

Agent Intelligence

aka.ms/agentintelligence



What is the Agent Intelligence Report?

A templated report which answers:

- How many are using Agents and how frequently are they using them?
- Are we seeing signs of deep engagement, such as repeated sessions and advanced interactions?
- Which agent types and surfaces are driving engagement?
- How many are using Agents in ways that signal high potential for M365 Copilot?
- What can we learn about M365 Copilot usage among the highest users of Agents?

How you might use it..

- Inform Agent deployment strategies
- Assess readiness for M365 Copilot
- Spot training and enablement opportunities

Agent Intelligence

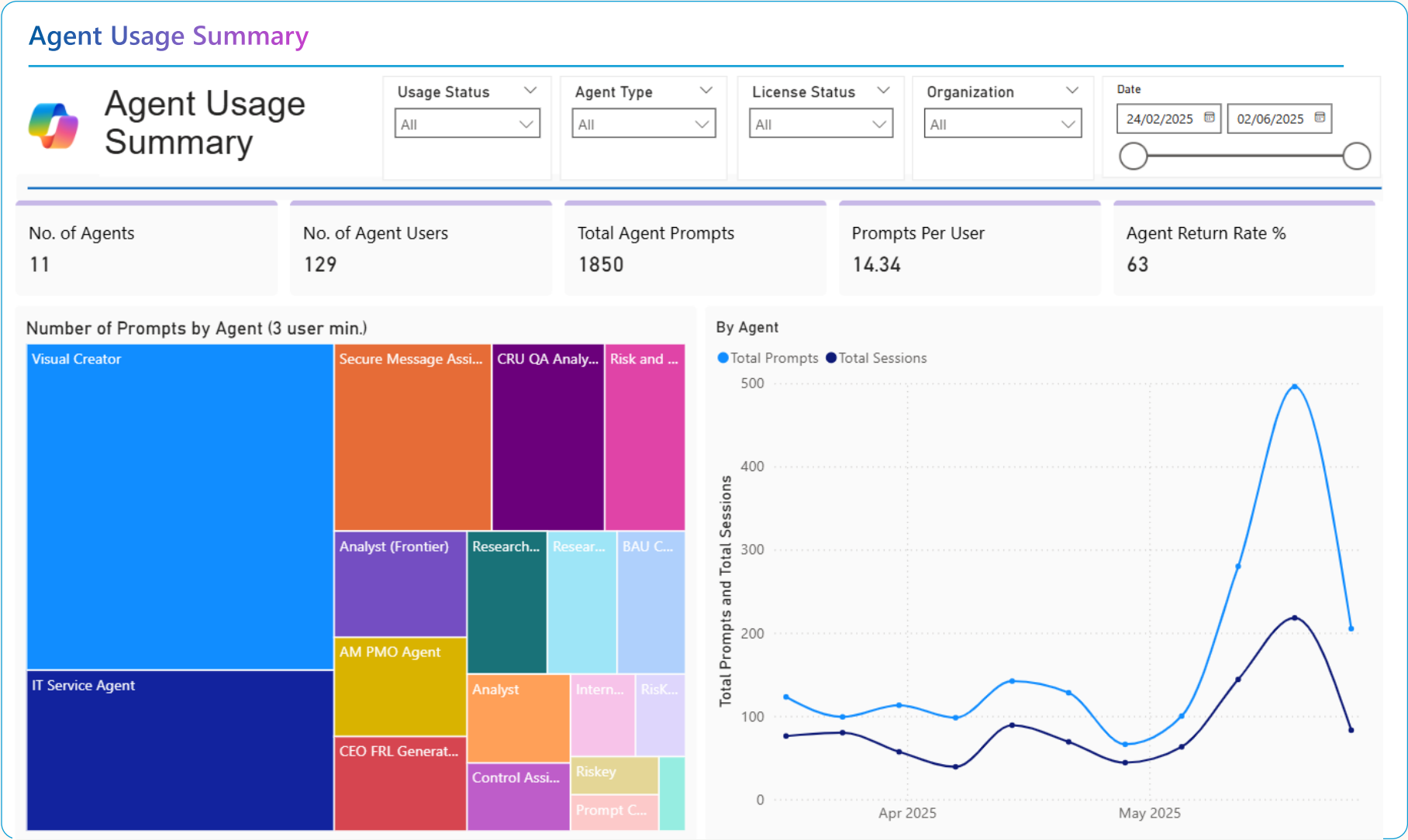
The Agent Intelligence Report provides a strategic lens into how Agents are being adopted and utilized across your organization. It goes beyond basic usage statistics to uncover patterns in agent engagement, depth of interaction, and readiness for broader M365 Copilot adoption. By highlighting where agent activity is strongest—across types, surfaces, and individual agents—it helps you identify high-potential use cases, optimize enablement efforts, and make data-informed decisions about licensing, training, and governance.

