



Njoo Tuinue viwango!

July 24-25, 2025 | Nairobi, Kenya

**EAST AFRICA**



Shadrack Kiprotich  
Microsoft MVP

**Enhance copilot development with  
Microsoft Copilot Studio**





# Shadrack Kiprotich

*Business Apps Microsoft MVP // Power Platform Consultant*

## Speaker Bio

Shadrack is a 3X Business Applications Microsoft MVP specializing in AI-driven automation and low-code solutions. With expertise in Power Platform, Copilot, and workflow automation, he has delivered solutions to organizations in the healthcare, non-profits, microfinance, banking and motor industries improve efficiency and streamline operations. Passionate about tech communities and sharing knowledge, he has led multiple training sessions, empowering over 350+ professionals and contributing to digital transformation efforts across industries.



Shadrack kiprotich



# Let's Build a copilot

---

Copilot & Copilot Studio

---

Agents and Conversation AI

---

Business use cases of copilot

---

Copilot Studio Architecture

---

Copilot Studio Implementation Guide

---

Publish your Copilot





## Copilot -

AI-powered assistant designed to help you complete tasks, answer questions, and provide information in a conversational manner.



Copilot Studio - enables you to build, customize, and extend Copilot experiences.



# Copilot Studio

Copilot Studio is your tool for **building agents** and **extending Microsoft 365 Copilot**.

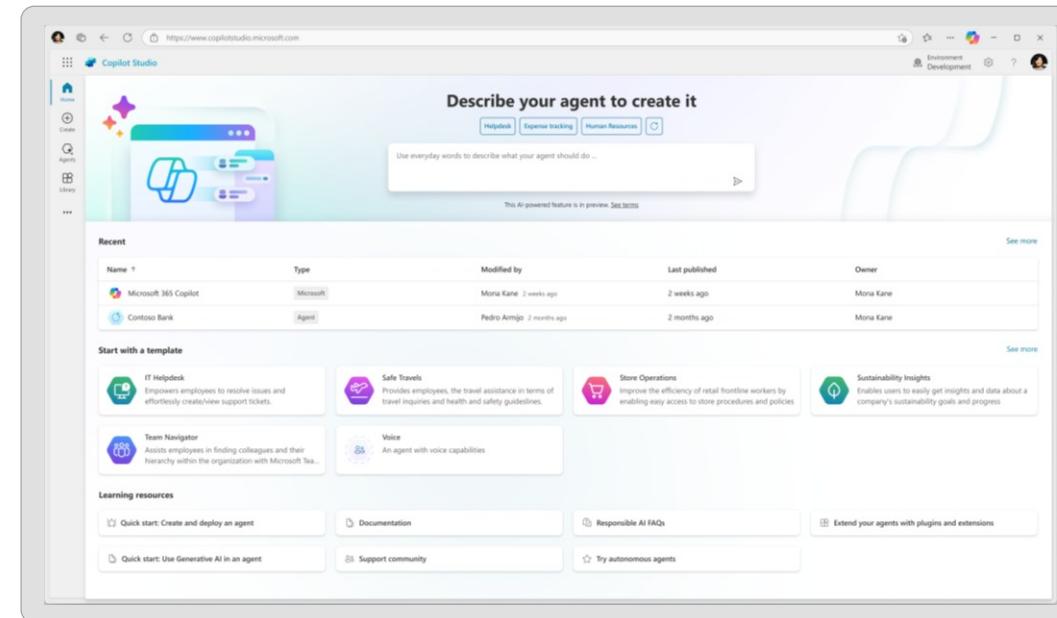
Meet your users where they already are

Access everything in one place

Automate your workflows

Integrate with your external apps

Connect to your data in Microsoft 365



Building enterprise agents to transform business processes



Enhancing MS Copilot to improve information workers productivity



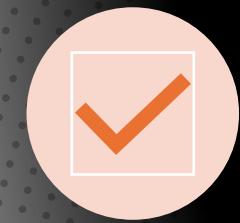
Works with Azure Foundry to build custom AI solutions



## Copilot Studio momentum

230K

organizations



COMPLEX  
REQUIREMENTS



EXHAUSTIVE  
READING



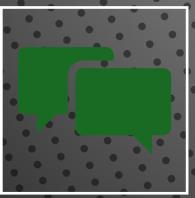
MANUAL  
PROCESSES



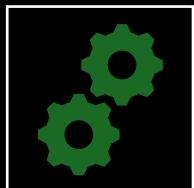
SINGLE SOURCE OF  
INFORMATION



CONCISE  
SUMMARIES



DIRECT ANSWERS



AUTOMATED  
PROCESSES



INTEGRATED  
AGENTS

# Individual productivity



## Performance Coach

I want a Performance Coach to document and share my achievements.



## Meeting Planner

I'm a field sales rep who wants a Meeting Planner to organize my visits.



## Developer Tutor

I'm a new software engineer. I want a Tutor to help me write better code.



## Onboarding Buddy

I want to have an Onboarding Buddy that helps new team members ramp up.

