Partner Experience Report

For the 1ClickFactory Upgrade for NAV/Business Central service

April, 2019

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Introduction

When you look at the complexity and challenges of Dynamics NAV solutions' upgrades, it's a bit like being stuck in a sophisticated labyrinth. There are so many twists and turns – challenges and options for upgrades – starting from how to efficiently transform classic reports to RDLC, deciding which customizations and data to bring forward to the latest version, to moving old C/AL language-based modifications to Extensions-ready code, just to mention a few. Which way to take to easily get out of this labyrinth of upgrade uncertainty? Which way (upgrade path) is the right one for your customer?

At 1ClickFactory we are passionate about helping Microsoft Partners to navigate these blind spots in the upgrade labyrinth. We focus not only on innovating upgrades – making them faster, easier and more affordable for your customers, but also on constantly improving the service experience for our Partners – making their job of using our upgrade services as easy and smooth as possible. We strongly believe that by streamlining our upgrade service-related processes on our side we directly influence our Partners' ability to serve their end-customers better.

Therefore, to listen to the voice of our Partners and to identify their needs for future service development, we executed the Partner Satisfaction survey for 1ClickFactory Upgrade for NAV/Business Central service. With this survey we also wanted to measure our Partners' satisfaction for the service and their likelihood to recommend the service to others.

We polled the existing service users from Microsoft Dynamics Partner organizations who were involved in upgrade for NAV/Business Central projects with 1ClickFactory in 2018.

The survey was focused on the following areas:

• What do partners value the most in the service?
• Partners' overall satisfaction of 1ClickFactory Upgrade for NAV/Business Central service and satisfaction of major service interactions.
• What needs do partners have to enhance the service?
• Would partners recommend the service to others? (Net Promoter Score).

The survey was confidential and anonymous, however, respondents were provided with an opportunity to disclose their contact data, this way giving us an opportunity to contact them directly for more insightful conversation.

The survey was delivered in the email to web format.

Partners from 10 countries across Europe and North America reacted and completed the survey.

Overall satisfaction with the service

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

The research revealed very positive findings. 52.2% of the Partners who completed the survey reported being very satisfied, and 47.8 % – being satisfied with the service. This makes an average satisfaction rate for the service 4.5 out of 5 (the highest possible rating).

★ ★ ★ ★ ★	**52%**
★ ★ ★ ★	**48%**
★ ★ ★	**0%**
★ ★	**0%**
★	**0%**
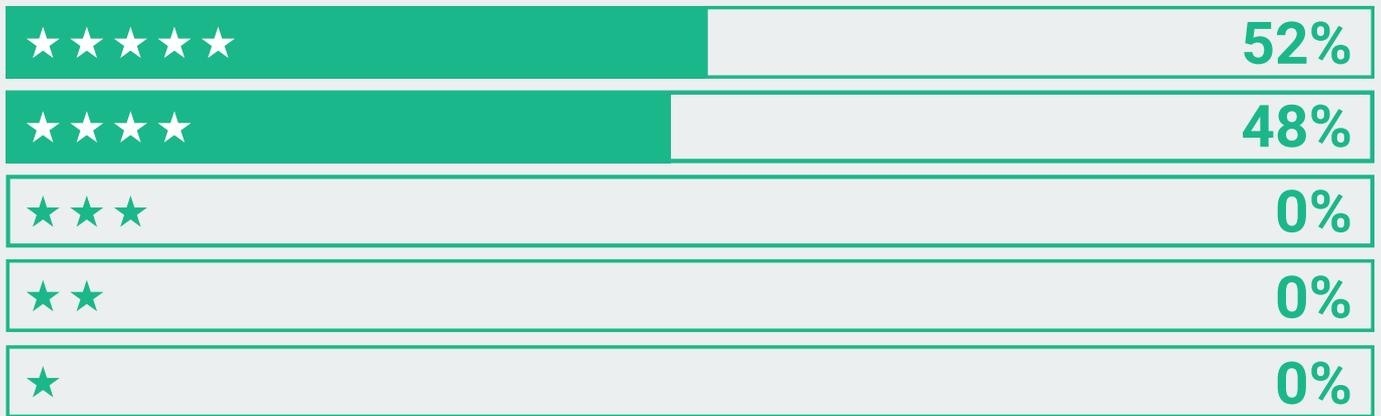
Figure: Overall satisfaction with the service

