Measuring the Business Value of Agents — Methodology Review

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Document control

Field	Value
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Status	Independent source review — not an external audit
Publication type	Operational agent outcome/value measurement guidance
Source policy	Original public material only; no Dodone adaptation
Full source links	See section 14

Executive summary

Microsoft organises agent benefits into efficiency, quality, revenue and strategic value. Its documented operational formulas calculate Agent Assisted Hours and Agent Assisted Value; broader benefit drivers involve error reduction and attributable revenue effects. Guidance emphasises connecting usage to outcomes rather than treating sessions as proof of value.

Scope: Measure operating benefits and business outcomes from conversational and autonomous agents after go-live.

Important: This paper documents published source material only. A missing equation or input is reported as not available in the reviewed sources; no substitute model or artificial worked example has been created.

1. Purpose and scope

Measure operating benefits and business outcomes from conversational and autonomous agents after go-live. This paper is an independent explanatory analysis of published methodology; it is not endorsed by the originating publisher.

2. Counterfactual and baseline

Microsoft recommends comparing operational measures to pre-deployment conditions and reconciling KPIs with systems of record. It pairs leading indicators of usage and quality with lagging measures including ROI, errors avoided, revenue and cost per transaction.

3. Published model inputs and variables

- Knowledge-source references and sessions without references, segmented by outcome.
- Time-savings multiplier and hourly fully loaded employee cost.
- Autonomous-agent retrieval, action and generic savings components.
- Quality metrics: error rates, volume and cost per error.
- Revenue metrics: conversion/deflection changes, volume, unit revenue and attribution.
- Strategic metrics: option value, talent retention and resilience.

4. Cost methodology

The reviewed guidance highlights role-based training, workflow redesign and governance, but does not present one complete universally applicable total-cost-of-ownership formula for a deployed agent.

5. Benefit and value methodology

Four value drivers are documented: efficiency from hours returned, quality from reduced error costs, revenue from attributable improvements, and strategic outcomes such as resilience. The published Agent Assisted Hours and Value calculations are specific operational value indicators.

6. Published formulas and calculation logic

- Conversational Agent Assisted Hours = (knowledge references + weighted sessions without references) × time-savings multiplier / 60.
- Sessions without knowledge references: resolved = 1.0; escalated or abandoned = 0.7.
- Autonomous Agent Assisted Hours = (knowledge references × retrieval savings + action time savings + successful no-action sessions × generic savings) / 60.
- Agent Assisted Value = Agent Assisted Hours × hourly rate.
- Quality value example relationship: (error rate before - error rate after) × volume × cost per error.
- Revenue value example relationship: conversion/deflection delta × volume × unit revenue × attribution discount.

7. Publisher-reported worked examples or results

Official example: 10,000 monthly sessions; 5,000 citation-bearing sessions with 2 references each; 3,000 resolved and 2,000 escalated/abandoned non-citation sessions. Weighted total 14,400; using six minutes yields 1,440 Agent Assisted Hours. At the published $72/hour default, Agent Assisted Value is $103,680 monthly (about $1.24 million annually).

8. Sensitivity, attribution and uncertainty

Microsoft recommends checking leading and lagging operational indicators and describing how capacity is redeployed. The $72 hourly value and six-minute time-savings multiplier are editable defaults, not universal measurements.

9. Author-scope qualifications and methodological limitations

- Agent Assisted Value measures an estimated capacity-equivalent benefit, not necessarily saved payroll cash.
- Revenue and strategic value depend on attribution and assumptions not specified by the AAH formula.
- The reviewed page does not define a single combined total agent ROI formula and complete cost schedule.

10. Independent reproducibility assessment

Strong for the published Agent Assisted Hours/Value worked example; partial for complete agent business ROI across all four value drivers.

11. Public-information gap register

Information unavailable or incomplete	Source review status
One complete universal cost-and-ROI equation combining all four value drivers: not publicly specified on reviewed page.	Not publicly available / insufficiently specified in reviewed source
Standard numerical coefficients for strategic value: not publicly specified.	Not publicly available / insufficiently specified in reviewed source
Universal time-savings rates for every agent workflow: not publicly specified.	Not publicly available / insufficiently specified in reviewed source

12. Independent reviewer observations

These observations address verifiability and scope; they are not additions to the publisher's financial method.

Confirm each numerical claim against the original publication before relying on it for an investment decision. Do not treat conceptual frameworks or opportunity estimates as if they were a reproducible company-level ROI algorithm.

Do not fill source gaps using assumed discount rates, value multipliers, proprietary weights, industry benchmarks, model code or synthetic test fixtures. An independent audit of calculations is possible only where sufficient primary data and methodology are disclosed.

13. Audit and publication checklist

- Primary publisher and publication dates have been identified.
- Source-specific equations are separated from descriptive process narratives.
- All author-reported numerical examples are identified as publisher examples.
- Unavailable parameters and proprietary elements are explicitly marked.
- No Dodone adaptations or fabricated examples have been introduced.
- Claims of complete numerical reproducibility are limited to publicly verifiable material.

14. Original source links and attribution

The following are the original publisher resources reviewed. Each link is clickable in the PDF and editable Word file.

S1 — Measure the impact of your agents — https://learn.microsoft.com/en-us/microsoft-copilot-studio/guidance/agent-business-value-measure-impact

Research cut-off: 31 October 2026. Access conditions and source text may subsequently change.

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