

Partner Experience Report

for 1ClickFactory Self-Provisioning
for NAV/Business Central on Azure service

January, 2020

Introduction

We live in the era of the **Customer Experience (CX)** and serve customers who we could certainly call 'Generation CX' customers. They are empowered and outspoken about the experiences they receive and appreciate products that constantly evolve to their needs. It's an era where customer experience needs to be constantly measured and managed in order to meet ever-changing customer expectations to remain relevant.

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 Self-Provisioning for NAV/Business Central on Azure service. With this survey we also wanted to reveal our partners' satisfaction with the service and the likelihood they would recommend it to others.

The survey was focused on the following areas:

- What was the overall satisfaction with 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service and satisfaction with major service interactions?
- What could we do to enhance the service and further meet our partners' needs?
- What do partners value most within our service?
- Would partners recommend our service to others (Net Promoter Score)?

We polled the existing 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service users across the globe. **Approximately 50 partners responded to our survey**. The survey was confidential and anonymous; however, respondents were provided with an opportunity to disclose their contact data. This was to give us the opportunity to contact them directly, enabling a more insightful conversation.

Overall Satisfaction for the Service

Measuring customer satisfaction is vital for ensuring that partners receive the positive service experience they expect.

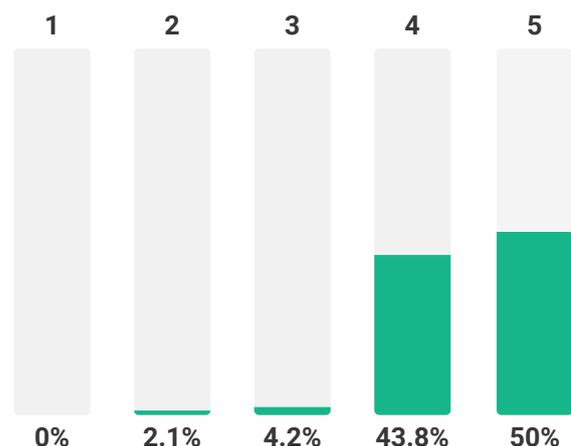
To measure overall service performance, we asked our existing partners to evaluate their satisfaction with 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service on a scale of 1 to 5, with 1 being the worst possible experience and 5 being the best.

Survey findings reveal that the average partner satisfaction rate is high and stable. **Ninety-four percent of respondents rated their experience at 4 or 5, giving us an overall rating of 4.4 out of 5.**

How did we do over the last year? How satisfied are you with your experience using 1ClickFactory's Self-Provisioning for NAV/Business Central on Azure service?



Avg. 4.4





Satisfaction with **Major Service Interactions**

To better understand the root causes of satisfaction or dissatisfaction, we asked partners to **rate their experience of major service interactions with us** on the same scale of 1 to 5. Satisfaction ratings that existing service users gave to the major service touchpoints reached the score of 4 and above and fluctuated between the 4.16 and 4.7 level. Despite our efforts to improve our customers' invoicing experience over recent years, we can see that there is still some room for improvement in the invoicing touchpoint to better meet our partners' expectations.

	Rating	Interaction/service step
Research	4.4	Understanding the service value and pricing
Request & Trial	4.7	Using the service trial First few times using the service (e.g. receiving onboarding support, easiness of using the platform for the first time)
Repeated service usage	4.5	Using the platform repeatedly (e.g. easiness of deploying new customers, using other platform functionality repeatedly)
Issues resolution	4.6	Receiving support to solve issues (e.g. resolution quality & speed, professional staff)
Invoicing	4.16	Handling invoices (e.g. invoice format, accuracy, delivery method)

Likelihood of **Recommending 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 (applied scale from 0 to 10), the **NPS for 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service reached 54.1**. This is a high and solid rating when compared to industry averages.

$$\text{NPS} = 54.1 = \text{Promoters\%} - \text{Detractors\%}$$



Promoters (9-10)

Neutrals (7-8)

Detractors (0-6)

Key Drivers of Partner Satisfaction

Additionally, we asked our Partners an open-ended question (without any hints) to determine, if they were to recommend us, what reasons would they give? **What do they personally appreciate most** about our service? This has helped us understand the core drivers of Partner satisfaction.

We were overwhelmed by the positive response and the number of warm comments our Partner's shared with us. We'll do our best to maintain these attributes of the service and further develop them in the future.

Key drivers of partner satisfaction:

- **Easiness and speed:** Partners relayed that they appreciated the easy and secure implementation process of the service. They felt that not only was it quick to set up, but we provided a quality and reliable service.
- **Partner support:** Partners delivered numerous comments stating they'd received excellent support and good customer service from our knowledgeable and fast-responding team.
- **Professionalism:** Partners shared that they felt we supply a highly professional service that is solution-orientated and collaborative.
- **Partner centricity:** Partners told us we deliver a valuable relationship that sets us apart, that we're not just an environment installation, but a customer-orientated service provider.
- **Stability of the platform:** Partners shared words of satisfaction regarding the performance and the security of our platform, thus making them feel secure.