The screenshot shows the Microsoft Copilot AI assistant interface. At the top, it says "Copilot Your AI assistant for work". Below that are several cards:

- Catch up on meetings**: Recap meeting summarizing key takeaways and action items as separate sections including who's responsible for each.
- How to**: How do I write a request for a proposal?
- Help me write**: Write an email to my team about our top priorities for next quarter from file.
- Get key info**: List key points from file.
- Generate idea**: List ideas for a fun remote team building event.
- What did they say?**: What did person say about...

At the bottom, there is a message input field that says "Message Copilot" and "Add content". To the right of the input field are icons for @, file, and forward. A "View prompts" button is also present. On the far right, there is a sidebar with options like "Copilot", "Explore agents", "Create a Copilot agent", "Recent chats", and a list of recent items like "Fabrikam opportunity", "What's hot in my inbox", "What's my day look like?", "Northwest Traders Project", and "Show more".

# Transforming Enterprise Business Processes with MCS

I want a **Customer Service Agent** for on my support site for my customers.

It can answer questions, process returns or exchanges, track shipments. It can connect to my ticketing system drive cases, hand off to human agents and more

I want a **Sales Agent** on my website to help directly sell my product to customers

It can answer questions about products, identify upsell opportunities, generate leads, connect to backend CRMs systems to complete sales and process orders

I want to build an **HR agent** for my employees to use on their HR site, or in Teams.

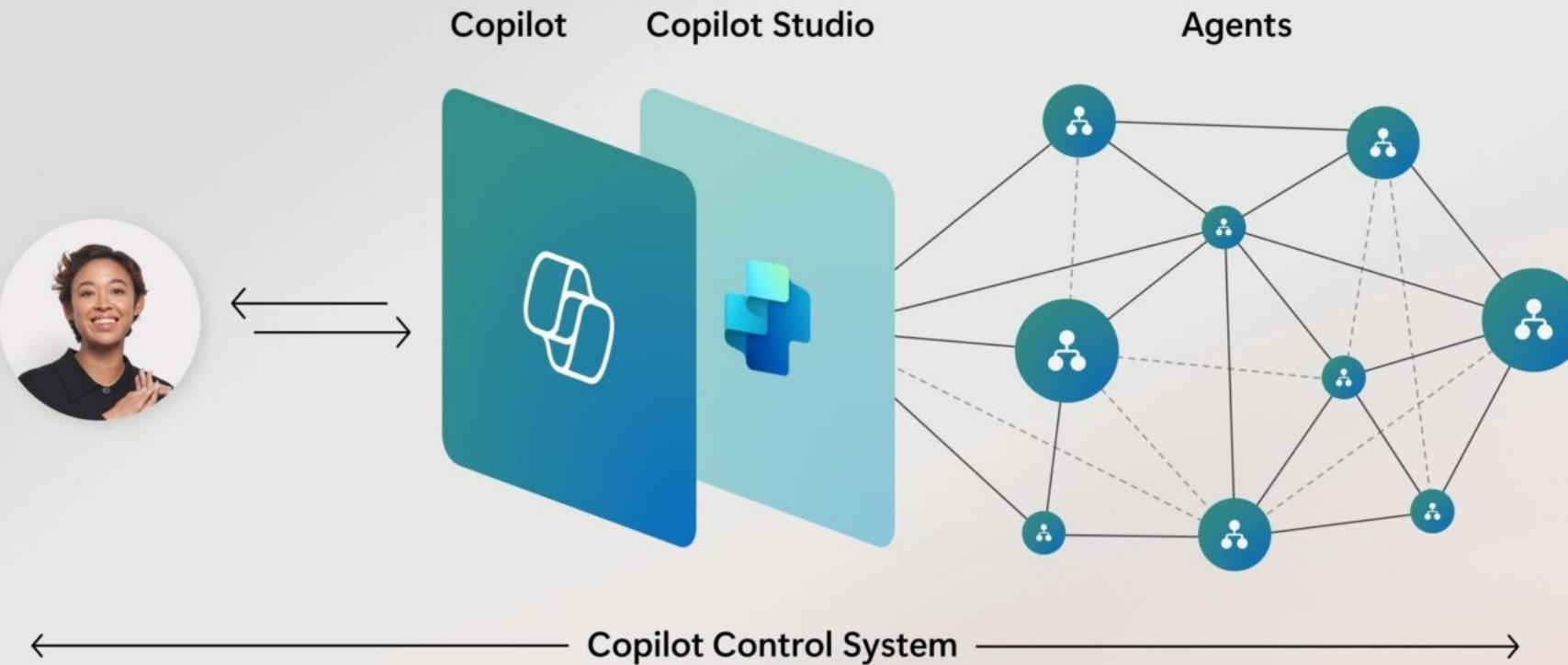
It can answer questions, help apply for leave, select benefits, look up paystubs, escalate to a human HR agent, open and close tickets

