

CASE STUDY

AI skills learning that keeps pace with what's next

How Pearson drove engagement after launching Copilot upskilling

Technology is moving fast, and the hardest part isn't choosing what to adopt next; it's enabling people to use new tools well, consistently, and at scale without pulling them away from critical work. Our **expert-led, interactive skills learning** approach helps organizations upskill teams efficiently across roles and locations with a consistent learning experience, and it's designed to be practical and budget-conscious by aligning training to operational needs.

To prove what effective live enablement can deliver and to help kick off our mission to train the world on Microsoft 365 Copilot, Pearson put this model to the test internally as "Customer Zero." We used **structured, live skills learning** as a real-world proving ground to **drive engagement, build skills**, and generate early indicators of measurable learning and behavior change.





The approach: a structured, live upskilling program

Pearson launched the Microsoft 365 Copilot Upskilling Program as a live, structured enablement experience. It's served as an example of how Pearson AI skills learning can be designed to meet people where they are and move them forward.

Over 10 weeks, Pearson delivered 140 live sessions across time zones:

- **20 introductory sessions** to establish a shared baseline
- **30 application tracks** (4 sessions each) focused on practical workflows

Tracks covered the areas employees needed most:

- Prompting
- Outlook and Teams
- Word and Excel
- PowerPoint and extensibility

This structure **supported mixed ability levels**, helping new users build fundamentals while giving more experienced users **a clear path to apply Copilot in day-to-day work**.



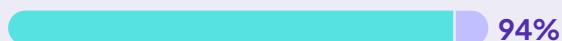
Engagement: participation that signals readiness to scale



- **37% of employees with a Copilot license** engaged in the training opportunity



- **5,002 unique employees registered** for a session
- **94% of registered employees attended live** (compared to historical rates of ~50%)



- **15,567 total attendances** across sessions
- **29% attended all five live sessions**



Pearson also captured feedback throughout the experience, receiving **3,097 survey responses** across sessions.



Experience: applied learning people valued

Pearson measured participant sentiment using Net Promoter Score (NPS). The program earned an **NPS of 48**, a strong indicator that employees found the experience valuable.

Participants highlighted what made the training work:



Hands-on practice and
interactive exercises



Practical examples and tips
they could use in daily work



Clear, well-structured sessions



Engaging, knowledgeable instruction

They also gave a clear signal on what they wanted next: more advanced content for experienced users and more interactive sessions with live Q&A and discussion.

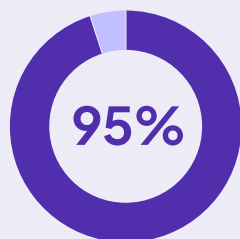
That feedback reinforced a core lesson for leaders: adoption programs need to serve mixed maturity levels—and evolve as confidence grows.



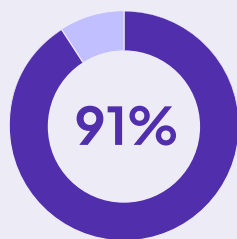
Learning: measurable gains in skills and readiness

Beyond satisfaction, Pearson measured whether people were actually learning, and whether they felt prepared to apply what they learned.

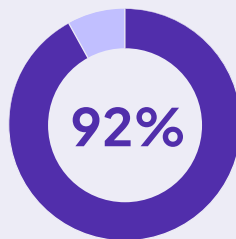
Results were strong:



agreed the instructor
helped them
understand how to
apply the material

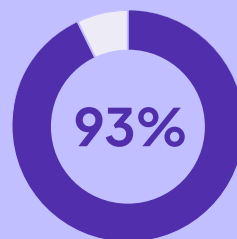


agreed they gained
new knowledge
or skills



agreed the examples
helped them learn

And importantly, the program created momentum for real behavior change:



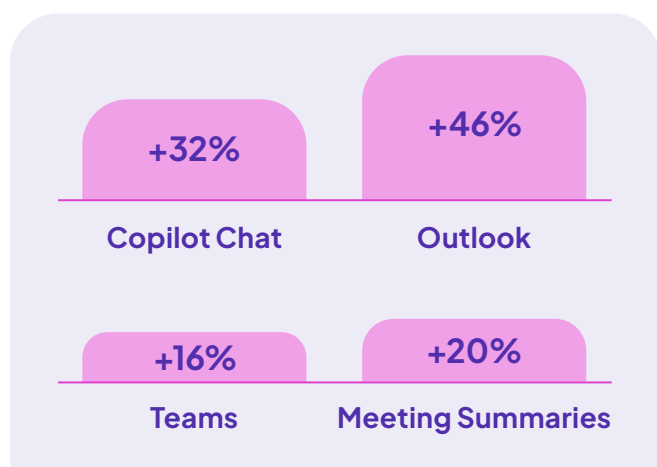
agreed they plan
to apply what they
learned to their job



Early impact: shifts in usage and outcomes

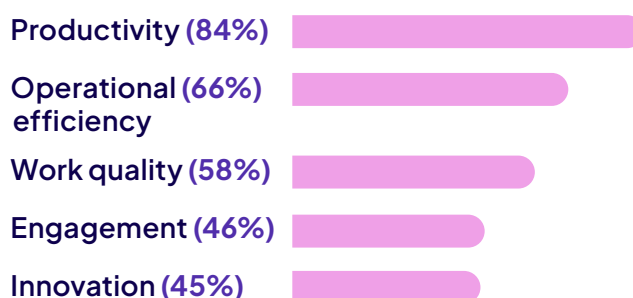
Pearson also looked for early indicators that the learning was influencing behavior in the tools employees use every day.

Using Viva Insights dashboard data (comparing two weeks prior to the training with two weeks post-training), Pearson saw increases in several Copilot-supported workflows:



This data reflects actions taken across Microsoft 365 apps by **all users**, not only those who completed the learning, suggesting broader organizational movement during the program window. Pearson also asked participants what outcomes they had expected the learning to improve.

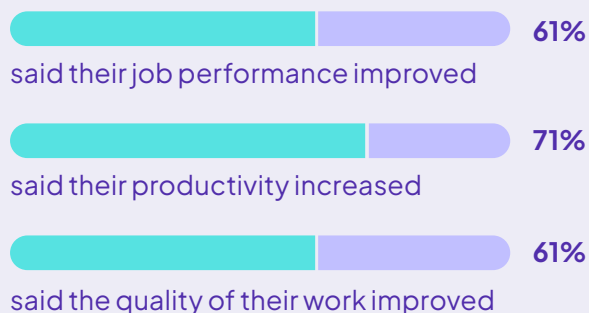
Respondents anticipated positive impact in:



30-day results: confidence and performance gains

To understand whether the experience translated into sustained change, Pearson collected 30-day follow-up surveys from early cohorts (**485 surveys**).

At 30 days, participants reported meaningful improvements:



Confidence rose as well:

- A **26% increase** in “very confident” users
- **90%** reported confidence or high confidence 30 days post-learning

Pearson also tracked self-reported usage from the start of the program to the end of live sessions, and then to 30 days after the program.

From start to 30 days post learning, Pearson saw:

- A **25% increase** in respondents using Copilot daily
- A **22% decrease** in respondents using Copilot once a week or less



What changed:

From access to capability — at scale

For many organizations, the tools are already there. The harder part is helping people use them confidently without slowing down the work that matters.

This program showed what helps move adoption forward, especially in the early stages, when leaders are looking for a partner who can help them start strong and scale with confidence:

- **Personalization:** Upskilling aligned to real workflows and different roles, so learning felt immediately relevant
- **Real-time interaction:** Live sessions enabled questions, practice, and quick course-correction in the moment
- **Scale:** A model that supports broad participation across locations and time zones—without sacrificing quality
- **Integrated certification pathways:** One partner to support both skill-building and credentialing as needs mature



What this means for leaders

Pearson's Customer Zero experience reinforces a practical truth: **successful adoption is less about access and more about enablement.**

A structured, live program can help organizations:



Support mixed maturity levels with clear pathways



Keep learning applied, not theoretical



Create a consistent experience across roles, locations, and time zones



Measure beyond attendance—capturing learning, confidence, and early impact

And it can do it in a way that's designed to be a more cost-effective learning option, especially when teams need to upskill multiple employees at once.

Take the next step

Pearson helps enterprises build future-ready workforces through integrated talent planning, talent sourcing, and talent development solutions. With global reach and expertise in AI and learning sciences, Pearson enables organizations to identify strengths today and develop the talent they need for what's next.

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