

Partner Experience Report

For 1 ClickFactory Upgrade for
NAV/Business Central Service

November, 2020

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Introduction

At 1ClickFactory we are passionate about innovating upgrades – making it faster, easier and more affordable for the end-customers of our Partners. In order to pinpoint the “North Star” – the best direction in which to constantly evolve this service, we regularly drive activities that help us to collect and listen to feedback from our Partners. **The feedback we receive drives our decisions and actions to ensure that our Partners continue to receive the maximum value from their partnership with 1ClickFactory.**

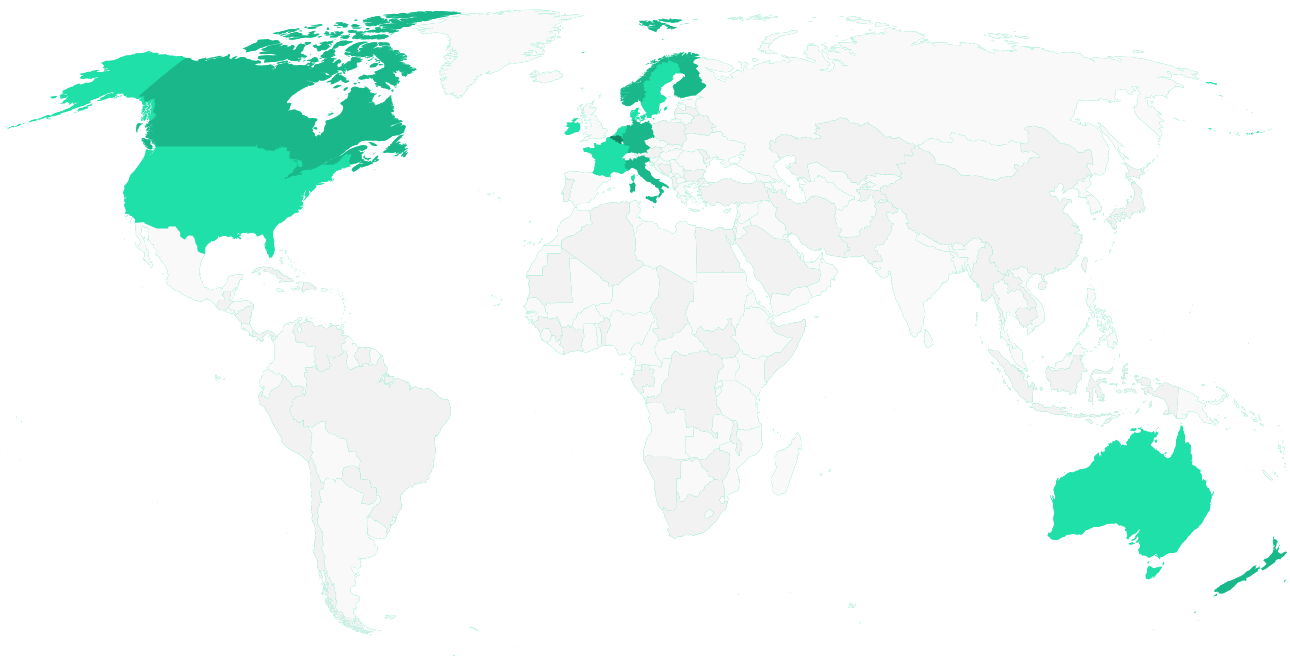
When conducting the 2020 Partner Satisfaction research, we polled the existing service users from Microsoft Dynamics Partner organizations who were involved in Upgrade for NAV/Business Central projects with 1ClickFactory throughout 2019 and the first half of 2020.

The survey was focused on the following areas:

- What do Partners value the most about the service?
- Overall Partners satisfaction with 1ClickFactory’s Upgrade for NAV/Business Central service and satisfaction with the major service interactions.
- What needs do Partners have that could enhance the service?
- Would Partners recommend the service to others? (Net Promoter Score).

The survey completion was confidential and anonymous, however, respondents were provided with an opportunity to disclose their contact data if they were happy for us to contact them directly to learn more through an insightful conversation.