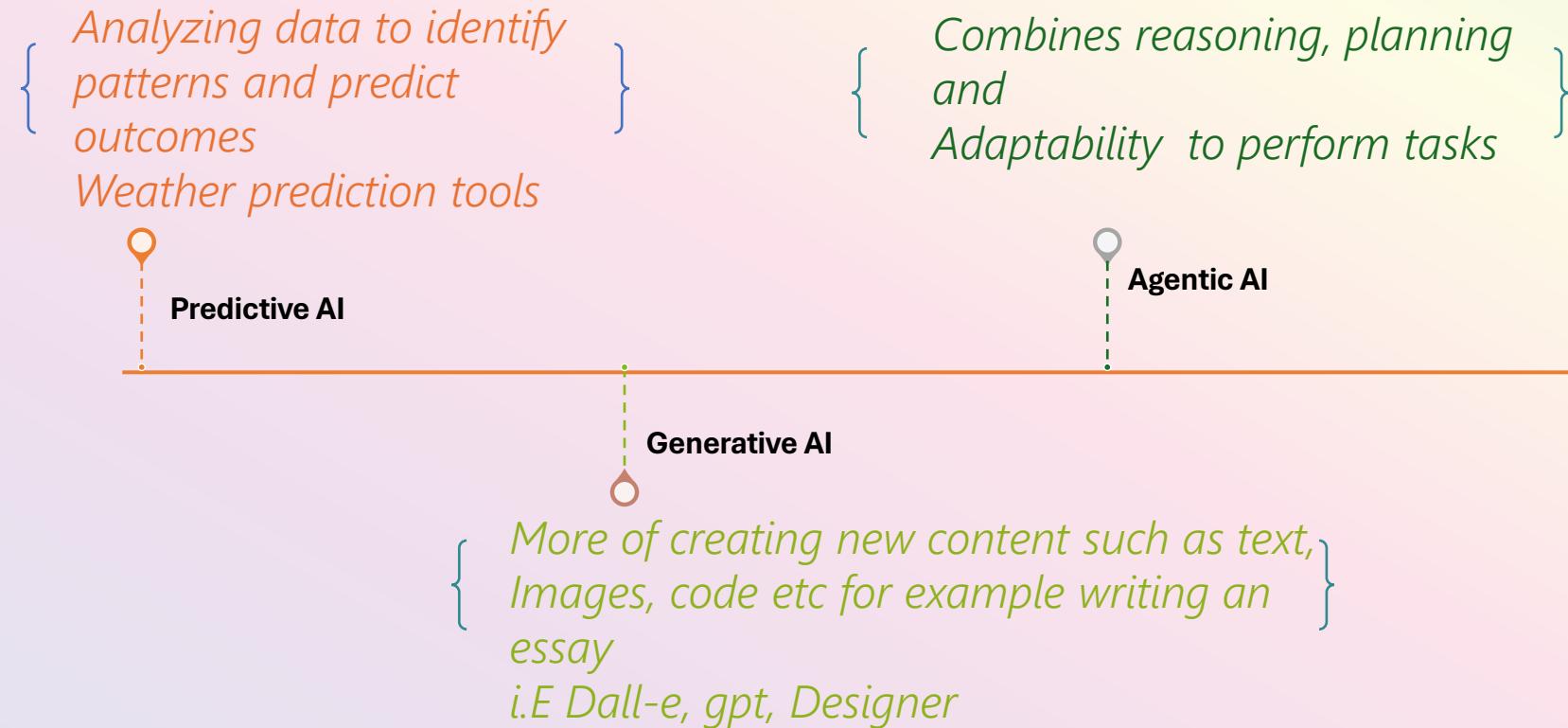
I need to build a **Invoice Processing Agent** for my organization.

It will run 24/7 behind the scenes processing invoices, running orders, and making payments.



# Copilot is the UI for AI





**N/B: Predictive AI** analyzes and forecasts, **Agentic AI** decides and acts, and **Generative AI** creates and generates.



# Build copilots that work for you

in your industry...

Travel and Transport	Manage bookings	Change my trip dates
Professional Services	Lead generation	Get a quote
Government	Public programs	Get childcare assistance
Retail	Manage orders	I want to make an exchange
Healthcare	Claims	Submit health insurance claim
Financial Services	Manage accounts	Report lost card
Education	Admissions	How to get financial aid?
Manufacturing	Supply	Check stock

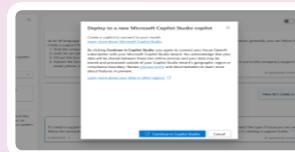
...and department

<b>Customer Service</b>	
Reduce call volume for quick resolutions	
Request a refund	Describe your issue
Support tickets	Centralized FAQs
<b>IT</b>	
Optimize employee troubleshooting	
Reset my password	Refresh my laptop
Support services	Equipment requests
<b>Finance</b>	
Save time by automating budget and expense approvals	
Update tax information	Submit expenses for approval
Payroll	Budget requests
<b>HR</b>	
Improve employee satisfaction and retention	
Sign up for healthcare plan	Book time off
Benefits	Leave and absence
<b>Operations</b>	
Improve efficiency by digitizing paper processes	
Find case file	Check order delivery times
Find documents	Manage inventory
<b>Sales and Marketing</b>	
Increase up-sell and conversion opportunities	
You're eligible for a free upgrade!	Update your email preferences
Upselling	Email