Satisfaction with the major service interactions

With this research we sought to understand our Partners' experience along the entire service journey. We believe that only looking at the entire service journey and investigating the performance of all important service touch points included in the service, we can really understand how to meaningfully improve the overall service performance. Therefore, besides measuring overall Partner satisfaction for the service, we also asked the Partners to evaluate their satisfaction for the major interactions within the service giving them the same scale of 1-5, where 1 meant a very dissatisfactory experience and 5 – a very satisfactory experience.

Requesting & receiving an upgrade analysis & proposal

- First-time registration to the 1ClickFactory portal experience
- Portal usability
- Easiness to complete an upgrade analysis request in the portal
- Upgrade analysis delivery time (how it meets expectations)
- Support from the local account manager

Upgrade service preparation & execution

- 1ClickFactory support in the upgrade preparation step
- Ongoing communication
- Technical quality of delivered solutions

Testing the upgraded solution

- Issue resolution (during the warranty period)

Figure: Upgrade service journey and major service interactions

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

Local account manager's responsiveness to inquiries	4.75
Support in the upgrade preparation stage	4.47
Ongoing communication during an upgrade	4.41
Issue resolution during the warranty period	4.3
Technical quality of delivered solutions	4.25
Usability (ease of use) of the portal	4.18
Easiness to complete an upgrade analysis request via portal	4.12
Upgrade analysis delivery time (Does it meet your expectations and what your customers demand?)	4

Figure: Satisfaction with the major interactions

Likelihood to recommend the service

Besides evaluating the Partners' satisfaction for the service in this research, we also stepped into the Partner loyalty area. The Net Promoter Score (NPS), one of the most widespread methods in the business today to measure a customer's loyalty, was used to understand how likely our Partners were to recommend 1ClickFactory Upgrade for NAV/Business Central service to others.

Following the classical NPS calculation model, the survey respondents have fallen under the following categories:

Promoters (loyal Partners who are ready for a positive word of mouth to refer service to others) – 60,8 % of all survey respondents.

Passives (neutral Partners) – 39,2 % of all Partners participated in the survey.

Detractors (actively unhappy customers who may avoid the service in the future) – 0%.

Detractors 0%	Passives 39,2%	Promoters 60,8%

0 1 2 3 4 5 6 7 8 9 10

Net Promoter Score	=	% Promoters	-	% Detractors	= **60.8**
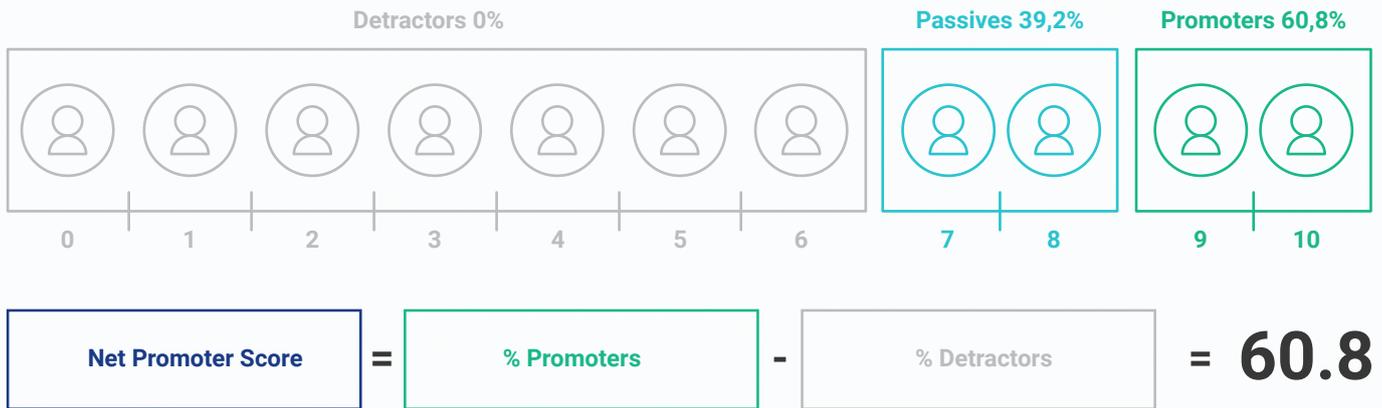
Calculating the above, the NPS for 1ClickFactory Upgrade for NAV/Business Central service reached 60.8 which is a solid high rate compared to industry averages.

