, and prepare for the pilot rollout. Before launching the pilot, DM met with teams already using third-party AI tools to understand their reservations and introduce the current Copilot experience. A dedicated internal program lead coordinated these efforts, ensuring concerns were surfaced early, feedback was captured, and ambassadors remained engaged throughout the rollout. This intentional mix of early adopters and skeptics helped DM create a transparent, trust-driven environment from the start.

### **Pilot licenses and role-based training**

A 10-employee pilot, supported by role-based learning paths, weekly check-ins, and hands-on coaching, helped surface high-value scenarios where Copilot could assist teams in their workflows. DM's internal program lead played a central role in gathering real use cases and consolidating feedback. timengo helped DM build use cases to support teams in areas such as advising members on legal matters, career coaching, real-time knowledge refresh, and document discovery in SharePoint.

### **Advocacy flywheel and executive support**

As early wins accumulated, peer stories drove demand for Copilot across the organization. This organic momentum helped remove approval barriers and accelerated the rollout to 60+ seats, with executive buy-in growing in response to documented value and employee requests.

### **Continuous enablement and next steps**

timengo delivered ongoing training, updated courses as Copilot evolved, and guided DM on potential future initiatives to enhance advanced workflows. DM's internal program lead kept momentum high by engaging users, capturing use cases, and encouraging experimentation. That input helped timengo refine training to stay aligned with real member-service needs. As Copilot's capabilities expanded, the collaboration between DM and timengo deepened, pairing partner expertise with strong internal ownership to support continuous improvement.



## Ambassadors drive curiosity and change

With timengo's guidance and support, DM's Copilot ambassador program became the spark for a culture shift. Champions from every department didn't just guide adoption; they inspired curiosity and openness to new ways of working. As the program rolled out, employees who hadn't yet used Copilot heard firsthand stories from their peers about time saved, creative breakthroughs, and the relief of streamlined processes.

Beatrice Otoo, Copilot Adoption Lead & Product Owner, described the groundswell: "Starting small created curiosity — people who didn't have Copilot yet were hearing stories from colleagues and coming to me asking, 'When can I be a part of this?'" This peer-driven excitement meant that, instead of resistance, DM saw a wave of employees eager to participate and share their own discoveries.



## Structured adoption drives success

timengo's partnership with DM illustrates that successful AI adoption hinges on a structured strategy, leadership support, and empowering internal champions to drive change.

The ambassador program helped foster an environment where employees felt empowered to experiment, support one another, and reimagine how they could serve members.

For organizations exploring Copilot, the secret lies in blending technical know-how with a people-centric approach, reinforced by continuous training and the agility to adapt as needs shift. This method not only speeds up adoption but also creates a lasting positive impact across the organization.