



Partner Experience Report

Dynamics AX/365 for Finance and
Operations Development Service

June, 2019

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— Introduction

Capacity constraints and resource shortages are a bitter reality for many Microsoft Dynamics AX Partners. As a result, Microsoft Partners struggle to meet development project deadlines and some miss out on profitable opportunities due to a shortage of experienced developers.

Working with 1ClickFactory, Microsoft Partners have access to a pool of highly experienced developers whenever Partners need a helping hand to spread the workload, accept new projects and/or scale their business. 1ClickFactory also specializes in helping AX Partners to develop and enhance their industry solutions to enable them to deliver their solutions to market faster.

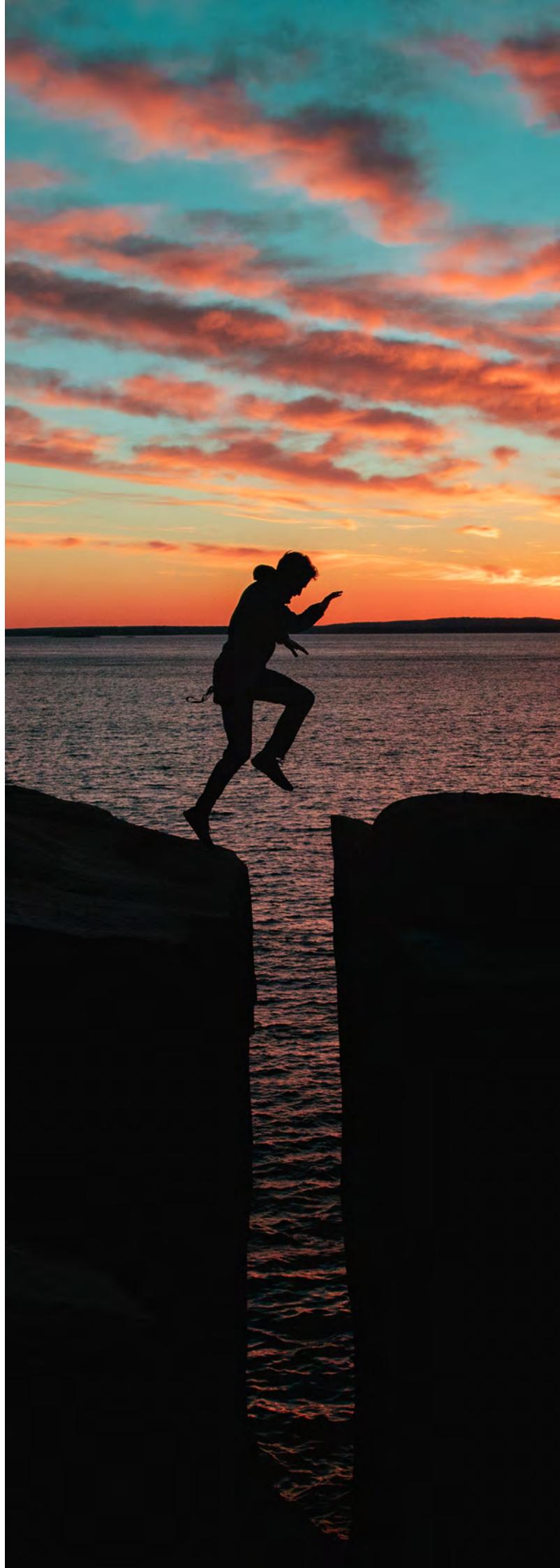
We created a Partner satisfaction survey to better understand Partner expectations and to ensure that we deliver maximum value to Partners (and of course, their end-customers) with our Dynamics AX/365 for Finance and Operations development service. The survey provides great insights into our existing Partners' satisfaction with various major touchpoints of the service along with the likelihood of Partners to recommend the service to others, a significant indicator of client loyalty.

The Dynamics AX/365 for Finance and Operations development service survey sought determine the following:

- What do Partners value most about the service?
- What is the Partners' overall satisfaction with the service?
- How satisfied are Partners with specific major service touch points?
- How can we enhance the service for Partners?
- How likely are Partners to recommend the service to others? (Net Promoter Score).

The survey was confidential and anonymous; however, respondents had the option to disclose their contact details, to open the doors to a more insightful conversation if they so wished.

The Partner Experience Report below, details the findings from the survey results.



Overall satisfaction with the service

Measuring customer satisfaction is vital for ensuring that Partners receive the positive service experience that they deserve. The feedback provides rich insights into what works well and also identifies opportunities for service improvements.

To measure the overall service performance, we asked our existing Partners to evaluate their satisfaction with Dynamics AX/365 for Finance and Operations development service on a scale of 1 to 5, with 1 being the worst possible experience and 5 being the best possible experience.