While this report offers directional insights into Agent usage, it is not an official Microsoft reporting source. For authoritative and standardized metrics, please refer to **Viva Insights**, **MAC**, and **Copilot Studio Analytics**. These platforms provide validated data for formal measurement. This report is best suited to help spot **emerging trends and patterns**, rather than serve as a source for exact figures.

1. Agent Adoption Summary

High-level overview of Agent Adoption

Agent Engagement Overview: Key Drivers and Trends



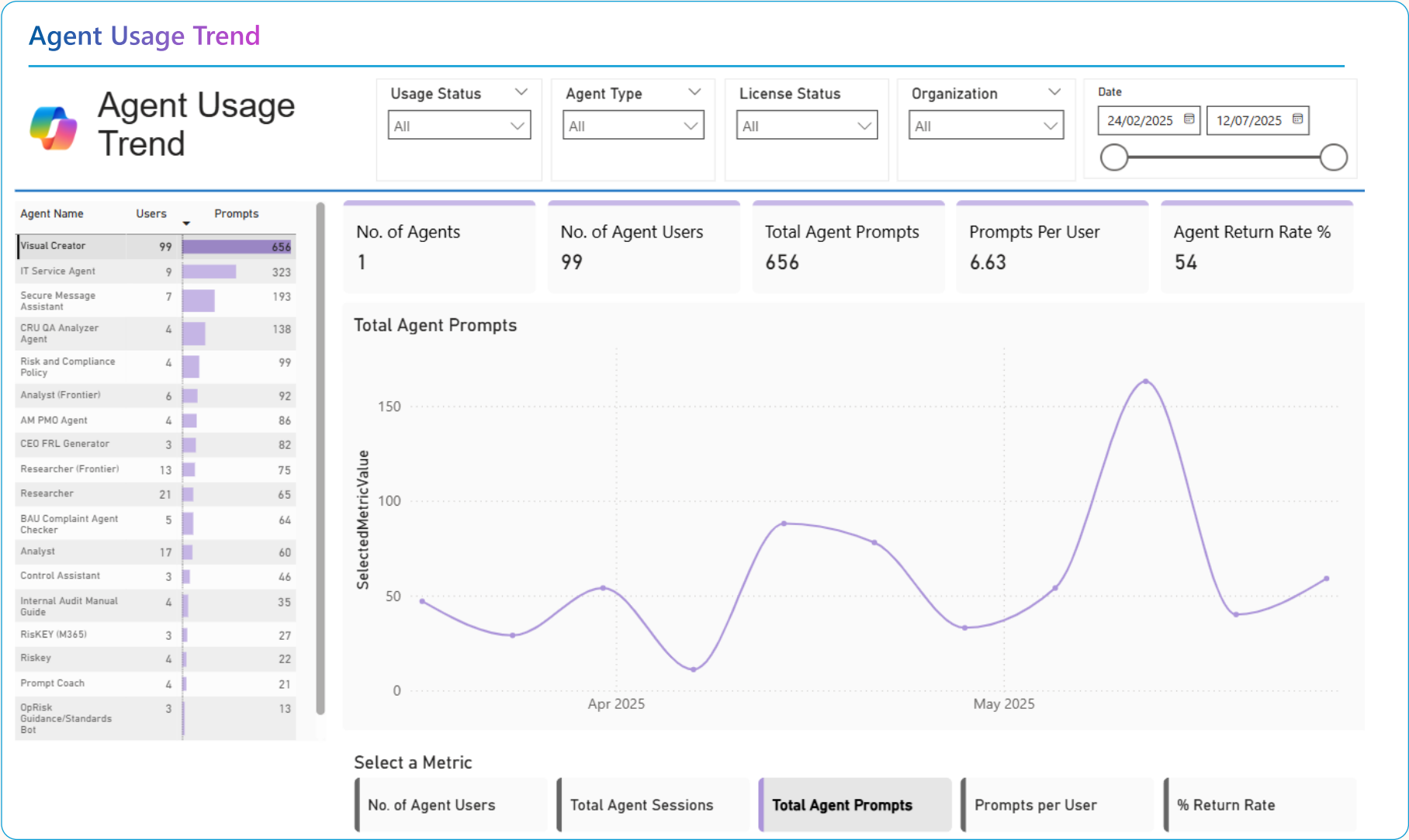
What to look for:

- **Engagement concentration:** A small group of agents can drive a lot of activity, review agent intelligence for high yield agents to invest in these high-performing models to provide more impact and value.
- **Session vs. prompt dynamics:** Rising prompt counts relative to sessions may indicate users are becoming more comfortable and productive with agents, using them for increasingly complex tasks, increasing the value of agents and copilot within your organization.
- **Replication opportunities:** The success of top agents highlights best practices and features that could be extended to other agents to boost overall adoption.
- **Early signals of scale:** Spikes in usage over time can reveal when enablement efforts or new agent launches are resonating with users.

1. Agent Adoption Trend Analysis

Agent utilization and impact over time

Key Patterns in Agent Adoption and Engagement



Why this data matters

- Reveals** which agents are consistently attracting new users and driving ongoing engagement, helping you focus enablement and support where it matters most.
- Highlights** the distribution of agent usage—showing that a few agents account for most activity—so you can identify proven models and opportunities to scale success.
- Tracks** growth and momentum over time, allowing you to measure the impact of launches, training, or campaigns and adjust strategies for broader adoption.

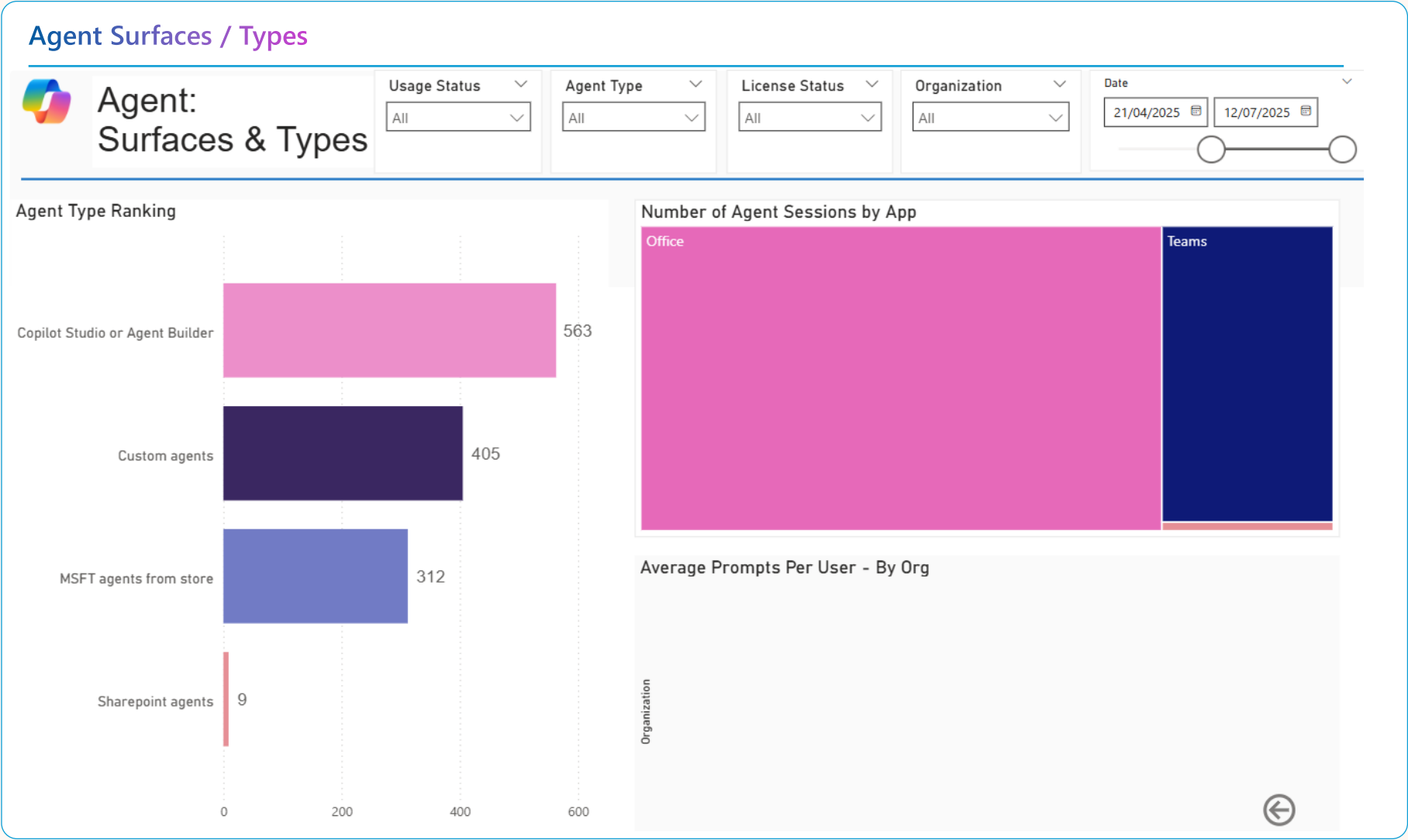
What to look for:

- **Growth signals:** Look for agents that consistently attract new users and show rising prompt counts—these are likely driving adoption and engagement.
- **Usage distribution:** Notice if a small number of agents account for most activity; this can reveal proven models and opportunities to scale successful approaches.
- **Momentum shifts:** Watch for spikes or dips in prompt volume over time, which may indicate the impact of new launches, training, or enablement campaigns.

1. Agent Types and Surfaces

Which agent types (Custom, Studio, etc.) and where (Office, Teams, etc.)

Agent Interaction by Type and Surface



Why this data matters

- **Reveals** which agent types and app surfaces (like Office or Teams) are driving the most engagement, helping you focus enablement and support where it's most impactful.
- **Highlights** opportunities to scale successful agent models or surfaces by identifying top performers and underutilized areas.
- **Informs** resource allocation and training efforts by showing where users are most active and which agent types are gaining traction.

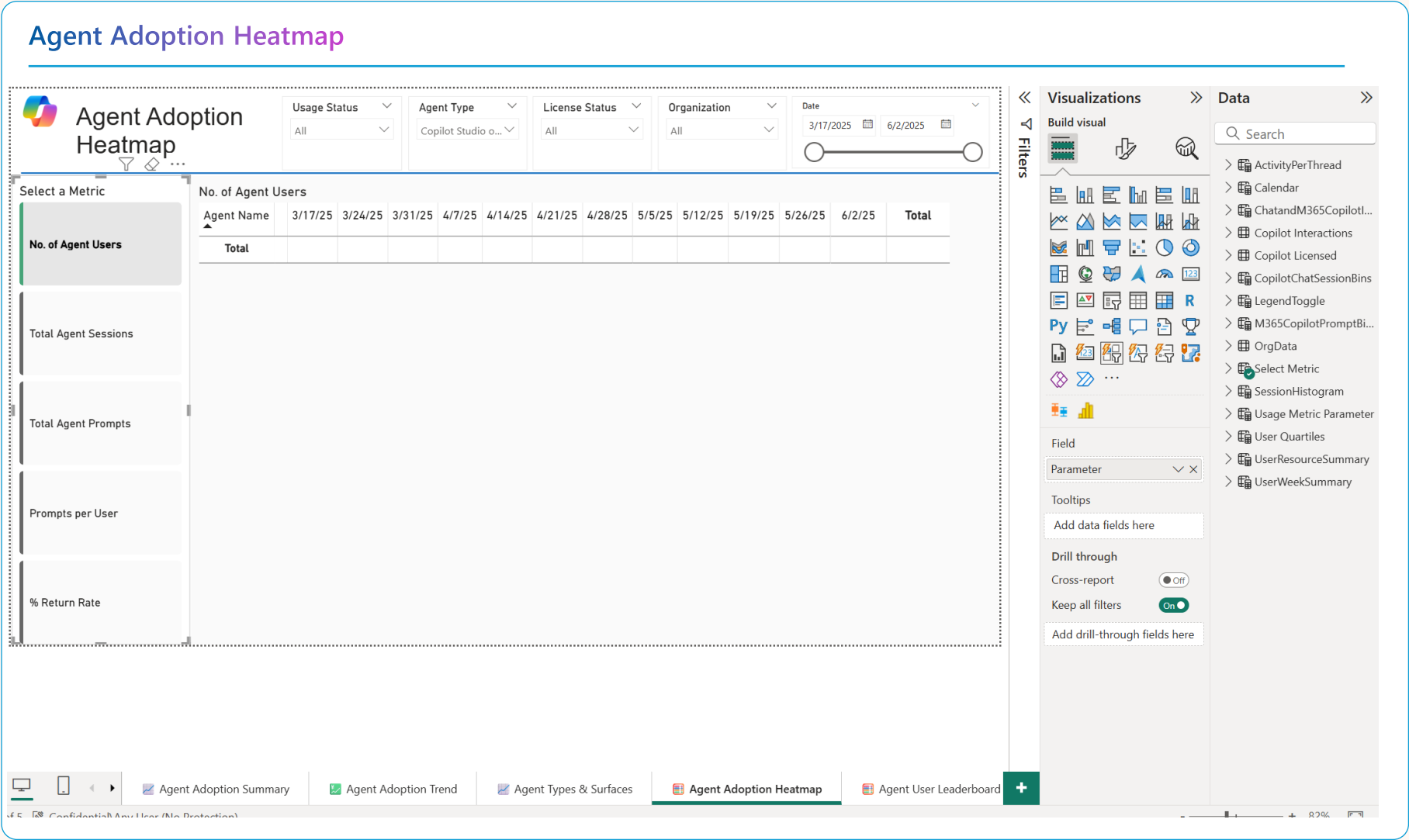
What to look for:

- **Surface leaders:** Identify which app surfaces (like Office or Teams) are driving the highest agent engagement, helping you focus enablement and investment where it matters most.
- **Agent type performance:** Spot which agent types (Custom, Copilot Studio, MSFT Store, etc.) are most popular, revealing top performers and potential areas for improvement.
- **Adoption gaps:** Look for underutilized agent types or surfaces—these may signal opportunities for targeted training, communications, or resource allocation to boost adoption.

1. Agent Adoption Heatmap

Cross analysis of agent adoption over time

Agent Adoption Patterns Over Time



Why this data matters

- **Visualize** how agent usage evolves week by week to identify periods of growth, stagnation, or decline.
- **Measure** the impact of launches, training, or enablement campaigns on agent adoption to understand what drives engagement.
- **Highlight** opportunities to support agents or groups that show lower adoption, helping to target resources for greater impact.

