RESEARCH & ANALYSE

Brief yourself on a topic fast

You need to sound informed by tomorrow. Can the Researcher agent get you there?

You've been asked for a view on a topic you know little about. Use the Researcher agent to pull together a sourced briefing from your work files and the web.

1 Try it your way

Open Researcher from the agents list in Copilot. Try a topic you actually need.

Try in Copilot →

2 Need a cue?

Start with the outcome you need:

Scope | Sources | Key findings

3 Still stuck? Reveal a sample prompt

Have a go first — the sample prompt is on the next page when you want it.

Reveal sample prompt ↓

4 Did you get something useful?

- [ ] The scope matches what I asked for
- [ ] Sources are named and worth checking
- [ ] Findings are clear and relevant to me
- [ ] I know what's still uncertain

5 Take it one step further

Ask Copilot: “What are the strongest counter-arguments to these findings?”

Your notes — what worked, what you'd change

Need a little help?

Watch a quick video
(3 mins)

See a worked example

Take the learning path on ASN

Top tips

- ✓ Use your own work if you can.
- ✓ Be specific about the output you need.
- ✓ Iterate — your first prompt doesn't have to be perfect.
- ✓ Check the result — would you actually use it?

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Sample prompt

Brief yourself on a topic fast

> Use Researcher to brief me on how competitors are using AI in customer service. Draw on our internal files and reputable web sources. Give me key findings, what it means for us, and what is still uncertain, with sources.

Select the text above and copy it into Copilot.

Why this works

- It names the agent, so the work goes to the tool built for research.
- It mixes internal and web sources, giving you context, not just news.
- It asks for uncertainty, so you know what not to over-state.

Try it in Copilot →

← Back to the challenge

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Worked example

Illustrative example — names and details are fictional

The situation

Your manager has asked for your view on AI in customer service before Friday's strategy session at Wide World Importers. You've never worked on this topic.

What Copilot returned

Copilot

Here's a research briefing on AI in customer service.

KEY FINDINGS

- Most peers use AI first for agent assist, not customer-facing chat.
- Our own pilot notes show a 20% cut in handling time.

WHAT IT MEANS FOR US

- Agent assist is the lower-risk first step.
- Customer-facing bots need clearer escalation rules first.

STILL UNCERTAIN

- Long-term impact on satisfaction — evidence is mixed.
- Costs at scale — no reliable public figures.

What to check

- ✓ Sources: open two or three of the cited sources and check they say what's claimed.
- ✓ Relevance: does 'what it means for us' reflect your business, or is it generic?
- ✓ Honesty: keep the uncertainties in when you present — they build credibility.

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