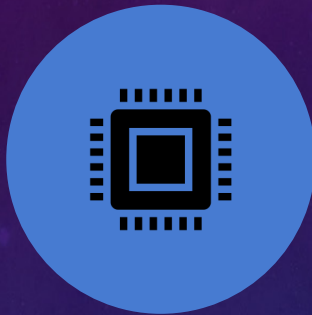# DEPLOYING YOUR CUSTOM FAQ AGENT WITH COPILOT STUDIO

- Example: Marketing Department Use Case

- Presented by: [Your Company Name / Trainer Name]

- Date: [Insert Date]

OVERVIEW

GOAL: IMPORT AND DEPLOY A READY-TO-USE FAQ AGENT USING MICROSOFT COPILOT STUDIO.

USE CASE: SUPPORT FOR MARKETING-RELATED INQUIRIES (BRANDING, SOCIAL MEDIA, PROCESSES).

METHOD: JSON-BASED AGENT IMPORT + LIVE CONFIGURATION DEMO.

PREREQUISITES

Access to Microsoft Copilot Studio (https://studio.microsoft.com)

Admin or Creator permissions

Prepared JSON file: marketing_faq_agent.json

Shared knowledge resources: PDFs, Excel, DOCX available on SharePoint or OneDrive

STEP-BY-STEP – IMPORTING THE AGENT

- 1. Go to https://studio.microsoft.com

- 2. Select "Create" > "Import an agent"

- 3. Upload the marketing_faq_agent.json file

- 4. Review imported topics and adjust responses as needed

CONFIGURATION STEPS

Link topic responses to live resources (SharePoint URLs or OneDrive files)

Add optional escalation triggers (e.g., "Would you like to contact Marketing?")

Adjust bot name and branding (logo, avatar, tone)

PUBLISHING THE AGENT

1. Select "Publish" in the Copilot Studio interface

2. Choose integration method:

Microsoft Teams

SharePoint Embed

3. Inform your internal users about availability

LIVE DEMO RECOMMENDATION

Suggested flow:

Ask the agent: "Who needs to approve my campaign?"

Observe reply with reference to Kampagnenfreigabe.xlsx

Highlight ability to expand with forms or escalation logic

BEST PRACTICES FOR MENTORS

ENCOURAGE TEAM TO TEST THE AGENT WITH REAL QUESTIONS

COLLECT FEEDBACK AND ITERATE ON PROMPTS

USE ANALYTICS IN COPILOT STUDIO FOR USAGE INSIGHTS

SHARE SUCCESSFUL PROMPTS ACROSS DEPARTMENTS

SUMMARY AND NEXT STEPS

- The Marketing FAQ Agent is a template — adapt it!

- Consider additional domains (HR, Finance, IT)

- Document FAQs over time for ongoing improvement

- Questions? Reach out to your Copilot mentor team