Partner Experience Report

For 1ClickFactory Business Central Development

November 2021

Introduction

2020 and 2021 were significant years for software development as the global pandemic accelerated digital transformation and changed businesses nearly overnight. Considering the effect of these changes, we looked into how well 1ClickFactory development service met Partner satisfaction needs, what we've done right, what could be done better, and how we can improve our development service in the future.

When conducting the 2021 Partner satisfaction research, we polled the existing service users from Microsoft Dynamics Partner organizations who were involved in Business Central development projects with 1ClickFactory throughout 2020 and the first half of 2021.

The survey was focused on the following areas:

- What do Partners value the most about the service?
- Overall Partner satisfaction with 1ClickFactory's development for Business Central and satisfaction with the major service interactions.
- What we do to enhance the service and better meet Partners' needs?
- 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 if they were happy for us to contact them directly for further discussion.

Overall Satisfaction with the Service

To measure the overall service performance, we asked our Partners to evaluate their satisfaction with the 1ClickFactory Business Central development 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. 25% of Partners who completed the survey reported feeling very satisfied, 62.5% were satisfied with the service, and 12.5% felt neutral. This makes an average satisfaction rate for the service of 4.1 out of 5 (5 being the highest possible rating).

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

★★★⯪

Avg. 4.1

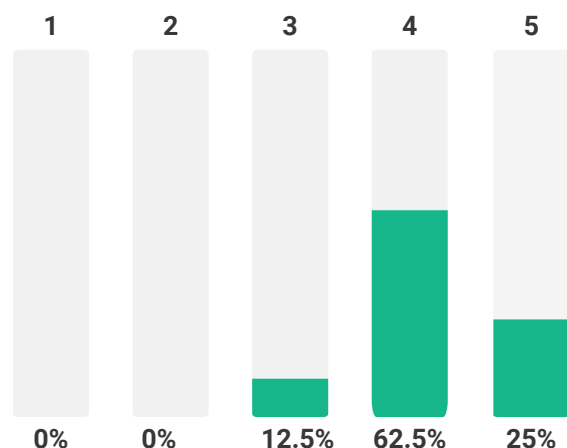| 1	2	3	4	5
0%	0%	12.5%	62.5%	25%

Figure 1. Overall satisfaction with the service

Satisfaction with **Major Interactions**

To better understand possible pain points throughout the service, we also asked Partners to evaluate their satisfaction levels with the major interactions within the service on a 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.

|	
Local account manager responsiveness to inquiries	4.9
Quality of a project management	4.6
Technical quality of developed functionalities	4
Issue resolution	4.5
Ease of working with the 1ClickFactory team on development projects	4.5

Figure 2. Partner satisfaction for the major interactions.

The Likelihood of **Recommending the Service**

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 Business Central development service to others.

The results – 87.5% of respondents (which converts to the highest score of 9-10) were identified as Promoters and 0% - as Neutrals (a score of 7-8). The NPS for 1ClickFactory Business Central development service achieved 75. This is a solid high score, especially compared to industry averages.

NPS = 75 = Promoters% - Detractors%

87,5%   **12,5%**

■ Promoters (9-10)   ■ Neutrals (7-8)   ■ Detractors (0-6)
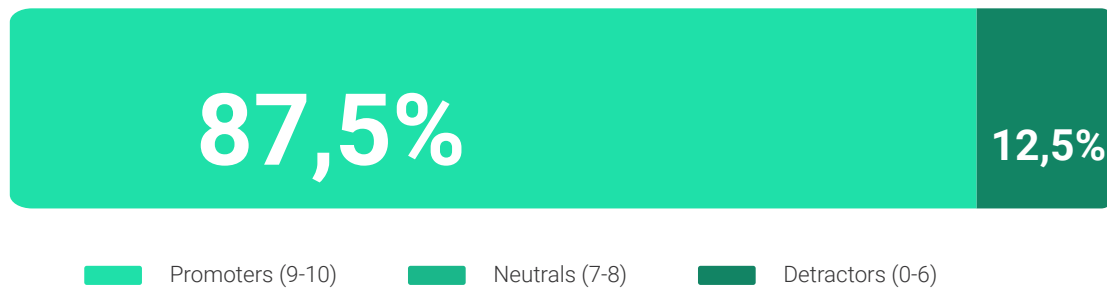
- **Promoters (gave a score of 9-10)** – Loyal Partners who are keen to provide positive word-of-mouth recommendations and refer the service to others.