Survey findings reveal that the average Partner satisfaction rate is 4.2 out of 5, which shows that the majority of Partners are happy with the service they received. 62.5% of Partners were 'satisfied' with the service received and 31.2% reported being very satisfied with the service.



Figure: Overall satisfaction with the service



Satisfaction with the major service Touch Points

To gain a better understanding of possible service pain points, we asked Partners to evaluate their satisfaction with the major touch points of the service. This provided us with more visibility into Partner experiences with specific service areas.

Requesting & receiving an upgrade analysis & proposal	Satisfaction (Out of 5)
Management of changes during the service (e.g. timely reaction to your requests, speed and quality of implementing the requested changes, etc.)	4.38
Clarifications required for the service (e.g. number of interactions needed, your time and effort invested, professional staff, etc.)	4.31
Ongoing project communication (e.g. is it clear? Timely? Proactive? Are people keen to listen and understand? etc.)	4.31
Support in the project preparation stage (e.g. explaining the process, scope, timeline, prerequisites required, etc.)	4.23
Collaboration efficiency between your project team and 1ClickFactory	4.19
Issue resolution during the service (e.g. resolution time, outcome, professional staff, etc.)	4.07

Figure: Partner satisfaction for major service touch points (listed from highest to lowest ranking).



Likelihood to recommend the service

To gain a greater sense of Partner loyalty for the service, we have included a question to calculate the service level Net Promoter Score (NPS).

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

Promoters (loyal partners who are keen to provide a positive word-of-mouth recommendation to refer the service to others) – **43.75 %** of all survey respondents.

Passives (satisfied and neutral partners) – **50 %** of all partners that participated in the survey.

Detractors (actively unhappy customers who may avoid the service in the future) – **6.25 %**.

The NPS for Dynamics AX/365 for Finance and Operations development service reached **37.5** which is a solid positive score and well above the industry average.

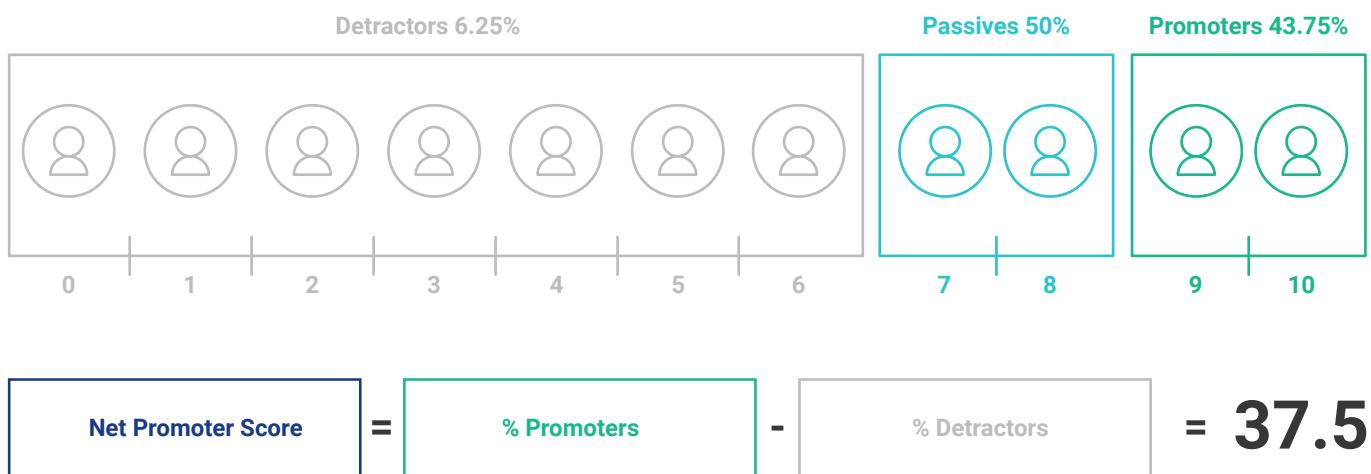


Figure: The Net Promoter Score is calculated as the difference between the percentage of Promoters and Detractors. The NPS is not expressed as a percentage but as an absolute number between -100 and +100.

