



# Partner Experience Report

**For 1ClickFactory Upgrade for  
NAV/Business Central Service**

November, 2021

1ClickFactory

The content of this report is confidential. Any disclosure, copying, distribution or taking any action in reliance on the contents of this information is strictly prohibited and may be unlawful. In case of an upgrade project: in the email informing about warranty expiration.

# Introduction

With the effects of the global pandemic felt by every organization, the expectations of Microsoft Dynamics Partner might have changed and priorities have shifted as almost all businesses have been forced to reorganize their approach to customers. Getting a handle on how Partners view 1ClickFactory's upgrade service is invaluable, as these insights influence our decision making, innovations and changes to the service. Measuring the satisfaction of our current Partners is also essential to ensuring sustainability and growth.

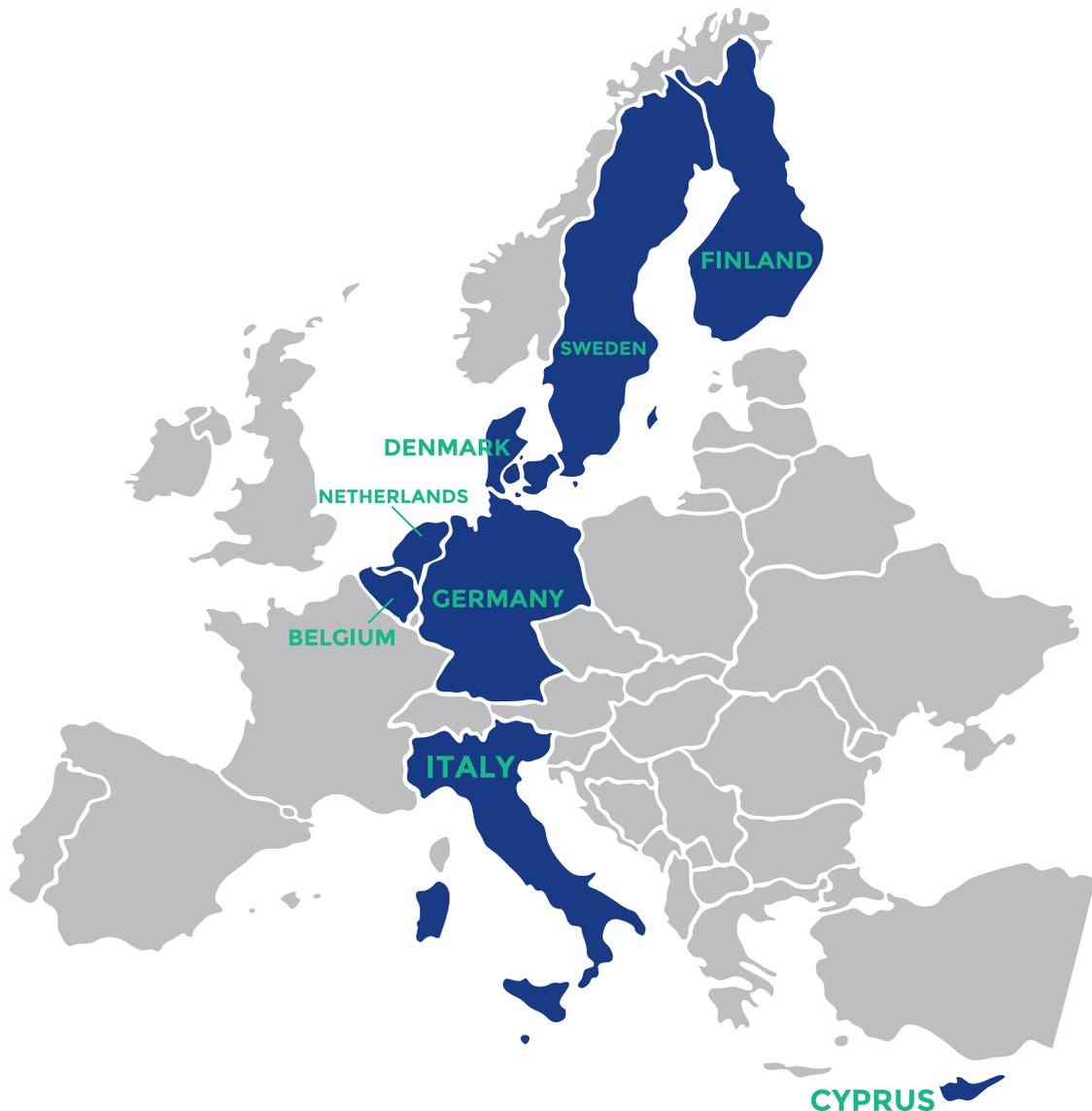
To conduct the 2021 Partner Satisfaction research, we polled the existing service users from Microsoft Dynamics Partner organizations who were involved in Upgrade for NAV/Business Central projects with 1ClickFactory throughout 2020 and the first half of 2021.

