# CASE STUDY

## GenAI-Powered HR Transformation

**NW Natural**
**WATER**™

NW Natural Water, a subsidiary of NW Natural Holdings, has been expanding its water utility services since 2018. Based in Portland, Oregon, the company focuses on providing safe, reliable, and affordable water services to communities across the Pacific Northwest.

With a commitment to sustainability, innovation, and customer satisfaction, NWN Water is actively working to enhance its service delivery by adopting new technologies and practices.

The company's dedication to excellence is reflected in its ongoing efforts to improve operational efficiency and customer experience, ensuring it meets the evolving needs of the communities it serves.

**online**

# THE CHALLENGE

NWN Water's employees faced significant challenges when trying to access Human Resources (HR) policies and procedures. With over 500 employees spread across 15+ acquired companies, there was a lack of centralized communication channels between these disparate groups.

When employees needed clarification on HR-related matters, they often had to reach out to their local HR representatives, which could lead to delays due to various reasons such as busy schedules, remote locations, and differing work hours. Furthermore, since the majority of employees were located in subsidiary offices rather than the parent company headquarters where the HR department was situated, determining who to contact within the organization posed additional difficulties.

The existing methods to access HR documents were somewhat cumbersome. Employees would typically need to navigate through multiple layers of processes before obtaining the desired policy or procedure. If they required detailed explanations or interpretations beyond what was contained in the initial documentation provided, they might have to wait even longer for a reply from the relevant HR personnel.

In many cases, employees found themselves spending considerable amounts of time searching for answers to relatively straightforward questions about HR policies and practices. This inevitably resulted in wasted productivity and reduced efficiency throughout the organization. Meanwhile, HR staff members were overwhelmed with an excessive volume of inquiries, which detracted from their ability to perform other critical duties related to talent management, benefits administration, and compliance oversight.

# THE
# SOLUTION

---

After strategic analysis of NWN Water's requirements, Microsoft Copilot was selected based on its seamless integration capabilities with Microsoft Teams. This implementation will provide real-time support for HR-related inquiries through natural language processing technology.

This optimized process now enables users to engage with Copilot directly via chats within Teams without needing to reach out to HR or navigate multiple systems for answers regarding company policies and procedures. It also:

- Streamlines communication between employees and ensures they can access relevant information instantly when needed.

- Reduces reliance on HR resources and minimizing the need for lengthy searches across various documents.

- Optimizes productivity and efficiency throughout the organization.

- Reduces errors caused by outdated knowledge or misinterpretation of guidelines.

With Copilot's assistance, NWN Water aims to improve overall workplace satisfaction by ensuring that everyone has quick access to necessary guidance whenever required.

By leveraging Microsoft Copilot to address the complexities surrounding HR policy access, NWN Water effectively transformed its internal processes and delivered meaningful returns on investment through improved efficiency.

# KEY BENEFITS

This strategic implementation aligns well with the company's commitment to creating a positive experience for its diverse workforce, and exemplifies how technology can catalyze positive change and drive long-term success in today's fast-paced business landscape.

As a result, NWN Water can expect substantial savings on various fronts as outlined below:

**1. Time Savings:**
Employees can now quickly find answers to their queries about HR policies and procedures within minutes, saving them valuable time that would otherwise be spent searching through documents or waiting for responses from HR representatives. This results in increased productivity throughout the day, allowing them to focus better on other critical tasks at hand.

**2. Reduced Administrative Costs:**
With Copilot's integration into Microsoft Teams, there's less need for HR staff members to handle repetitive inquiries every single day. Consequently, these individuals can devote their energy towards higher-value projects rather than spending excessive hours responding to basic requests.

**3. Enhanced Employee Satisfaction:**
When workers feel supported by tools such as Copilot, they become more engaged and motivated in performing well since they know they have the resources necessary to excel professionally. In turn, positive sentiments lead to improved job retention rates over time.

### 4. Consistency Across Acquired Companies:

Implementing Copilot across fifteen different entities means standardizing knowledge sharing so everyone follows consistent practices regardless where they work geographically.
This simplifies matters when new hires join any branch of your company because they'll already understand what's expected of them.

### 5. Scalability & Flexibility:

Since Copilot operates seamlessly in conjunction with existing systems and platforms like Microsoft Teams, expanding its use becomes straightforward even for larger businesses operating globally. There isn't a need for significant IT support nor extensive retraining efforts, either which saves money too!

### 6. Data Analysis Capability:

Having a centralised platform allows NWN Water to track how frequently certain topics get asked about via Copilot analytics features. This allows HR to determine if there is a need for additional user education and/or clarification of current policies and procedures.

*Through our comprehensive study of actual data from various departments within the company, we found compelling evidence supporting the positive impact of integrating Copilot into the workflow processes of NWN Water.*

# THE
# RESULTS

---

With the help of Online Business Systems' effective team, NWN Water has successfully implemented Microsoft Copilot as part of its ongoing efforts to optimize human resources operations and enhance the overall employee experience.

Leveraging this solution within their internal communication channels, NWN Water aims to revolutionize the way they address these concerns. Through natural language interactions facilitated by this advanced AI-powered tool, employees now enjoy instant access to relevant HR policies and procedures while simultaneously freeing up valuable time for HR representatives to focus on higher-value tasks, rather than responding to repetitive inquiries.

As NWN Water expands its adoption of this innovative solution across all operational units, there is potential for realizing significant returns through improved efficiency gains and enhanced productivity.

The Return on Investment (ROI) analysis indicates that deploying Microsoft Copilot for answering HR-related queries has yielded substantial benefits for NWN Water.

In fact, preliminary calculations suggest that utilizing this innovative solution will:

• Decrease repetitive HR requests by 45%, saving 6,420 - 9,600 hours per year
• Generate annual savings totaling over $797,000 USD, which translates into impressive cost reductions

In summary, this strategic implementation marks a pivotal step forward towards creating a smarter, more responsive organizational environment.

As this pioneering initiative continues to evolve alongside future technological advancements, there is boundless scope for unlocking untapped synergies and driving transformative growth at every level within the organization.

# NEXT STEPS

To learn more about how we can help your business, visit **obsglobal.com**

**online** business systems

**Results. Guaranteed.**

Founded in 1986, Online Business Systems is North America's leading Digital Transformation and Cybersecurity consultancy. We help enterprise Clients by designing improved business processes enabled with secure information systems.
Our unsurpassed delivery, our people, and the Online culture of loyalty, trust, and commitment to mutual success set us apart.