What **service improvements** partners should have experienced in 2019

Before we start to share our vision and resolutions for where we seek to innovate the service to bring even more value for our partners, we thought it worth mentioning what major service enhancements we've introduced during 2019 based on partners' feedback gathered in the annual 2018 Partner Satisfaction survey:

- **Enhanced invoicing experience:** We have introduced a hosting license to avoid errors in invoicing when users are added or removed:
 - **Partners can choose** to remove or just disable (and enable later if needed) a user (e.g. in case a customer is not paying);
 - **Partners can see** the utilization of the license, including the number of users that are already added and the total number available for certain types of users;
 - **The users** in the database and the self-provisioning portal are strictly synchronize to avoid errors in invoices.
- **Automated major version upgrade:** Partners should have experienced improvements in this area at the end of 2019, as we have automated and minimized some steps for major version upgrades.
- **On-demand educational resources for new users:** We are close to releasing an online academy with a guided library of educational how-to-use service resources. This will open a new channel for new partners' users to learn how to use the service portal and many of its features in an on-demand way – anytime and anywhere.
- **Integrations with third party solutions:** Enabling more integrations with third party solutions while provisioning Dynamics NAV/Business Central solutions to Microsoft Azure through our portal is one of our focus areas for the future. During 2019 we have executed deeper investigations of what is needed for our partners and have built the first integration with the reporting solution ForNAV. This enables partners' users not only to install the ForNAV solution for their customers straight from the Self-Provisioning portal but also to purchase solution licenses on the go.



Proposed **Partner Experience Innovations**

After **analyzing our partners' feedback**, we've generated valuable insights that have given us a clear direction on where we can improve the service experience for our partners. Below is a list which details areas of priority and actions to focus our efforts:

- **Upgrade automation:** Although we constantly put a significant effort into automating the major Dynamics NAV/Business Central version upgrade experience, we see there is still room to minimize the effort of upgrading for partners through automating additional elements of the process. 'Upgrade automation' is one of the areas we would like to significantly enhance throughout the year, to make our partners' lives even easier.
- **Pricing and invoicing:** We would like to minimize complexity and create more clarity for service users when they're trying to understand service pricing and invoicing details.
- **Partner support:** Providing partners with timely and professional customer support is critical when the service we provide is self-service in nature. Delivering rapid issue resolution to partners is one of our focus areas for 2020. We have two directions to help improve here:
 - **Building a self-service support center (online knowledge base)** to help users find the answers to their generic questions quickly, without needing to interact with a service support specialist. We will, however, definitely be keeping our traditional support channel open for more complex and specific partner questions.
 - **'Doing things right, the first-time':** We're constantly analyzing repeat questions and issues that partners raise in the service support phase. We then focus on fixing these problematic areas, to avoid it appearing for partners in the future. We call this the 'Doing things right, the first-time' approach so you don't need to fix it ten times over.
- **A more detailed view on service elements within the portal** to give our partners and users more visibility into service details (e.g. customers, licenses, etc.). This will allow them to be able to go one level deeper (where relevant) within the existing portal to access more detailed information.
- **Integrations:** Continue working on integrating our service with reporting and other third-party solutions.

About 1ClickFactory Self-Provisioning for NAV/Business Central on Azure Service

Microsoft Dynamics solution providers are faced with a myriad of challenges, navigating new business models, technologies, competitors, and much more. As with any problem, these challenges could be seized as opportunities. By partnering with 1ClickFactory, partners can move forward into the future with less risk and more profit.

1ClickFactory helps Microsoft Dynamics partners efficiently update, transform, develop, and certify their Microsoft Dynamics solution, easily transitioning them to the Cloud (Microsoft Azure). We are the largest provider of Microsoft Azure services for the Microsoft Dynamics platforms.

With *1ClickFactory Self-Provisioning for NAV/Business Central on Azure service*, partners can easily deploy Dynamics NAV/Business Central solutions on Microsoft Azure through our online platform in 1 hour or less. It's self-service and available 24/7, on a highly secure and readily supported environment.

But let our partners and service statistics speak for themselves:

130+

Dynamics partners using the service

1000+

Dynamics NAV/Business Central customers on Azure through our service

13000+

Dynamics NAV/Business Central end-users on Azure through our service



Cloud Ambassadors, Microsoft Lithuania Partner Excellence Award 2018

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If you browse the internet for “Azure Services”, in just a couple of seconds you would be provided with quite a long list of suppliers. But if you were searching for Azure services offered by NAV professionals, very soon you would discover you have only one option left: 1ClickFactory.

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T. Kazokas | General manager at Softera

Video testimonials



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