## The survey was focused on the following areas:

- What do Partners value the most about the service?
- Overall Partner satisfaction with 1ClickFactory's Upgrade for NAV/Business Central service and satisfaction with the major service interactions.
- What needs do Partners have that are not being met?
- Would Partners recommend the service to others? (Net Promoter Score).

Although the survey was confidential and anonymous, we provided respondents with an opportunity to disclose their contact data if they were interested in further discussion.

Dynamics Partners from 8 countries 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

Having conducted the survey for several years now, we have discovered that Partners are highly satisfied with the service and the overall satisfaction rate is stable from year to year.

Year	Average satisfaction rate
2019	4.5
2020	4.4
2021	4.4

In 2021, 48.1% of Partners who completed the survey reported feeling very satisfied, 44.4% were satisfied with the service, and 7.4% felt neutral. This makes an average satisfaction rate for the service of 4.4 out of 5 (5 being 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 service you have received so far?

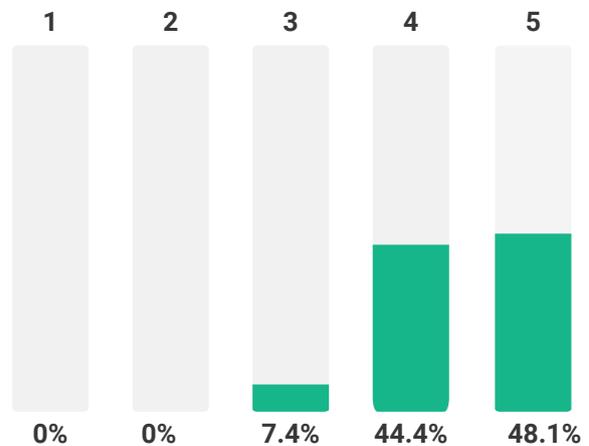


Figure 1. Overall satisfaction with the service

## Satisfaction with Major Interactions

In addition to measuring overall satisfaction with the service, we also asked Partners to evaluate their satisfaction levels with the major interactions within the service to better understand possible pain points. We used the same 1-5 scale, where 1 represents a very dissatisfying experience and 5 represents a very satisfactory experience.

Comparison of the three-year results shows the stable rates for Partner satisfaction with major interactions:

	2021	2020	2019
Local account manager responsiveness to inquiries	4.7	4.6	4.7
Quality of a project management	4.5	4.4	4.4
Issue resolution during the warranty period	4.4	4.3	4.3
Technical quality of delivered solutions	4.4	4.3	4.3
Easiness to complete an upgrade analysis request via portal	4.4	4.5	4.1

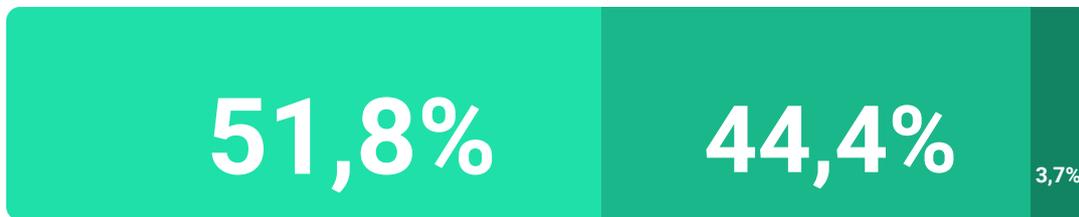
Figure 2. Satisfaction with the major interactions.