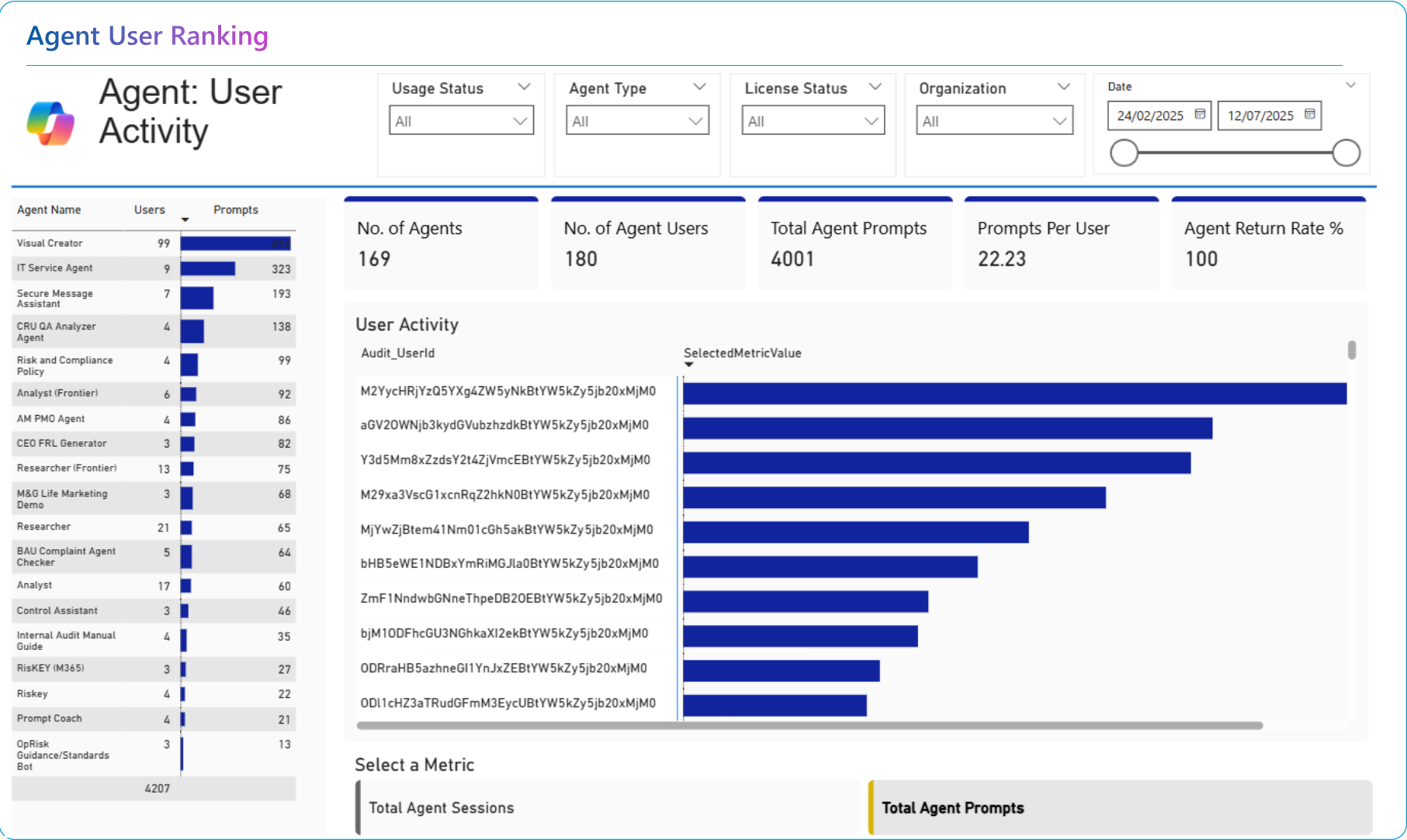
What to look for:

- **Week-over-week changes:** Look for periods where agent usage rises or falls, which can signal the impact of launches, training, or enablement efforts.
- **Consistency vs. spikes:** Notice whether adoption is steady or marked by sudden increases—steady growth often means sustained engagement, while spikes may point to successful campaigns or new agent releases.
- **Areas needing support:** Identify agents or groups with lower or declining adoption, so you can target additional resources or training to boost engagement.

1. User Ranking

Discover insights through interactive tables regarding high usage or recurring visitors

Agent User Ranking: Identifying Top Contributors



Why this data matters

- **Highlights** which users are most actively engaging with agents, helping you recognize power users and potential champions for enablement.
- **Reveals** usage patterns that can inform targeted support, training, or outreach to maximize adoption and impact.
- **Enables** you to track shifts in user engagement over time, so you can measure the effectiveness of campaigns, launches, or changes in agent functionality.

What to look for:

- **Power users:** Identify individuals with consistently high agent activity—they may be champions for driving adoption and sharing best practices.
- **Usage patterns:** Look for shifts in engagement, such as new users rising in the ranks or changes in prompt volume, to spot emerging trends.
- **Enablement opportunities:** Notice users with lower activity who may benefit from targeted support, training, or outreach to boost engagement.

Thank you

aka.ms/agentintelligence