- **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 3. 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 the service, 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 1ClickFactory Business Central development service.

- Project Management, Communication & Delivery on Schedule

- Competence & Reliability

- Quality

Project Management, Communication & Delivery on Schedule	Competence & Reliability	Quality
• Good communication, good team-members. • Fast, agile, customer friendly, solution-oriented. • A smart team and always trying to find the best solution.	• Solid procedures and methodologies. • Knowledge, energy to price. • Professional, reliable, and considered service.	• Good quality work. • Work collaboratively with people and always striving to provide the best service.

Figure 4. What Partners appreciate most about Business Central development service.

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

Where innovations in the service have been made and will be continued

Over the past year, we've made various innovations in the service to bring more value and convenience to our partners:

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- The latest development service improvements include the launch of Automated Test Development. Partners can find out in-depth information on the service page online, download the service description and watch a video tutorial explaining the prerequisites for the service. 1ClickFactory has introduced a fixed price for it, which is defined according to the 1ClickFactory exemplary test case scenario, also available online. Among the other details in the service description, partners can learn how to calculate the ROI of automated tests to evaluate the profitability of an investment. We made it easy to order the service through the 1ClickFactory Business Portal. The availability of the Automated Test Development service is a huge facilitator when getting ready for the Extension Maintenance service.

- In addition to Automated Test Development, we recently launched an Add-on to Extension Data Migration Tool development service for ISV partners and introduced a fixed price. Partners can download the service description and order it online. The Add-on to Extension Data Migration Tool development service removes the development overhead and empowers partners to do as many customer migrations as possible.

- Besides launching new services, 1ClickFactory continues to expand its development skillset and also offers JavaScript Control Add-in development for partners in cases where the standard functionality is not sufficient and there is a need to adjust it.

- 1ClickFactory is currently finalizing the "Development Project Management Methodology" document which will be available online. In this document, we describe the methodology and highlight the development project process from requesting the service to signing the contract, developing, and handover. The document also describes three different recently finalized development service contracts based on partners' business requirements

We will not stop with that and will continue enhancing the service in the following direction:

- We will further improve currently offered development service contracts based on individual partners' business requirements.

- We are adapting to individual partners' needs and enhancing our development service portfolio by making available such services as Add-on to Extension Data Migration Tool development, JavaScript Control Add-in development, and the usage of Power Platform for development needs.

About the Service

1ClickFactory offers development services for Microsoft Dynamics Partners around the world who need qualified resources to cover or extend capacity. The key to executing successful development projects lies in our methodology and team model.

Our successful development project methodology is based on 11 years of experience and 25000+ development hours per year. As a Microsoft-appointed ISV Development Centre, 1ClickFactory has strong ties with Microsoft helping to build expertise to support new technologies and new versions of existing technologies. We provide early feedback, flexibility to deliver what is needed, reduced complexity, transparency, and risk management.

We let our Partners and service stats speak for themselves:

25000+	**11+ years'**	**400+**	**50+**
development hours per year	experience in development	Microsoft Dynamics Partners	Countries

→ gbedv GmbH & Co. KG

Appendix: **Respondents demographics**

Experience of using the service

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

More than 3 projects

50%

2 - 3 projects

25%

This is my first project

25%

Figure 6. The amount of Business Central development projects survey respondents were involved in.

Role in an organization

What is your role in organization?

CxO/Leadership

75%

Project management

25%

Consultant

12,5%

Technical/development

12,5%

Figure 7. Survey respondents' roles in organization.