



Partner Experience Report

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

March 2021

Introduction

Has the COVID-19 pandemic shaped customer expectations and created new standards for customer experience? According to various global customer experience studies*, many sectors researched have seen an uplift in the overall customer experience excellence score globally in 2020. The average increase across all markets is 3 percent. One third of brands improved their CX scores over the past year, a significant jump compared to previous years.

Factors contributing to the increase in customer satisfaction include brands devoting more attention to facilitating effortless interactions (which became critical for customers moving from in-person to online channels due the pandemic crisis), proactively addressing customer problems and acting with increased sensitivity to the factors that affect customer trust.

Shaped by the pandemic, customer expectations have become more fluid or have even been totally reset. This creates a tremendous opportunity for companies to use this time to **re-engage with customers and to strengthen their competitive positions**. Understanding these changing expectations is a crucial component of designing the right solutions and experiences for customers.

At 1ClickFactory, listening to our partners and acting on their feedback has become an integral part of our services development process. We understand that in online services such as 1ClickFactory Self-Provisioning on Azure, where we have less human interaction and thus less opportunity to hear direct feedback from our partners. This means it's vital to set a structured and periodic process to give partners a chance to voice their needs and past experiences. Our annual Partner Satisfaction Surveys play an important role in fulfilling this goal.

The 2020 Partner Satisfaction Survey for 1ClickFactory's Self-Provisioning for Dynamics NAV/Business Central on Azure as usual, focused on the following areas:

- What was the overall satisfaction with 1ClickFactory's Self-Provisioning service for Dynamics NAV/Dynamics 365 Business Central on Azure and the overall 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 Dynamics NAV/Dynamics 365 Business Central on Azure users across the globe. 70 Dynamics Partners completed the survey which makes a solid representation of the existing services users audience.

The survey was **confidential and anonymous**; however, respondents were provided with an opportunity to disclose their contact data if they so wished.

*Source: KPMG International Research, February 2020 – August 2020

Overall Satisfaction with the Service

To measure overall service performance, we asked our existing partners to evaluate their satisfaction with 1ClickFactory Self-Provisioning for Dynamics NAV/Dynamics 365 Business Central on Azure 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-five 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 Self-Provisioning for NAV/Business Central on Azure service?



Avg. 4.4

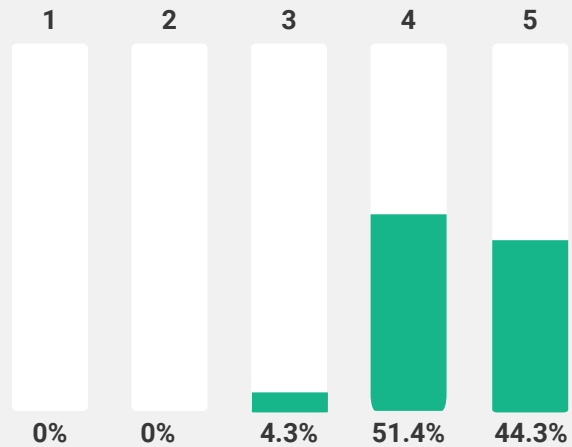


Figure: Overall satisfaction with the service





Satisfaction with **Major Service Interactions**

To better understand how we meet partners' expectations in the major touchpoints of the service, we asked partners to **rate their experience of major service interactions** on the same scale of 1 to 5. This also allows us to optimize different touchpoints across the service lifecycle.

Satisfaction ratings that existing service users gave to the major service touchpoints fluctuated between the 3.7 and 4.5 level.

We noticed slightly lower ratings from the first-year service users compared with the rating given by the experienced service users (who have used the service for longer than one year). This definitely draws our attention to how we could strengthen the onboarding experience for our new users.