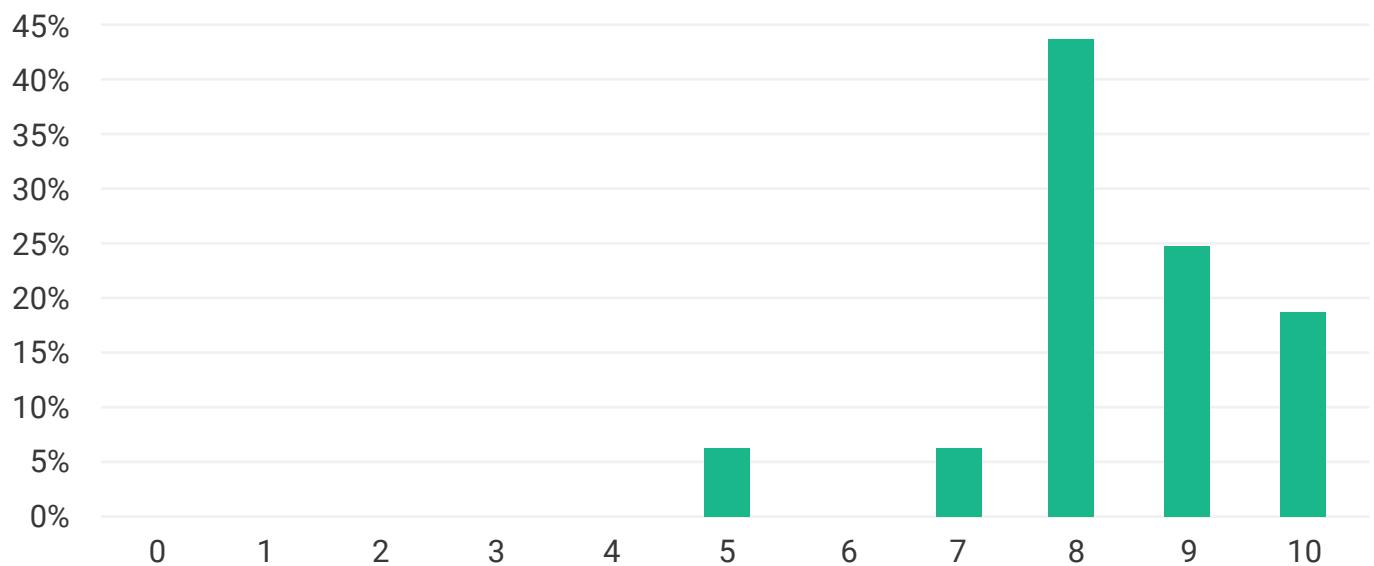


Figure: How likely are you to recommend 1ClickFactory Dynamics AX/365 for Finance and Operations development to others?

— What do Partners value most in the service?

We raised the following questions to the most loyal partners who identified themselves as service Promoters (gave 9 or 10 rating in the NPS question):

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

The response to these questions helped us to identify Partner opinions with regards to the perceived value they gain from the Dynamics AX/365 for Finance and Operations development service.

Professional team

(skillful, dedicated, quick and efficient).

Easy and straight forward communication.

Development quality

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



Proposed Innovations for Partner Experience Enhancements

The survey findings provided us with a clear direction of where to focus our efforts as we strive to continuously improve our service delivery to Partners:

- **Communication & Collaboration:** Effective communication is key to maximizing success and minimizing risks during development projects. The survey results highlighted the need to provide more granular information regarding the progress of separate tasks throughout the project, not only updates solely related to the entire project. This feedback has been hugely beneficial and we are reviewing and adjusting the existing communication processes to better meet individual partner cases and needs.
- **Partner-to-1ClickFactory Project Knowledge Transfer:** We're always eager to learn how to reduce and minimize the effort required from Partners when it comes to transferring solution & project knowledge to the 1ClickFactory development team. The survey results have helped us to identify some areas for improvement such as; more on-site work, a skills-balanced 1ClickFactory project team of developers (with a mixed skill level) as well as consultants with functional knowledge of the product – this, we believe, will help to make the partner-to-1ClickFactory knowledge transfer process more streamlined and efficient while reducing the effort required from Partners.

Thank you for reading this report.

For more information please contact 1ClickFactory Partner Experience team at voiceofpartner@1clickfactory.com.





About the service

Working together on Dynamics AX/365 for Finance and Operations development projects we help our Partners gain tangible value and reap rewards in the following areas:

- Partners can expand their capacity to scale their business – accept new projects, meet tight project deadlines and deliver their industry solutions to the market faster.
- A technical lead, a project manager, and a mix of developers with various expertise - is what a typical 1ClickFactory crew for a development project consists of. Thus, having access our team with such versatile knowledge & skills, our partners gain a strong and reliable partner to support them with managing projects risks while delivering the highest quality service to their customers.
- With access to an external 1ClickFactory development team Partners can better utilise their internal resources and rest assured that they are in safe hands. Many of our Partners experience efficiency & financial gains when they cooperate with us.

40+

Dynamics AX Partners
partnered with us

50K+

Hours of Dynamics AX
development