The objective of measuring NPS for this service is to set up a consistent and easily interpretable feedback methodology which can be easily compared over time to measure the effect of further service enhancements to the Partners' loyalty.

What do Partners value most in the service?

If you were to recommend us, what reasons would you give? What do you appreciate the most in the service? These questions were raised to Partners who identified themselves as service Promoters (gave a 9 or 10 rating in the NPS question). It is with great pleasure that we share their insights.

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

• Structuredness of the processes. Very organized and efficient upgrade service.
• Professional and high-quality service.
• Excellent and trustworthy communication.
• High experience and skills in Dynamics NAV/Business Central.
• Full service – just deliver a database and receive an upgraded one.
• Reliable delivery.
• Professional behavior of the people involved. Great working together.
• Clear statements, clear timetable.
• Saving money and time for the customer and for us as well.
• Great portal.
• Great account management.

Potential areas to revamp the service experience

The feedback & insights of this survey helped us defining where we need to put more effort into innovating the service experience and bringing more value and convenience to our partners.

- **Communication is the key:** Complexity is a frequent component of an upgrade. The findings of this survey indicate that partners' satisfaction for the service increases over time. It takes some time (collaboration on 2-3 upgrade projects) to build an outstanding partner experience for the service. Clear and timely communication plays a significant role on the way to an excellence. Therefore, we have recently added an additional communicational touch points with a partner prior go-live and after the service delivery to make sure that all agreed partners' requests are implemented and no any unsolved issues are left. We'll continue putting our efforts into strengthening our service related communication to partners.

- **End-customer ready documentation:** Partners expressed the need for adapting service related documentation for their customers' usage to make information distribution with end-customers easier. Less technicalities, neutral and simpler format – this is how partners describe the demand for shaping service related documentation. To follow this need, we'll start with developing an end-customer friendly template for an upgrade analysis document, so the partners would be able to easily share it with their clients.

- **Portal usability:** There are more and more service related interactions appearing online on our portal. Making portal usage for partners as convenient as possible is one of the potential areas to focus our efforts on. Our resolution to enhance portal experience includes tasks of adjusting processes of the first-time registration to the portal and minimizing partners' efforts while requesting an upgrade online.

- **Upgrade analysis delivery time:** Automation in the tools and processes enabled us to shorten the upgrade proposal delivery time over the last period. However, the market's need for faster proposal delivery evolves at the same pace. Therefore, we'll continue investing in constantly decreasing upgrade proposal delivery time to partners.

- **Updates on innovations in upgrades:** *"Keep us updated on innovations you bring in the Dynamics NAV/Business Central upgrades area!"* - this is what our partners requested according to the results of the survey. There are tons of challenges that partners need to solve on their way to moving their customers to the future. Therefore, sharing the knowledge on how their technology partner sees those challenges and how we can help tackle it, is highly useful. To fulfill this need, we consider bringing more and more regular communication to our existing partners about the changes happening in the Dynamics NAV/ Business Central area.