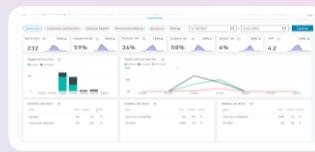
## Integrate with AI Services

Integrate with Azure AI Studio,  
Azure Cog Services, Bot Framework and various other Microsoft conversational services

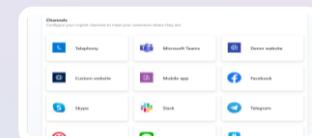


## Monitor and Improve

with rich out-of-the-box insights and analytics



**Publish to multiple channels,** and go live instantly on the SaaS service or choose to extend Copilot for Microsoft 365 with your custom capabilities



**Create, manage, publish and extend agents**  
Live in minutes - all from one tool  
and E2E SaaS service



## Build & Publish



Copilot Studio

## Analyze & Improve



## Chat over knowledge with Gen AI

Get enterprise specific answers over your files, websites, internal shares, Dataverse, third party systems and more

## Create specific topics

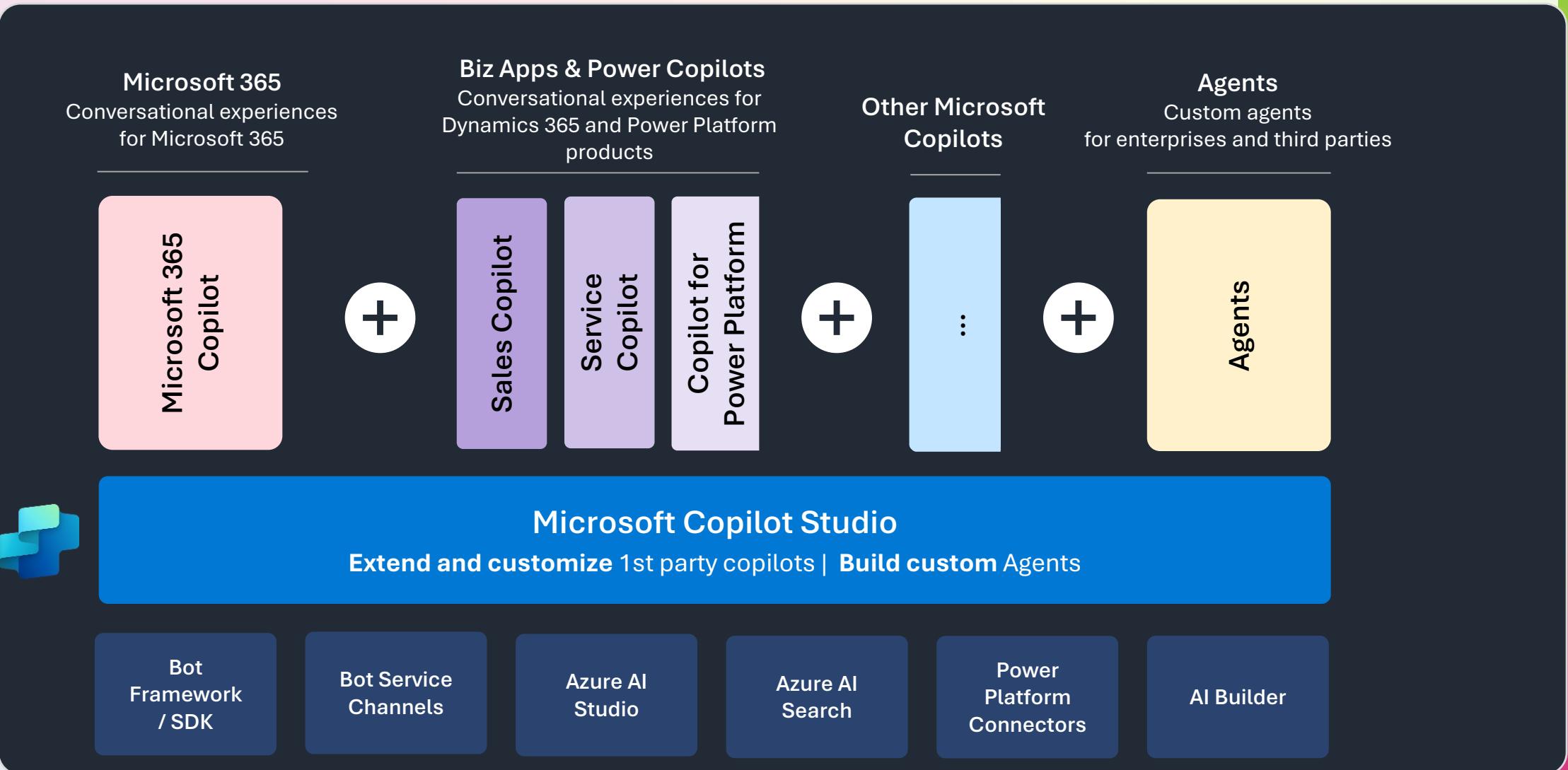
Supplement generative responses with specific, curated topics where you want tight control. Build them easily with the powerful graphical studio

## Build actions & Plugins

Create actions, plugins, use 1000s of pre-built connectors or Power Automate to call your backends and APIs