Dynamics Partners from 14 countries across Europe, North America and the Oceania regions completed the survey.



Overall Satisfaction with the Service

To measure the overall service performance, we asked our Partners to evaluate their satisfaction with the 1ClickFactory Upgrade for NAV/Business Central service on a scale of 1 to 5. 1 represents a very unsatisfying experience and 5 represents a very satisfying experience.

The research revealed very positive findings. 45,8 % of Partners who completed the survey reported feeling very satisfied, 45,8 % were satisfied with the service, and 8,3% felt neutral. This makes an average satisfaction rate for the service of 4,4 out of 5 (the highest possible rating).

How did we do over the last year? Overall, how satisfied are you with the 1ClickFactory Upgrade for NAV/Business Central development service you have received so far?



Avg. 4.4

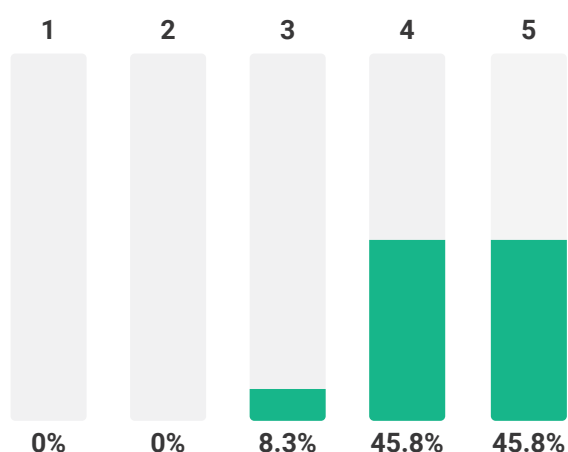


Figure: Overall satisfaction with the service

Satisfaction with Major Service Points

To better understand possible Partner pain points throughout the service, besides measuring overall Partner satisfaction for the service, we also asked Partners to evaluate their satisfaction levels with the major interactions within the service. Giving them the same scale of 1-5, where 1 represents a very dissatisfactory experience and 5 represents a very satisfactory experience.

The average Partner satisfaction scores for the major steps and interactions are presented in the figure below.

Service TouchPoint	Satisfaction (Out of 5)
Local account manager responsiveness to inquiries	4.6
Quality of project management	4.4
Issue resolution during the warranty period	4.3
Technical quality of delivered solutions	4.3
Easiness to complete an upgrade analysis request via the portal	4.5

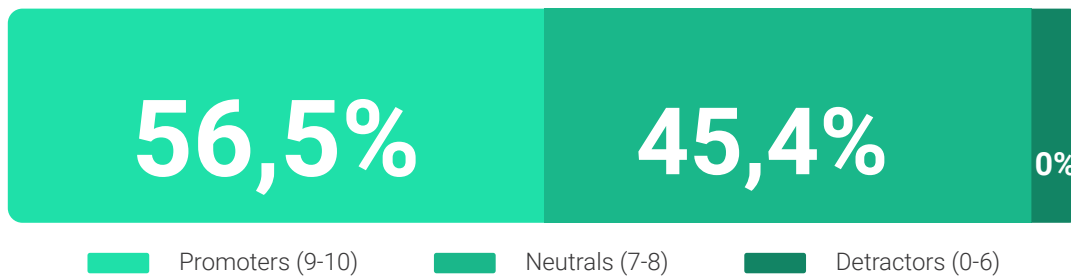
Figure: Satisfaction for the major interactions

The Likelihood of **Recommending the Service (NPS)**

Besides evaluating Partner satisfaction with the service as part of our research, we also stepped into the area of Partner loyalty. The Net Promoter Score (NPS) is one of the most widespread methods used by businesses to measure the level of customer loyalty. We asked the classic NPS question in this survey to understand how likely our Partners would be to recommend the 1ClickFactory Upgrade for NAV/Business Central service to others.