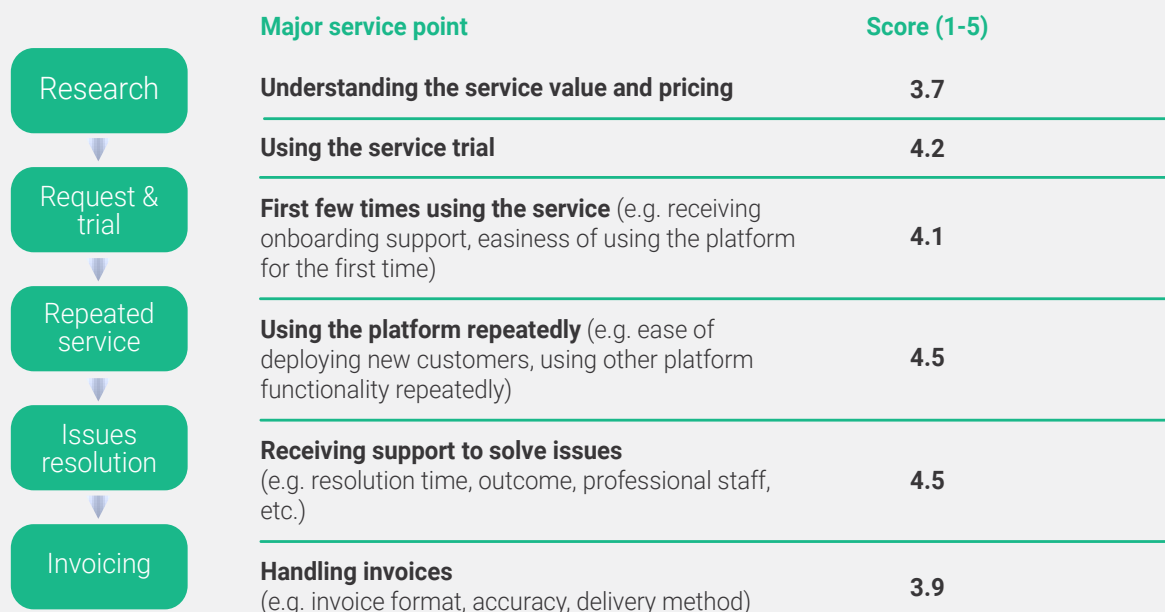


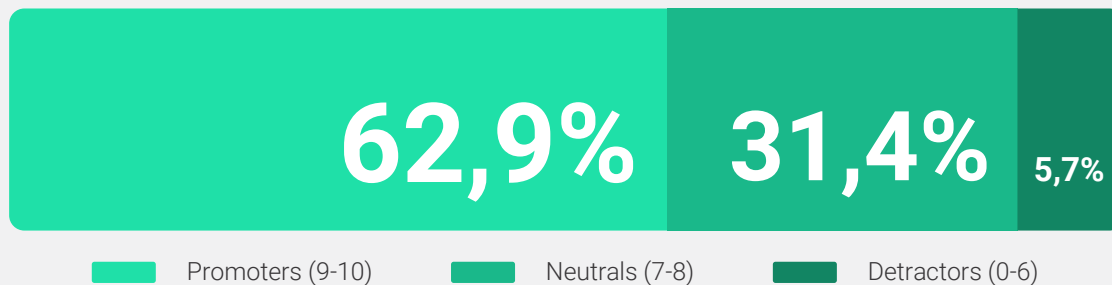
Figure: Partner satisfaction for major service touchpoints.

Likelihood of **Recommending the Service**

With this survey we also measured service-level NPS score which provides a **temperature check on partners perceptions** of the service they are receiving and also gives a high-level view of partner loyalty. This metric is a good health check of how the service meets partners' expectations and provides valuable data to compare year-over-year improvement and industry NPS standards.

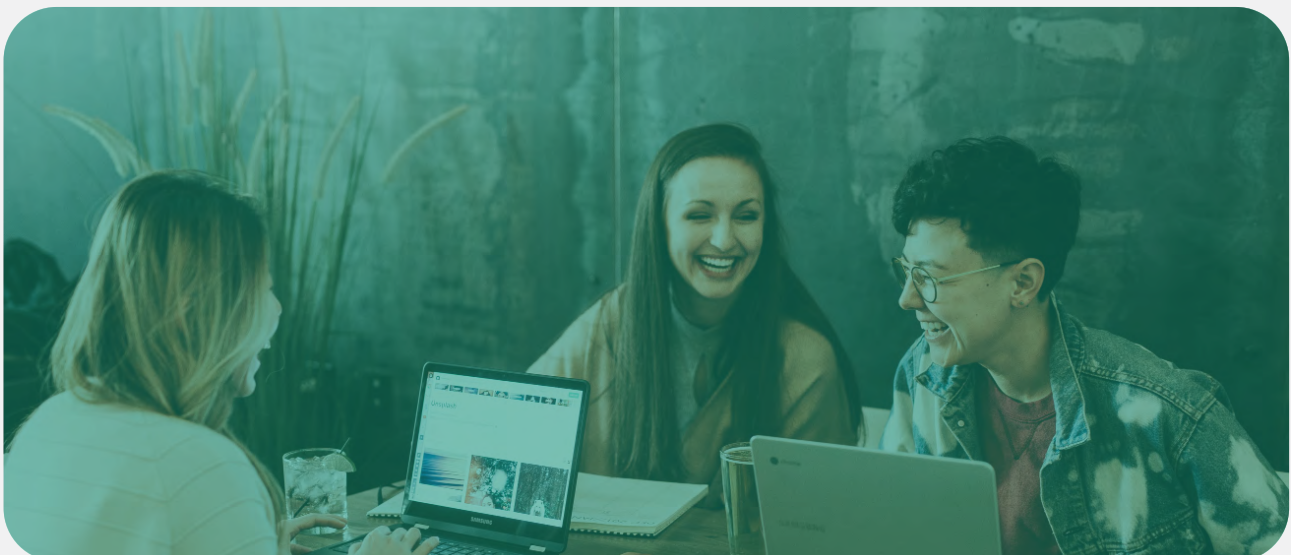
Following the classical NPS calculation model (applied scale from 0 to 10), the **NPS for 1ClickFactory Self-Provisioning for Dynamics NAV/Dynamics 365 Business Central on Azure reached 57.2**. This is a high and solid rating when compared to industry averages, and most importantly – it has increased by 3 points compared to the NPS of 1ClickFactory Self-Provisioning for Dynamics NAV/Dynamics 365 Business Central on Azure a year ago, which was **54.1**.

