



IN FOCUS

THE **PRODUCTIVITY** ISSUE

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Boosting Business Productivity:

**How Tools Like Microsoft Copilot,
ChatGPT, and Canva Are
Transforming Work**

The Better Business Series:

**The Digital Roast Podcast
An easier way to learn tech**



ISSUE NUMBER 3

Boosting Business Productivity with AI:

How Tools Like Microsoft Copilot, ChatGPT, and Canva Are Transforming Work



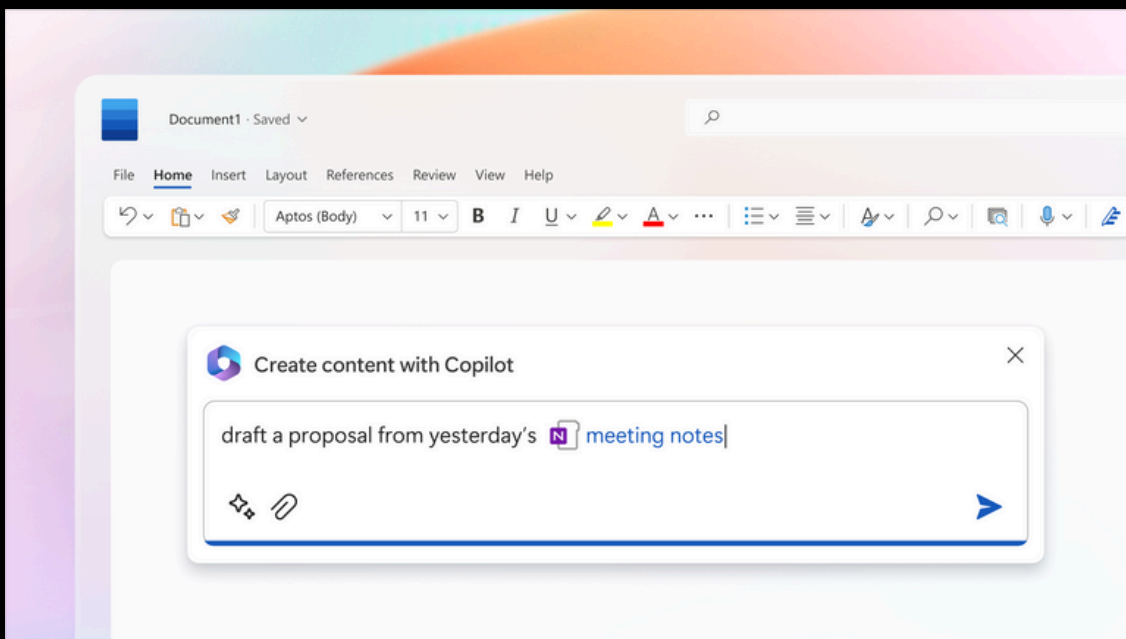
In today's fast-paced business world, productivity is all about working smarter, not harder. The rise of Artificial Intelligence (AI) has significantly impacted business operations, enabling companies to boost efficiency, save costs, and increase overall productivity. Tools like Microsoft Copilot, ChatGPT, Canva, and generative AI platforms are reshaping how businesses approach tasks, from content creation to data analysis and design.



Microsoft Copilot: AI Assistance at Every Step

Microsoft Copilot integrates with Microsoft 365 applications like Word, Excel, and Outlook, acting as a personal assistant that helps automate repetitive tasks, generate reports, draft documents, and analyse data. By using natural language processing (NLP), Copilot understands user commands, making it intuitive and easy to use. In Excel, for example, Copilot can analyse large datasets and automate calculations, allowing employees to focus on decision-making.

Businesses using Copilot report saving up to 7.5 hours per week, which significantly enhances productivity by reducing administrative time.