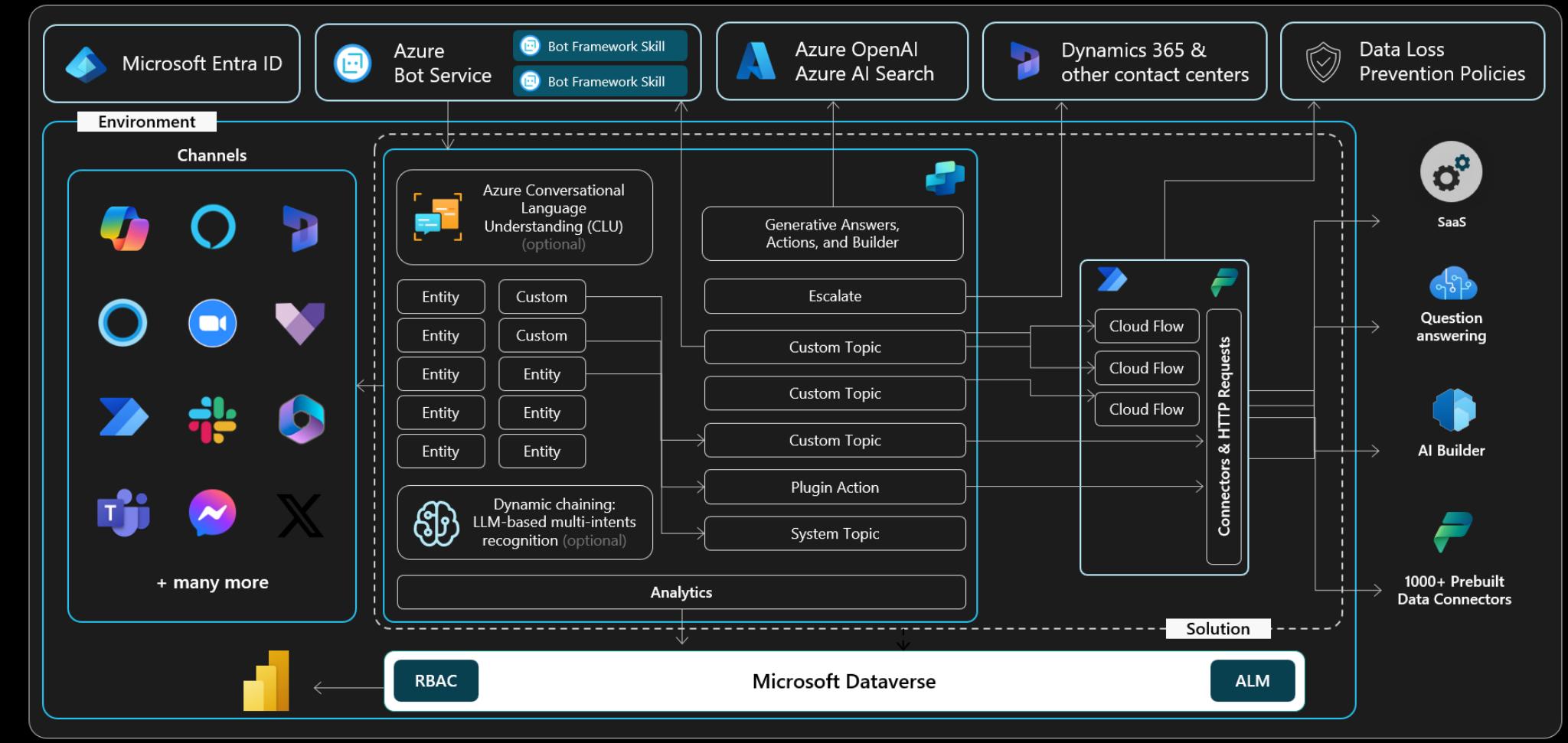


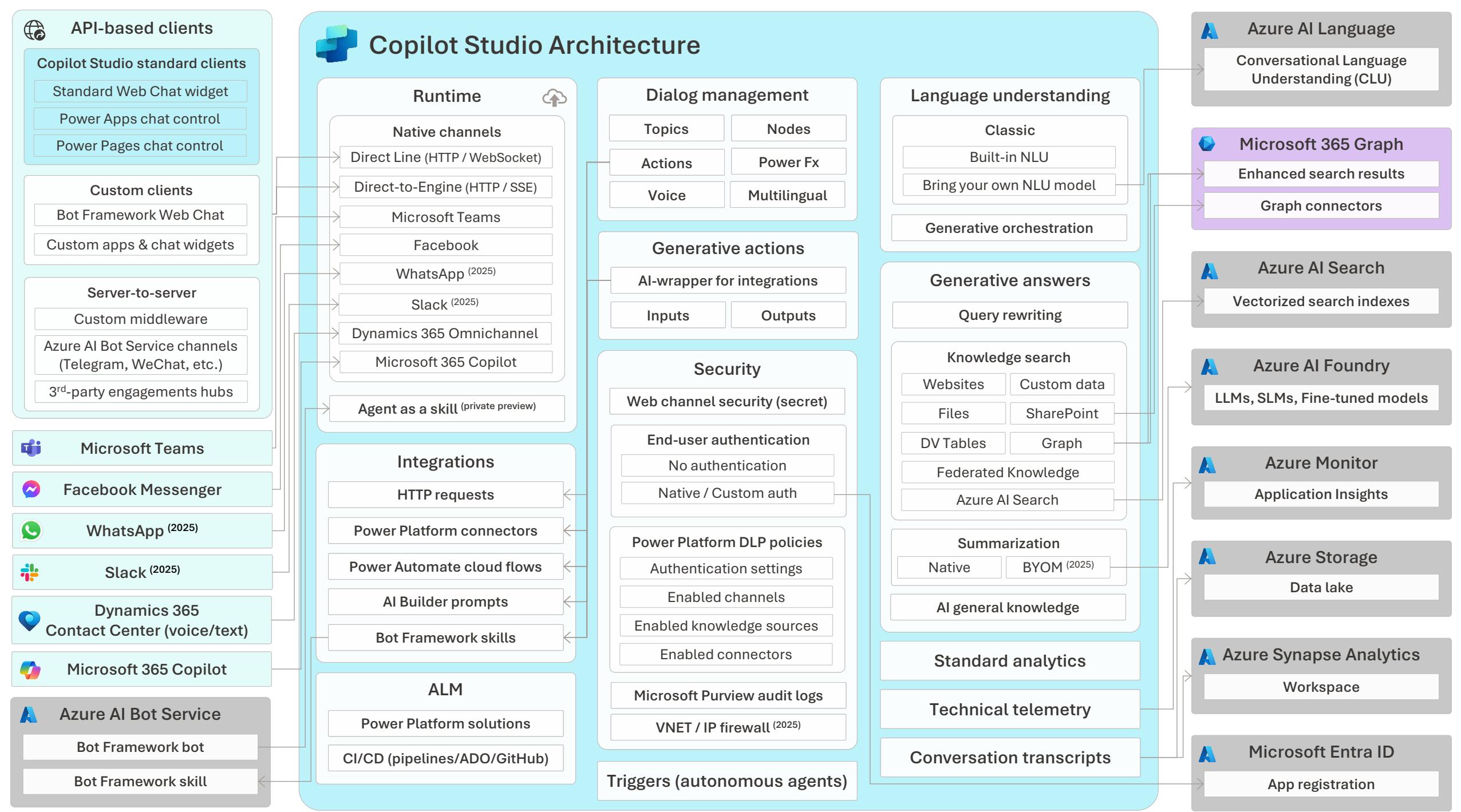
# Agents and Conversational AI





# Copilot Studio architecture







# Natural Language Understanding



I want to book a flight to Paris next week.

Utterance



I w a n t t o b o o k a f l i g h t t o P a r i s n e x t w e e k

Intent

Entity

Entity

Great choice!



To ensure we get it right, could you confirm the departure city and your travel class preference? I'll take care of the rest!



Customer has the intent to 'book a flight'

