

QSGForms: Turn Form Responses into Clear Insights

Purpose: This SOP explains how to use Microsoft Copilot with Forms responses to quickly understand patterns, trends, and key takeaways. The goal is to move from raw responses to insight without manual sorting or spreadsheet cleanup.

When to Use This SOP

Use this SOP when:

You have multiple form responses to review	You need a quick sense of themes or trends
Decisions depend on aggregated input	Time does not allow for manual analysis

Step-by-Step: Generate Insights from Form Responses

Step 1. Navigate to the Responses tab in Microsoft Forms.	Step 2. Select Copilot from the Forms interface.
Step 3. Use the CRAFT prompt below in Copilot to identify trends, common themes, or notable outliers.	Step 4. Confirm that the insights reflect reality and note anything missing.
Step 5. Use the insights to inform actions, communication, or deeper analysis in Excel.	

Example CRAFT Prompt: Analyze Form Responses

[CONTEXT] I need to understand what these responses are telling me overall. [ROLE] Business Owner. [AUDIENCE] Myself and leadership stakeholders. [FORMAT] A short summary with key themes and notable patterns. [TOPIC] What the form responses indicate and what decisions they suggest.

Common Decisions After Reviewing

Identify top issues or requests	Decide what requires follow-up
Determine if more data is needed	Share a summary with stakeholders
Export responses to Excel for deeper analysis	

Common Mistakes to Avoid

Treating summaries as final decisions	Ignoring minority or edge-case responses
Over-analyzing when high-level insight is sufficient	Skipping human review of Copilot output