



Making AI work for legal: How Softcat helped KFC UK embrace Copilot

Published

KFC UK & Ireland is part of Yum! Brands, a global restaurant company operating iconic brands such as KFC, Pizza Hut and Taco Bell.

It is the leading fried chicken brand in the UK, serving over 14 million customers every year and operating over 1,000 restaurants with 33,500 team members.

Key Facts



The Challenge

As part of KFC's growth strategy in the UK and Ireland the business is investing in technology and innovation across all areas of the business. One area of focus has been on integrating AI solutions, including Microsoft 365 Copilot, into core business functions, to help teams with day-to-day tasks and drive efficiencies.

Following the rollout of Copilot across the business, a specific need was identified within the Legal team to better understand how it can be used to support their work. The team had not had much exposure to Copilot's capabilities before, instead relying on more familiar external AI tools, like ChatGPT, for document analysis and FAQs.

The ask was to help the legal team create legally binding documents and presentations that maintained consistent branding and the highest standards of security.

Crucially, IT was not often consulted as an enabler, and business units often bought tools independently rather than collaborating with internal digital teams. As Julian Wilson, Solutions Architect at KFC, put it: "Our culture here around tech as an enabler hasn't got a firm foothold yet... teams just go and buy their own tools."

This engagement needed to tackle the immediate legal challenges and start shifting perceptions of IT as a strategic partner to other departments.

Critical Success Factors



The Solution

Softcat created a bespoke workshop designed specifically for KFC's legal counsel. This wasn't a generic seminar – it was a hands-on, interactive session that focused on real-world legal use cases.

The workshop was held on-site and attended by over 15 participants, including senior legal leaders and representatives from Yum!'s European division. Julian Wilson, Solutions Architect at KFC recalled: "The invite said, 'Bring your challenges.' That was the game-changer. It wasn't about theory – it was about fixing real problems."

The workshop introduced Microsoft Brand Kit, showing how to use the Organisational Asset Library in SharePoint to ensure consistent branding in PowerPoint and Word templates. This was a critical step in solving the legal team's challenge of maintaining brand compliance. Bradley Howe from Softcat explained: "We showed them how to turn their typical legal tasks into prompts and even demonstrated how to build an agent that compares NDAs against regulatory standards."

Training also focused on prompt engineering, helping the legal team craft effective prompts tailored to their workflows. This practical guidance was essential for unlocking Copilot's potential.

Julian Wilson highlighted the impact of this approach: "You [Softcat] made it relevant to the audience... you met them where they were and solved real pains. That's what inspired confidence and started changing mindsets."

The session also explored Copilot Studio and Agentic AI, introducing advanced capabilities for creating custom agents to handle repetitive legal tasks such as document comparison, clause identification and FAQ generation. This opened the door for future automation opportunities and demonstrated how AI could transform legal processes. Julian added: "Before these sessions, no one was really using Copilot. Now, I use it every day and I could never go back."

Softcat's approach went beyond technical training. It encouraged greater dialogue between legal and marketing teams, whilst also ensuring that branding standards were embedded into workflows. It also positioned IT as a trusted advisor, breaking down cultural barriers and fostering a mindset shift across the organisation.

Solution Highlights



The Benefits

The engagement delivered immediate and long-term benefits for KFC. The legal team now produces documents and presentations that adhere to brand guidelines, reducing manual effort and improving quality of work.

Training in prompt engineering has accelerated workflows, enabling staff to use Copilot more confidently and effectively.

Security and compliance have improved by reducing reliance on external AI tools. Cost and time savings are expected as automation replaces repetitive tasks, and the roadmap for future AI agents such as NDA comparison and payroll queries promises further efficiencies.

Crucially, the engagement sparked a cultural shift. By meeting teams where they were and making technology relevant to their daily challenges, Softcat helped position IT as an enabler to each teams' ambitions. Julian Wilson reflected on this transformation: "Softcat doesn't just deliver generic training, they listen, adapt and execute quickly. That openness and partnership approach made all the difference."

“The sessions didn't feel like a seminar. They created a dialogue, which meant people were engaged and willing to share their challenges. That's why adoption has grown so quickly.”

Julian Wilson
Solutions Architect at KFC

The ripple effect of this engagement extended beyond legal. It inspired other teams, including people and culture, to explore Copilot and AI-driven solutions. Future plans include deploying chatbots for HR and payroll queries and refining the NDA comparison agent

with consultancy support to ensure scalability and compliance. As Julian summarised: "Softcat helped us take the first steps, and now we're building a roadmap for AI that will transform how we work."

Benefits at a Glance



Why softcat

KFC chose Softcat for its ability to combine technical expertise with a partnership-led approach.

As Julian Wilson summarised: "Softcat doesn't just deliver generic training, they listen, adapt and execute quickly. You created a dialogue, not a seminar, and that made all the difference."