

Making AI Inclusive: KFC UK's Neurodiversity Journey with Softcat



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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

1 Operates over 1,000 restaurants across the UK and Ireland, with a mix of company-owned and franchise locations.

2 Part of Yum! Brands, which provides Microsoft licensing and enterprise agreements globally.

3 Restaurant Support Centre employs around 500 staff, including legal, marketing and digital teams.

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.

not tailored meet the needs of individuals with ADHD, autism, dyslexia, and other cognitive differences.

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.

The neurodiversity team pointed out that many employees struggled with digital workflows that weren't designed with accessibility in mind. Tasks often felt overwhelming, and managing multiple priorities created unnecessary stress.

Following the rollout of Copilot across the business, KFC recognised a specific need to drive greater adoption of the tool - particularly amongst neurodivergent employees - to help simplify processes and reduce cognitive load. This formed part of KFC's diversity, equity, and inclusion (DEI) goals, embedding accessibility at the heart of its broader digital transformation. Some people weren't aware of how Copilot could fit into their daily work, and previous training sessions from other providers were

Julian Wilson, Solutions Architect at KFC UK, summed up the problem perfectly: "We were enabled to use AI, but not specifically how to use it for me and my workflows. I barely used Copilot before these sessions because I couldn't see how it made my life easier. Now I use it every day." That comment reflected a common feeling across the business - people needed practical, personalised guidance, not theory.

Critical Success Factors

Tailored solutions addressing the unique needs of neurodivergent employees.

Practical, persona-based use cases to demonstrate real-world value.

Alignment with KFC's DEI objectives and digital enablement roadmap.

The Solution

Softcat worked with KFC to create a tailored workshop designed specifically for the neurodiversity team. The goal was to make Copilot practical and accessible for employees with ADHD, autism, and dyslexia.

Instead of a standard training session, the workshop focused on real-life scenarios that showed how Copilot could simplify everyday tasks. For example, participants learned how to break down complex projects into smaller steps, prioritise their inbox, and reduce distractions using Copilot's features.

libraries for memory and planning support. Inclusive design was another key element, with feedback from neurodivergent staff used to improve user experience and highlight accessibility tools already available in Microsoft 365.

Bradley Howe - Copilot Solutions Professional at Softcat, explained the approach: "We built persona-based examples so people could see how Copilot fits into their world. For someone with ADHD, we showed how to structure tasks and create a clear daily plan." The session also introduced prompt engineering techniques, helping attendees create personalised prompts and build shared

The workshop was highly interactive, combining live demonstrations with open discussion. Employees were encouraged to ask questions and share their own challenges, which made the session feel collaborative and practical. Julian Wilson summed it up: "Softcat didn't just talk about AI in theory. They made it relevant to us and gave us tools we could use straight away."

Solution Highlights

Persona-based Copilot scenarios tailored for ADHD, autism, and dyslexia.

Creation of prompt libraries to support memory and planning.

Inclusive design recommendations to enhance accessibility and user experience.

The Benefits

The impact was immediate. Employees left the session with confidence and practical skills to integrate Copilot into their daily routines. Neurodivergent staff reported

feeling more supported, and adoption of Copilot began to rise. Alicia Sealey - Category Manager at Yum!, shared her experience:

“ I listened to the recording last night and wanted to let you know how useful I found it! Lots of really helpful tips that I've put into practice already. I work a 4-day week so now have a scheduled prompt for every Monday morning to let me know what I missed on Friday. ”

Alicia Sealey
Category Manager at Yum!

Beyond individual improvements, the workshop helped shift perceptions of technology across the organisation. It sparked conversations about inclusion and accessibility at leadership level and reinforced KFC's commitment to DEI. Julian reflected on the change: "Softcat has been an enabler for us, especially across AI. You made it relevant to our audience and showed us what's possible."

The success of this initiative also strengthened KFC's partnership with Softcat, opening the door for future projects focused on accessibility and innovation. Brad summed it up: "It's about helping everyday not just try Copilot, but make it part of their everyday work." This engagement proved that technology can level the playing field when implemented thoughtfully, reducing cognitive load and creating a more inclusive digital environment.

Benefits at a Glance

Increased adoption of Microsoft Copilot across neurodivergent teams.

Enhanced employee confidence and productivity through tailored training.

Strengthened strategic partnership between KFC and Softcat.

Why softcat

KFC chose Softcat because of the people behind the solution, and Brad was at the heart of its success.

Julian Wilson explained: "Brad didn't just turn up with slides, he came in ready to solve real problems. He said, 'I've got this,' and delivered an absolutely phenomenal session that inspired confidence across the team."

Julian continued: "Brad's ability to make Copilot relevant to us really stood out. He listened, adapted and showed how it could work in our world. That approach created momentum and sparked conversations that went way beyond the workshop. Before these sessions, no one was really using Copilot. Now, I use it every day and I could never go back."

This practical and collaborative approach turned a complex challenge into something achievable, and that's why Softcat felt like a true partner rather than just a provider.