

Partner Experience Report

1ClickFactory Dynamics AX/365 Finance
& Supply Chain Management
Development Service

November, 2021

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Introduction

The impact of the Covid-19 pandemic on customer expectations and priorities was immediate and widespread across all industries. In particular, it emphasized the importance of digital transformation, and because of that, we are confident that Microsoft Dynamics 365 Finance and Supply Chain Management is a one-way ticket towards the digital transformation and your business success.

To better understand the evolving expectations of our Partners, and to remain relevant, we conduct a cycle of various Voice of the Partner activities to gain firsthand feedback from them.

We seek to be transparent with the survey findings within our Microsoft Dynamics Partner ecosystem, therefore, we have created this report to share the summary details of the survey.

The Partner Satisfaction survey for Dynamics AX/365 Finance and Supply Chain Management development service sought determine the following:

- What are the Partners' overall satisfaction levels with the service?
- How satisfied are Partners with specific major service touch points?
- What do Partners value most about the service, and how can we enhance the service for them?
- 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 door to a more insightful conversation if they so wished.

Overall Satisfaction with the Service

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

Survey findings reveal that Partners' average satisfaction rate with the service received is 4.2 out of 5, which shows that most Partners are happy with the service. **37.5%** of Partners rated that they are extremely satisfied with the service, **50%** rated that they are very satisfied and only **12.5%** reported being neutral. We have not received the feedback from our Partners stating that they are extremely dissatisfied with the service.

How did we do over the last year? Overall, how satisfied are you with the 1ClickFactory

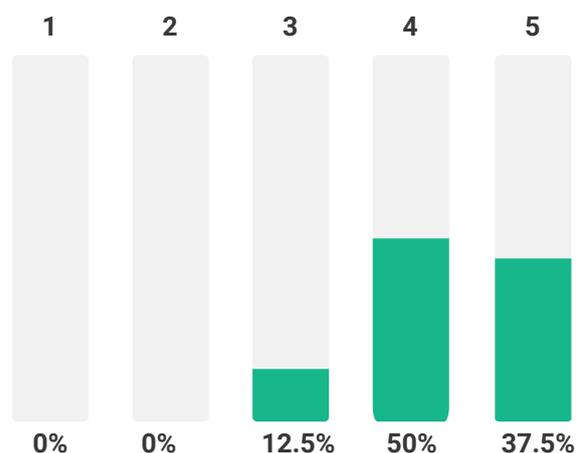


Figure 1. Overall satisfaction with the service

Satisfaction with **Major Interactions**

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

| Service TouchPoint | Satisfaction (Out of 5) |
|---|-------------------------|
| 1ClickFactory local account manager responsiveness to your inquiries (e.g. explaining the service benefits, helping you to understand the pricing & proposal, responding to issues, etc.) | 5 |
| Quality of project management (e.g. preparing for a project, managing project schedules, communicating clearly and timely, managing project changes, etc.) | 4.4 |
| Collaboration efficiency among your and the 1ClickFactory project teams | 4.6 |
| Technical quality of delivered solutions | 4.3 |
| Issue resolution during the service (e.g. resolution time, outcome, professional staff, etc.) | 4.5 |

Figure 2: Partner satisfaction for major service touch points (listed from the highest to the lowest ranking).

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

To capture the Partners' level of loyalty to the 1ClickFactory's service we asked them: "How likely are you to recommend the service to others?". The collected answers enabled us to calculate the service level Net Promoter Score (NPS).

The NPS for 1ClickFactory Dynamics AX/365 Finance and Supply Chain Management development service reached **62.5**, which is a high score and well above the industry average.