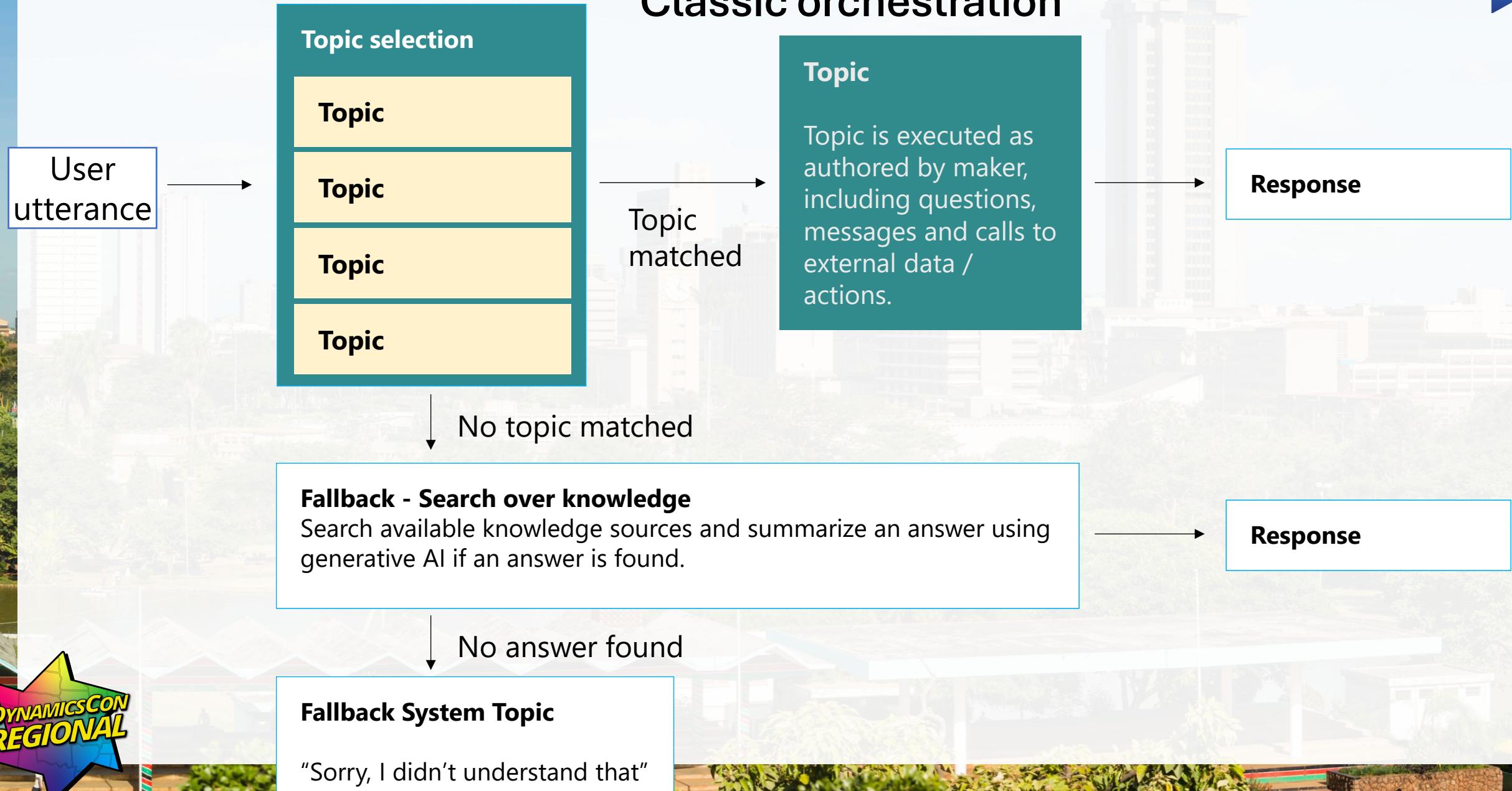


Given this intent, entities, and the context, what would be the best fitting answer?

The query already has a 'Destination', Paris, and a 'Travel Date', next week.



# Classic orchestration





# Generative orchestration

User  
utterance

## Plan generation

Topic

Topic

Action

Action

Knowledge

Knowledge

One or more actions / topics / knowledge matched

A plan is generated using actions / knowledge / topics

## Topic

### Action

Slot filling

Execution

Response

### Knowledge

Search

Summarize

Citations

## Unified Response

A message is generated to answer a user's question using the outputs from all actions / knowledge / topics in the plan.

## Fallback System Topic

"Sorry, I didn't understand that"

# What does it take to create a conversational AI experience?

Once published, an agent gets available to one or more channels, to meet the user where they are.

**A runtime and channels to deploy the experience to (website, Teams, etc.)**

Technical telemetry, KPIs, and conversation transcripts are available to track performance and improve agents.

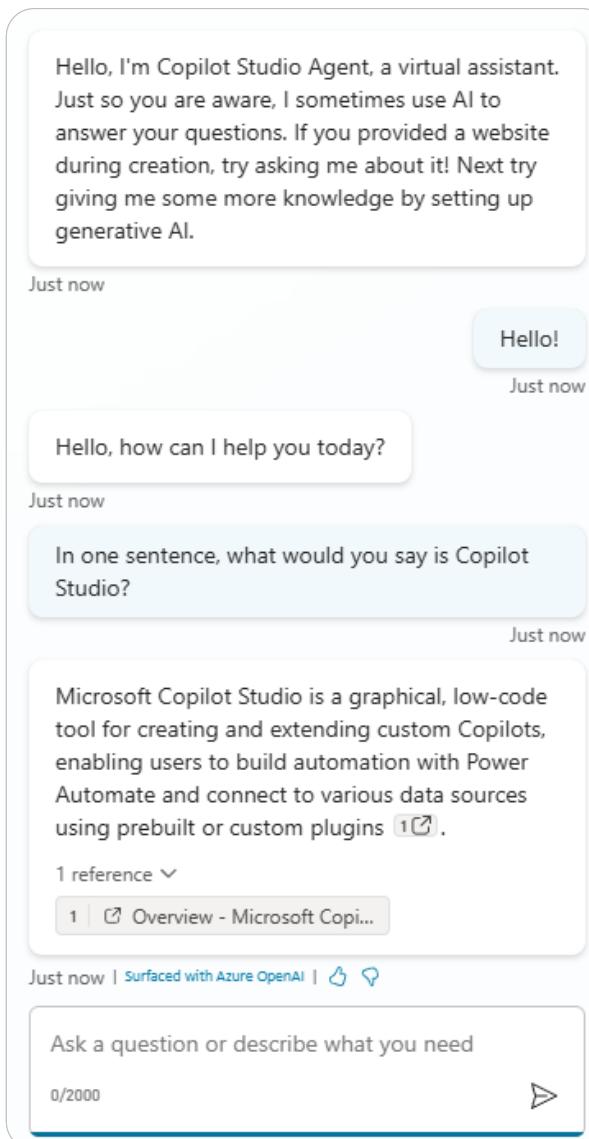
**Analytics & transcripts data to measure efficiency**

Who can invoke the agent? Does the user need to be signed-in?