The results – 56,5 % of respondents (which converts to the highest score of 9-10) were identified as Promoters, 43,5 % - as Neutrals (this group gave a score of 7-8). The NPS for 1ClickFactory's Upgrade for NAV/Business Central service achieved 56,5. This is a solid high score, especially when compared to industry averages.

$$\text{NPS} = 56.5 = \text{Promoters\%} - \text{Detractors\%}$$



- **Promoters (gave a score of 9-10)** – Loyal Partners who are keen to provide positive word-of-mouth recommendations and refer the service to others.
- **Neutrals (gave a score of 7-8)** - Satisfied and neutral Partners.
- **Detractors (gave a score of 0-6)** - Actively unhappy customers who may avoid the service in the future.

Figure: The Net Promoter Score is calculated as the difference between the percentage of Promoters and Detractors. The NPS is not expressed as a percentage but as an absolute number between -100 and +100.

What Do Partners Value Most About the Service?

As part of the survey, we asked our Partners - *If you were to recommend us, what reasons would you give? What do you appreciate the most about the service?*

This helped us to identify the key drivers of Partner satisfaction and the perceived value Partners gain from using the service.



Figure: If you were to recommend us, what reasons would you give? What do you appreciate most about the service?



Proposed **Partner Experience Innovations** and Our Operating Partner Experience Management Model

The feedback should drive decisions and actions. Therefore, besides sharing the summary of Dynamics Partner insights in this report, we have also decided to briefly explain how we use Partner feedback to constantly enhance our service.

Listening to our Partners and acting on their feedback is an integral part of 1ClickFactory's service development process. We apply a structured process to address both operational and strategic issues as well as communicating our actions back to Partners. The cycle of this process consists of the following phases:

- **Listen:** We drive annual Partner satisfaction surveys which enables us to listen to you - our Partners, to capture your issues or emerging needs to help us resolve and/or fulfill them.
- **Analyze:** We carefully analyze responses at the different levels of the organization to understand the root cause of any Partner dissatisfaction and determine how to best improve their experience with our services.
- **Act:** We have established a structured process around how we address both operational and strategic issues which are revealed throughout our Partner feedback exercises.
- **Follow-up:** We seek to be transparent with our Partners and always share an overview of Partner sentiment received, their major concerns and our actions, which are born from the feedback, with all our existing Partners. The report that you are reading now also serves this purpose.



Figure: Our operating model for enhancing the Partner experience

Proposed **Partner Experience Innovations** 2020–2021

Partners' feedback received gave us a clear direction of where we need to walk the extra mile in order to upgrade the service experience for our partners. We have developed a list of priority areas and actions to focus our efforts:

- **FIXING THE PRICE:** We seek to ensure a fixed project cost for each upgrade, taking the risk out of the investment for our partners. Though fixing the price in the Extensions development area is not an easy task to solve, we put all our intelligence into making this a reality for our partners. This year, we already progressed in fixing the price for Extensions development in the area of RTC Client, and will continue this work in the direction of Classic Client (we plan to bring tangible improvements to this area by H2 2021).
- **CALIBRATING THE PROJECT MANAGEMENT PROCESS:** As our research has revealed, partners' satisfaction with the quality of project management is high and consistent. However, some partners raised the need for more clarity on the project management process and requirements. To fulfill this need, we are already in the process of developing a project checklist for partners to use in order to guide service users step-by-step through the project management process and to bring more clarity for partners on what contribution is needed from their side in different phases of a project.
- **KEEPING THE DELIVERY TEAM ON AS SUPPORT TO REDUCE EFFORT FOR PARTNERS:** Some partners that participated in the survey raised the need to keep the same delivery team on to support a partner in the after-project delivery phase. We hear what you say, and we are currently working on adjusting the team's allocation methods to make sure we keep the same professionals (at least in mid-size and large-scale projects) who know the specifics of a project, in order to help partners with outstanding questions during the project support phase to save partners time and effort.



About the Service

No matter how complex or sophisticated an upgrade might be, we can help you navigate through the best upgrade path to save your time, eliminate the risks and achieve efficiency.

