CUSTOMER STORY

FORTUNE 50 PHARMACEUTICAL

156,300 hours a week of AI-assistable work, surfaced.

How Reejig gave a global pharma giant the data behind a 145,000-seat Copilot rollout — in days, not months.

OVERVIEW

Reejig partnered with **global pharma giant** to analyze workforce workflows and identify where AI could deliver the greatest impact. By mapping tasks across teams and surfacing AI-assistable work, Reejig provided the data behind Johnson & Johnson's Microsoft Copilot rollout — building a clear ROI narrative that let stakeholders move quickly and confidently.

WORKFLOW INSIGHTS, BY FUNCTION

Human Resources

90,000 hrs/week unlocked

41% tasks AI-assistable

Information Technology

66,300 hrs/week unlocked

38% tasks AI-assistable

96% of AI tasks mapped to Microsoft Copilot

6,267 employees mapped across IT & HR

Days to surface the ROI story — not months

THE RESULT

Reejig quantified the productivity opportunity across J&J's workforce — the insight that moved a large-scale Copilot rollout forward.

Reejig