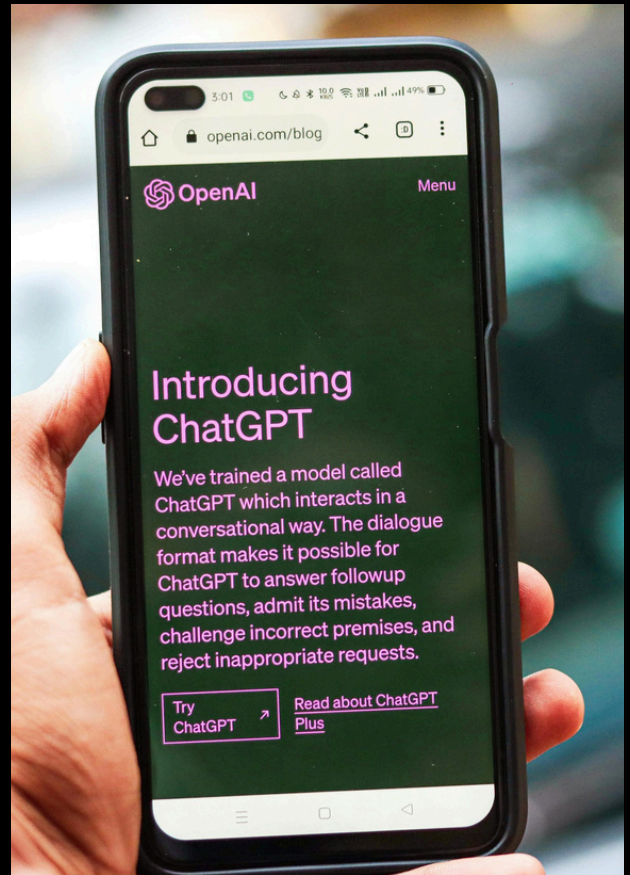


ChatGPT: Enhancing Communication and Support

ChatGPT, developed by OpenAI, is a conversational AI that generates human-like text based on prompts. It's revolutionising customer support, content creation, and internal communication.

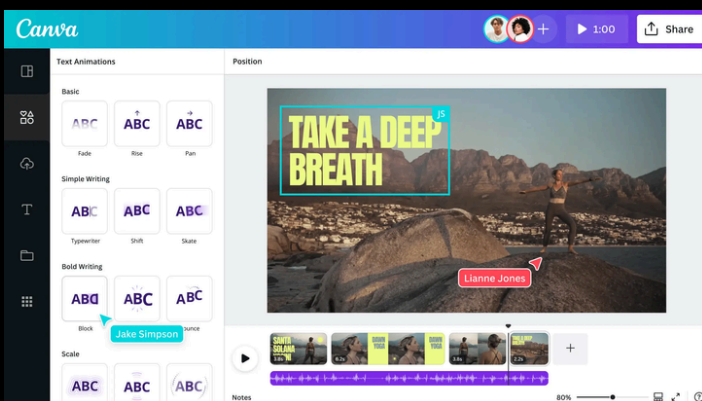
By integrating ChatGPT into customer service, businesses can provide instant responses and reduce wait times, improving customer satisfaction. For example, a Wellington-based e-commerce company saw a 30% reduction in customer support staff hours, saving \$150,000 annually.

A report by BusinessNZ indicates that AI tools like ChatGPT reduce customer service workload by up to 50%, leading to major cost savings.



Canva: AI-Powered Design for Everyone

Canva has democratised design, making it accessible even for businesses without in-house graphic designers. This is particularly useful for small and medium-sized enterprises (SMEs). A New Zealand retailer using Canva for social media design reduced design time by 40%, saving \$80,000 annually by cutting outsourcing and internal design costs.



Generative AI tools are transforming content creation by generating high-quality text with minimal input. A New Zealand SaaS company cut content production time by 60%, saving \$100,000 annually without sacrificing quality.

AI tools are driving measurable savings and productivity gains. BusinessNZ reports 61% of companies using AI saw productivity improvements, and 54% reduced costs. An Auckland manufacturing company saved \$200,000 annually by using AI to cut production downtime by 30%.



As AI evolves, businesses will see more automation, personalised customer experiences, and smarter data insights. New Zealand companies are adopting AI to stay competitive — using it to streamline tasks, predict customer behaviour, and make faster, data-driven decisions.

Tech learning made **easy** —tune in now!



The wait is over — we've brewed something special just for you! Introducing The Better Business Series: Digital Roast Podcast, launched on February 28th and already serving up two insightful episodes.

This podcast makes tech easy — no jargon, just practical insights. Season 1 dives into productivity, breaking down essential tools and the latest tech trends with expert insights.



EPI 1

AI and the Art of Prompting



Mastering AI starts with the right prompt. In business, a well-crafted prompt drives efficiency, enhances creativity, and streamlines decision-making. In just 20 minutes, get the insights you need in an easy, bite-sized listen.

EPI 2

Mastering Time and Productivity with Technology



Time is a limited resource, and smart businesses make the most of it. This 20-minute episode offers easy-listening insights for business owners, decision-makers, and busy teams looking to work smarter, not harder.

Available on



or



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