## The Likelihood of **Recommending the Service**

In addition to evaluating Partner satisfaction with the service as part of our research, we also looked into Partner loyalty. The Net Promoter Score (NPS) is one of the most commonly used methods by which businesses measure customer loyalty. In this survey, we included the typical NPS question to find out how likely it is that our Partners would recommend the 1ClickFactory Upgrade for NAV/Business Central service to others.

The results – 51.8% of respondents (which converts to the highest score of 9-10) were identified as Promoters, 44.4 % as Neutrals (this group gave a score of 7-8). The NPS for 1ClickFactory's Upgrade for NAV/Business Central service achieved 48.1. This is a solid score, especially when compared to industry averages.

$$\text{NPS} = 48.1 = \text{Promoters\%} - \text{Detractors\%}$$



■ 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?

In order to help us identify the key drivers of Partner satisfaction and the perceived value Partners take from using the service, we also asked what reasons Partners would give for recommending 1ClickFactory's Upgrade for NAV/Business Central service, and what they most appreciated about the service.

- Project Management, Communication & Delivery on Schedule
- Competence & Reliability
- Quality
- Value & Price Balance

<b>Project Management, Communication &amp; Delivery on Schedule</b>	<b>Competence &amp; Reliability</b>	<b>Quality</b>	<b>Value &amp; Price Balance</b>
<ul style="list-style-type: none"><li>• Good and simple communication and adherence to deadlines</li><li>• Delivery as promised.</li><li>• Ready before the deadline.</li></ul>	<ul style="list-style-type: none"><li>• Very professional service.</li><li>• Good skills.</li><li>• Highly responsive on questions.</li></ul>	<ul style="list-style-type: none"><li>• Good to very good quality or service.</li><li>• Speed of trouble shooting.</li><li>• Fast and professional.</li></ul>	<ul style="list-style-type: none"><li>• Binding costs.</li><li>• On budget.</li><li>• Fast, easy, safe and good value for money.</li><li>• Transparent quoting process.</li></ul>

Figure 4. What Partners appreciate most about the upgrade to NAV/BC service.

## Potential areas to innovate the service experience

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

- Businesses have been forced by the pandemic to shift to online communication means. Though adapted successfully in our projects, we started seeing a growing demand from our partners to revert 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 the specifics of projects, to better understand needs from both sides and to better navigate through the complexities. Therefore, listening to our partners, we will be proactively offering our partners on-site workshops (e.g., the Scope Clarification workshop) where we could bring together a partner and our technical teams to kick projects off.
- Though most partners are satisfied with our communication during an upgrade project, thanks to the feedback shared by our partners we have identified new areas where we still have some room to enhance the partner experience (e.g., finding alternative ways, in addition to email-based communication, to provide partners with project-related documentation to make it more easily accessible for various roles at the partner organization).

# 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 you time, cost and effort.

It can be challenging to decide whether it's best to upgrade all functionality, upgrade partial functionality, choose a clean start, or re-implement the solution. 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 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 as well as experience from more than 650 Microsoft Dynamics NAV/Business Central upgrades over the last 11 years, in our daily work of serving our Partners.

**We let our Partners and service stats speak for themselves:**

**650+**

NAV/BC upgrades performed

**11+ years'**

experience in upgrades

**70%**

time-saving in using automation tools

**For free**

Upgrade Analyzer to simulate upgrade price for various upgrade options. In real time.

→ Orango

→ gbedv GmbH & Co. KG

→ Cluster Reply and C.S.A.

→ 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?*

More than 3 projects

**37%**

2 - 3 projects

**33,3%**

This is my first project

**29,6%**

*Figure 6. The amount of Dynamics NAV/Business Central projects survey respondents were involved in.*

### Role in an organization

*What is your role in organization?*

CxO/Leadership

**44%**

Project management

**32%**

Consultant

**28%**

Sales

**28%**

Technical/development

**24%**

*Figure 7. Survey respondents' roles in organization.*