It can be challenging to decide whether it's best to upgrade all functionality, upgrade partial functionality, choose a clean start or re-implement to Events. With 1ClickFactory's **Upgrade Analyzer**, a self-service online tool, you can easily simulate the upgrade price for all of the options that your customer might need. In real time. For Free. Just by uploading a .fob file or AL files compressed to .ZIP of your customer's solution to our website.

We are very passionate about innovating the upgrade process to constantly improve speed, quality and the price of upgrades. We apply this knowledge and automation tools, as well as experience from more than 600 Microsoft Dynamics NAV/Business Central upgrades over the last 10 years, in our daily work of serving our Partners.

We let our Partners and service stats speak for themselves:

600+

upgrades performed

10+

years experience in
upgrades

70%

time-saving in using
automation tools

Upgrade Analyzer

price for various upgrade
options. In real time. For free



Qixas Group

Appendix: Respondents demographics

Experience of using the service

In how many Dynamics NAV/Business Central upgrade projects with 1ClickFactory have you been personally involved?

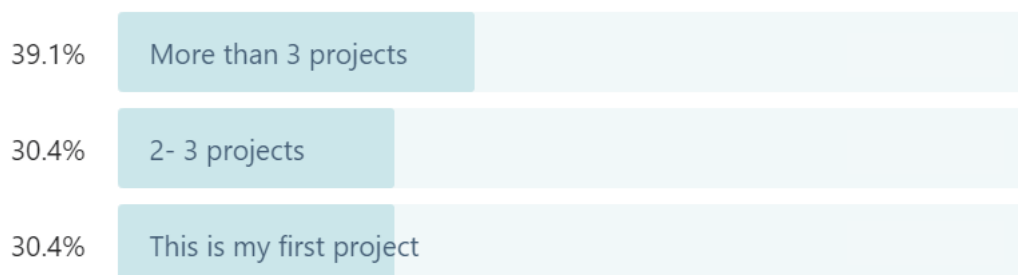


Figure: In how many Dynamics NAV/Business Central projects with 1ClickFactory have you been personally involved?

Role in an organization

What is your role in organization?

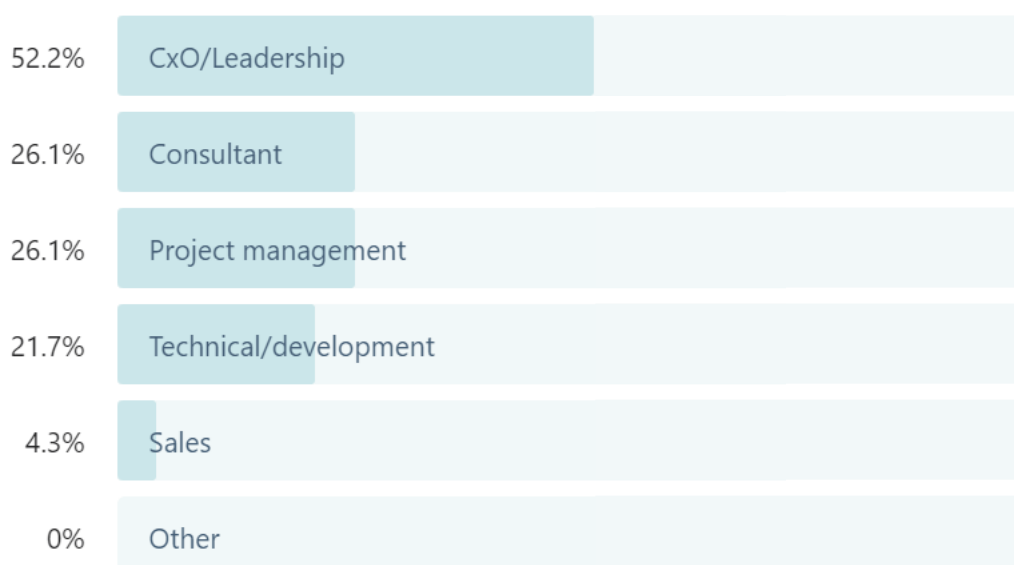


Figure: What is your role in organization?