

# WHAT'S THE DIFFERENCE BETWEEN CHATGPT & MICROSOFT COPILOT?

Artificial Intelligence (AI) has transformed the way businesses and individuals work, and AI-powered tools like ChatGPT and Microsoft Copilot are at the forefront of this revolution.

Both tools leverage advanced AI models to assist users in various tasks, but they serve different purposes and excel in different areas.

## What is ChatGPT?

ChatGPT is an AI-powered chatbot developed by OpenAI. It is designed to generate human-like text responses based on user prompts. It can assist with a wide range of tasks, including:

- Answering questions
- Generating and refining content
- Providing coding assistance
- Acting as a brainstorming partner
- Offering conversational AI capabilities

## What is Microsoft Copilot?

Microsoft Copilot is an AI assistant integrated across Microsoft products, including Microsoft 365 applications such as Word, Excel, Outlook, and Teams, as well as Microsoft Edge.

Copilot builds upon everything that ChatGPT can do (and more). It helps users automate tasks, generate content, and enhance productivity within the Microsoft ecosystem.

Key features include:

- Answering questions
- Drafting emails and documents in Word and Outlook
- Summarising meetings and generating action items in Teams
- Automating repetitive tasks in Excel
- Providing contextual AI-driven suggestions
- Offering conversational AI capabilities in Microsoft Edge (similar to ChatGPT capabilities)

## Key Differences Between ChatGPT and Copilot

Feature	ChatGPT	Copilot
Integration	Standalone web tool or API	Embedded in Microsoft 365 apps and Edge
Best For	Conversational AI, creative content, general knowledge	Business productivity, document automation, meeting summaries, browsing assistance, conversational AI
Access	Web-based and API access	Requires a Microsoft 365 subscription and Copilot license
Primary Use Case	Chat, brainstorming, content creation, coding assistance	Work automation, email drafting, Excel insights, meeting summaries, web-based AI assistance

### Cost Comparison

**ChatGPT:** OpenAI offers a free version with limited capabilities, while premium features (such as GPT-4 access) require a ChatGPT Plus subscription starting at approximately £16 per month per user.

**Microsoft Copilot:** Microsoft Copilot is available as an add-on for Microsoft 365 at approximately £25 per month per user, depending on the plan and features required. There is a free, limited version of Copilot built within the Edge Browser, which offers very similar functionality to ChatGPT.

### Maximising ROI of Copilot

At £25/month per user, Microsoft Copilot may seem like a large expense, particularly for smaller businesses.

However, when you break down the time-saving potential, the investment could pay for itself and more.

For example, let's consider a task that traditionally takes 1 hour per day - whether it's drafting emails, summarising meetings, or compiling reports.

With Copilot, that task could be reduced to just 15 minutes or even automated entirely, saving up to 45 minutes a day per user.

If you take the average UK salary of around £15-£20 per hour, that's £11.25-£15 per user, per day in saved time. Over the course of a month (assuming 22 working days), that could add up to £247.50-£330 saved per user.

In this context, £25 a month becomes a small price to pay for significantly improved productivity, making Copilot an investment that could deliver a strong ROI, even for smaller businesses.

### **Data Privacy & Security**

ChatGPT: OpenAI does not retain conversation history for free-tier users but may process input data to improve its models. For enterprise customers, OpenAI provides privacy assurances, ensuring that business data is not used for training.

Microsoft Copilot: As an integrated Microsoft 365 tool, Copilot adheres to Microsoft's enterprise-grade security standards. Data remains within the Microsoft ecosystem and follows Microsoft's compliance policies, making it more appealing for businesses with strict data security requirements.

### **Real World Use Cases**

Microsoft Copilot enhances efficiency by automating repetitive tasks. For instance:

- **Marketing Teams:** Can quickly draft, edit, and format reports in Word.
- **Finance Teams:** Gain instant data insights in Excel without complex formulas.
- **Customer Support:** Automates responses and email summaries in Outlook.

### **Seamless 365 Integration**

Unlike ChatGPT, which operates as a standalone AI tool, Copilot is seamlessly embedded into Microsoft 365 applications.

This means businesses don't need to switch between tools and AI assistance is always available within their workflow.

### **Enhanced Meeting Summaries**

Copilot's integration with Microsoft Teams allows it to:

- Summarise meetings in real time.
- Highlight key action items.
- Generate follow-up emails and documents instantly.

### **Secure & Compliant AI**

Microsoft Copilot is built for businesses that prioritise security. It ensures:

- Data remains within the Microsoft ecosystem.
- Enterprise-grade protection for sensitive business information.

## Which One Should You Use?

ChatGPT is a useful tool for occasional use and problem solving. While its capabilities are growing.

However, Microsoft Copilot is a much higher-grade tool, taking everything Copilot can do and integrating it into Microsoft 365 apps and services.

## Final Thoughts

Both ChatGPT and Microsoft Copilot offer powerful AI-driven capabilities, but their effectiveness depends on how you intend to use them. ChatGPT is great for open-ended tasks and AI-powered conversation, while Copilot is ideal for professionals looking to enhance productivity within Microsoft 365.

For businesses looking to maximise efficiency, streamline workflows, and maintain enterprise security, Microsoft Copilot is the superior choice. Want to see how Copilot can boost your productivity?

Our expert team is ready to walk you through a live demo and answer any questions.

Get in touch today to discover how Copilot can streamline your workflow!

## WANT TO LEARN MORE ABOUT MICROSOFT COPILOT?

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