**Security options to secure the endpoint and authenticate the end-users**

Deploying the agent and its related components across DEV, TEST, PROD.

**ALM**



**Language understanding & orchestration capabilities**

Understanding what the user says (*intent*) and how to react to it.

What key information (*entity*) to extract from user utterances?

**Dialog management capabilities**

What should the conversation look like?

Should it be scripted like a funnel? Should it be open?

**Generative AI capabilities to create answers or take actions**

Using AI, agents can search for information or use their general knowledge. They can also call APIs and connectors.

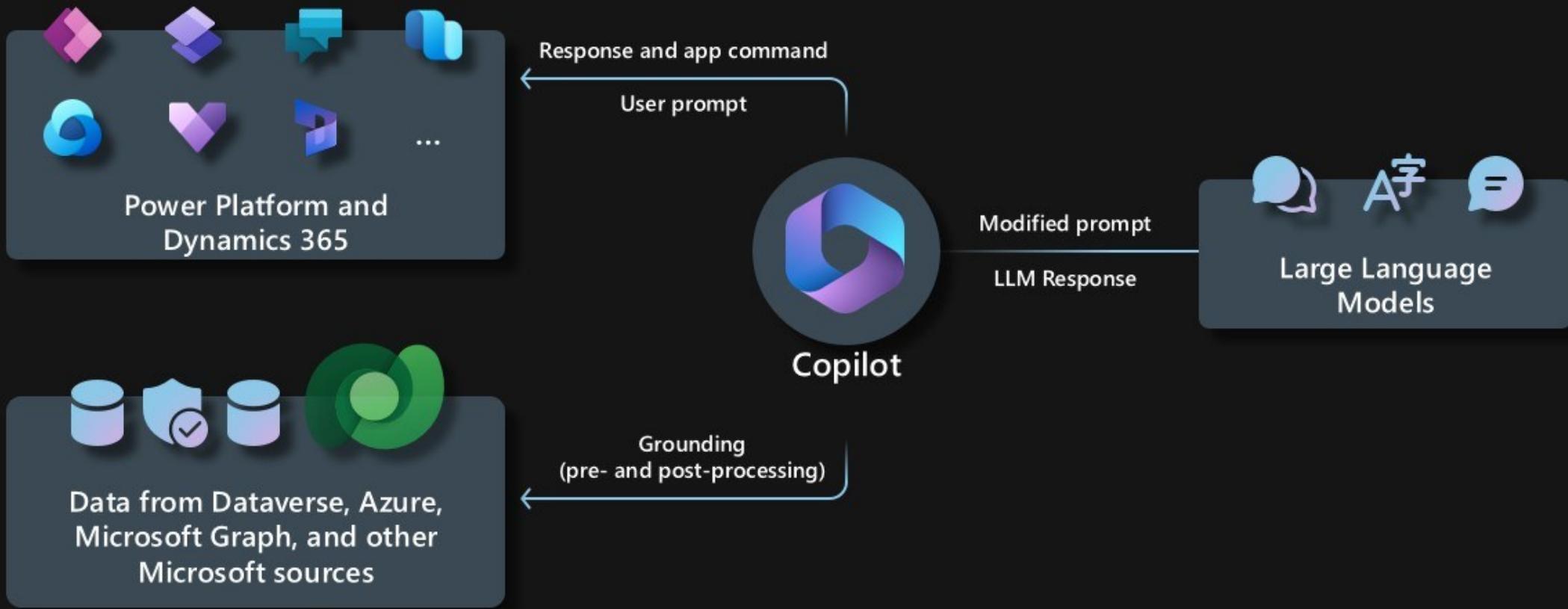
They can summarize answers.

**Ways to integrate with other systems**

End-to-end business processes often involve connecting with different systems and data sources.



# Copilot | Dynamics 365 & Power Platform





## Create a Prompt

Task

Context

Expectations

Output

"Review recent customer service chat transcripts and summarize the most common inquiries, complaints, and areas of satisfaction. Present insights in a structured format suitable for improving support processes."

"Analyze the latest industry trends and competitor strategies in the renewable energy sector. Provide a concise summary highlighting key market shifts, emerging opportunities, and potential risks for investors."



Isuzu Agent Overview Knowledge Topics Actions Activity Analytics Channels

Publish Settings ... Test

Draft agent status

⚠ There are risks that should be reviewed.

Published agent status

📝 Not published

1 risk ↘

Channels

Configure your agent channels to meet your customers where they are.

Telephony Teams + Microsoft 365 Demo website Custom website Mobile app Facebook Skype

Slack Telegram Twilio Line GroupMe Direct Line Speech Email

Customer engagement hub

Connect to a customer engagement app to enable your agent to hand off a chat session to a live agent or other agent.

Dynamics 365 Customer Service Genesys LivePerson Salesforce ServiceNow Custom engagement hub

Deploy your Agents anywhere



## Resources

1. Copilot Studio website - <https://aka.ms/copilotstudio>
2. Copilot studio implementation guide <https://aka.ms/CopilotStudioImplement>
3. Microsoft Learn <https://aka.ms/CopilotStudioLearn>