Thank you for reading this report.
For more information please contact 1ClickFactory Partner Experience team at voiceofpartner@1clickfactory.com.

About the service

No matter how complex or sophisticated an upgrade might be, we can help you navigate it by suggesting the best upgrade path to save your time, cost and effort.

Should you upgrade all the functionality or partial functionality, choose clean start or re-implement the solution? With 1ClickFactory **Upgrade Analyzer**, a self-service online tool, you can easily simulate the upgrade price for all these options that your customer might need. And all of it can be done in real-time, for free, just by uploading the .fob file of your customer solution to our web.

We are very passionate about innovating the upgrade process to constantly improve the speed, quality and price of the upgrades. We apply this knowledge and AI-based tools, as well as the experience from more than 500 Dynamics NAV upgrades over the last 10 years, in our daily work of serving our Partners.

But let our Partners and service statistics speak!

500+	**10 yrs**	**AI**	**Upgrade Analyzer**
upgrades performed	experience in upgrades	AI-based upgrade tools to save your time, cost and effort	to simulate the upgrade price for various upgrade options. In real time. For free

Appendix

Experience of using the service

More than 3 projects	56.5%
2-3 projects	34.8%
This is my first project	8.7%

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

Role in an organization

|	
Technical/development	41.7%
Project management	33.3%
CxO/Leadership	25%
Consultant	16.7%
Sales	16.7%
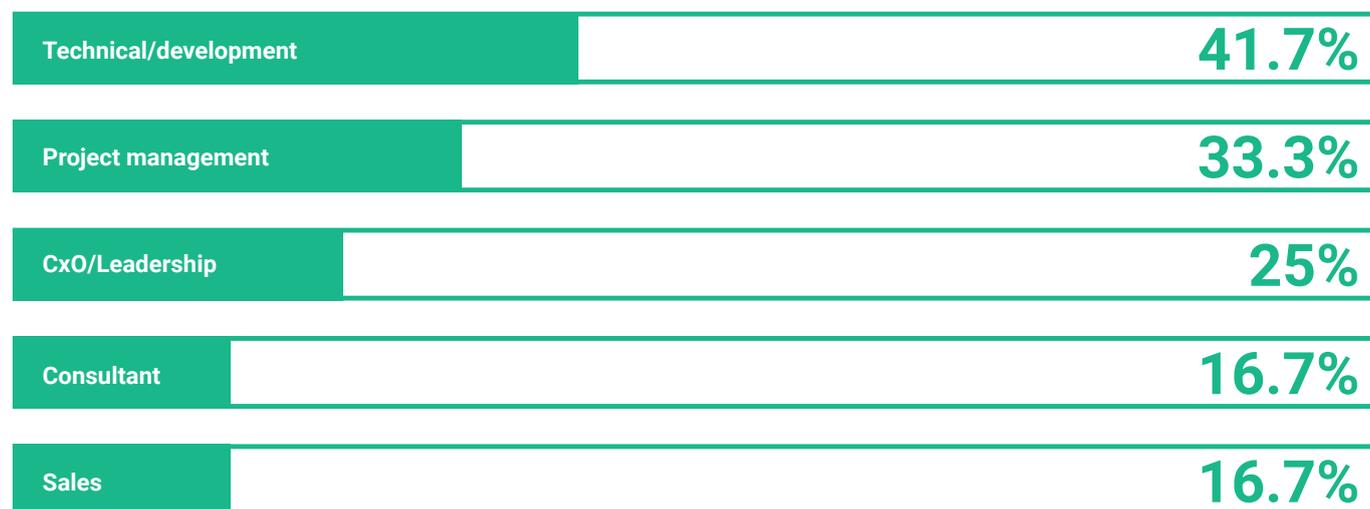
Figure: What is your role in organization?