Scaling Practical AI Adoption Across the Business

Netsurit helped Freshpet grow a focused Microsoft 365 Copilot pilot into an ongoing, multi-platform AI enablement program built around practical workflows, continuous learning and responsible use.

Overview

Freshpet is a fresh pet food manufacturer and consumer-products company. Its AI journey began with a 14-executive Microsoft 365 Copilot pilot, expanded to 50 employees, and has since grown to 408 licensed users. Netsurit supported the program with role-based discovery, AI Labs, weekly Office Hours, customized business scenarios and multi-platform AI training.

The Challenge

To build a program supporting **responsible AI use, practical adoption and ongoing support.**

The program needed to **scale from an executive pilot to broader employee enablement.**

Learners had **different levels of AI experience and platform familiarity.**

Training needed to **connect AI tools to real business workflows,** not generic feature lists.

The Solution

Netsurit paired **structured, demonstration-led AI Labs with weekly Office Hours,** giving employees formal learning plus a place to return with real questions.

The curriculum was shaped by **role- and department-based discovery,** covering Copilot, ChatGPT, Claude, Gemini, prompting, Excel analysis and competitive intelligence.

Custom Freshpet-style scenarios and anonymized datasets kept learning relevant while protecting business information.

Responsible AI was embedded throughout, including secure-use guidance, policy alignment, human review and clear accountability for outputs.

Results That Mattter

The program expanded from a **14-executive pilot to 50 employees,** now supporting **408 licensed users.**

Recurring AI Labs and Office Hours emerged as the strongest elements, creating a cycle of learning and reuse.

Employees gained exposure to **practical workflows,** from meeting recaps to Excel analysis and image generation.

The program evolved beyond a single rollout into an **ongoing, multi-platform AI learning model.**