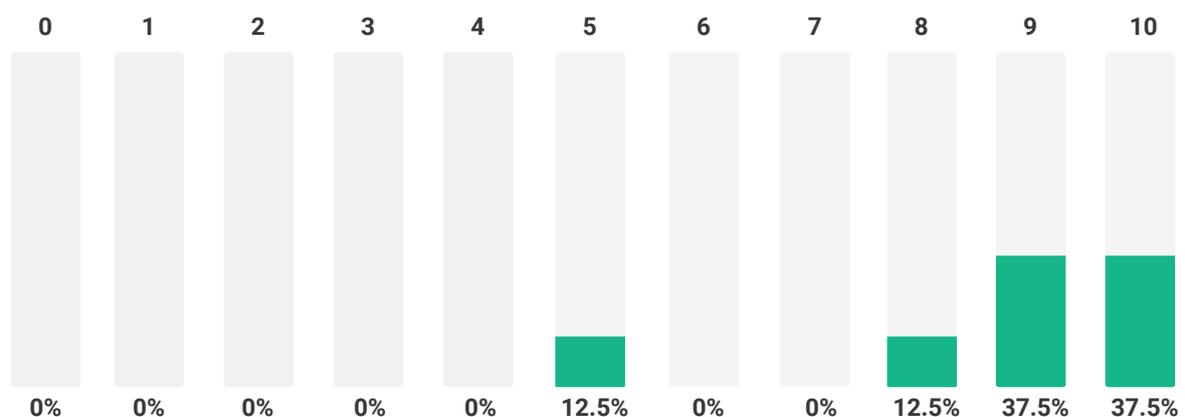


Figure 3. Likelihood to recommend to others.

$$\text{NPS} = 62.5 = \text{Promoters\%} - \text{Detractors\%}$$



■ Promoters (9-10) ■ Neutrals (7-8) ■ Detractors (0-6)

- **Promoters** – Loyal Partners who are keen to provide positive word-of-mouth recommendations and refer the service to others.
- **Passives** - Satisfied and neutral Partners.
- **Detractors** - Actively unhappy customers who may avoid the service in the future.

Figure 4. The Net Promoter Score.

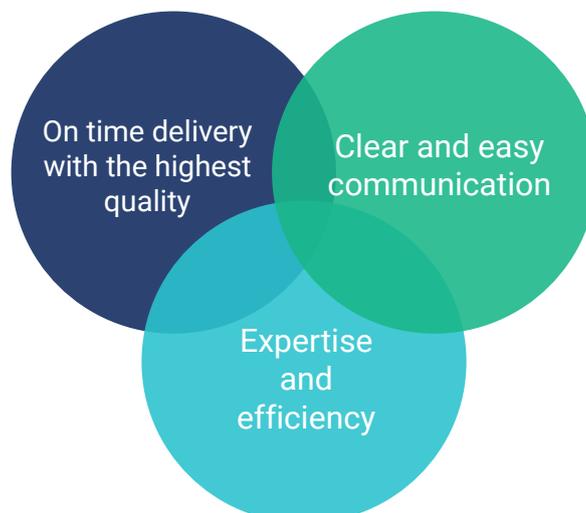
Note: Net Promotion Score is calculated as the difference between the percentage of Promoters and Detractors. The NPS is not expressed as a percentage but as an absolute number between -100 and +100

What Do Partners Value Most About the Service?

We raised the following questions to the 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 responses to these questions helped us to identify Partner opinions regarding the perceived value they gain from the Dynamics AX/365 Finance and Supply Chain Management development service.



Potential Areas For Service Experience Innovation

The feedback & insights from this survey helped us define where we need to put more effort into innovating the service experience and providing more value and convenience to our Partners.

- The pandemic has forced businesses to shift to online communication. Though we have successfully adapted to this in our projects, we started seeing growing demand from our Partners for a return to face-to-face-based interactions (on-site work) with our technical specialists. Our Partners believe that on-site work, especially in the first phases of an upgrade project, provides teams with more opportunities to go deeper into project specifics, to better understand needs from both sides, and to better navigate through complexities. Therefore, we will be more proactively offering on-site workshops where we can bring a Partner and our technical teams together to kick-off the projects.
- Our Partners are clear that in complex Dynamics 365 F&SCM development projects, the involvement of a functional consultant or solution architect would add much of value for a better Partner experience. We hear this, and we will embed this possibility into our offerings going forward.



About the Dynamics AX/365 Finance and Supply Chain Management Development Service

Working together on Dynamics AX/365 Finance and Supply Chain Management development projects, we help Microsoft Dynamics Partners to:

- **Expand capacity** to scale their business by meeting tight project deadlines and delivering solutions to the market faster.
- **Manage projects risks** while delivering **the highest quality** service to their customers.
- **Utilize** their internal resources and rest assured that they are **in safe hands** with our highly skilled development team.

40+

Dynamics AX/Dynamics
365 F&SCM Partners
partnered with us

19 000+

Hours of Dynamics
AX/Dynamics 365
F&SCM Development