$$\text{NPS} = 57.2 = \text{Promoters\%} - \text{Detractors\%}$$



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

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.



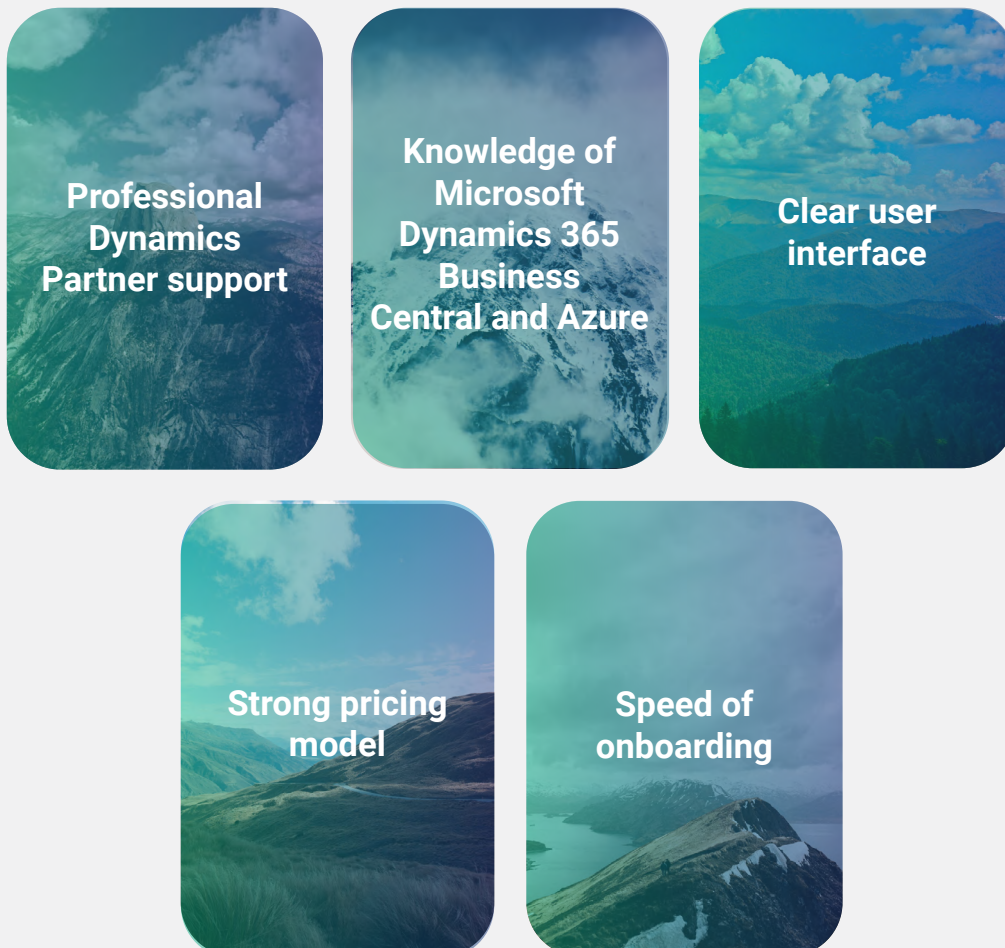
Key Drivers of Dynamics Partner Satisfaction

Additionally, we asked our partners an open-ended question to understand **what makes their experience with the service great**. If they were to recommend us, what reasons would they give? What do they personally appreciate most about our service?

Ease of using the service was a dominating quality mentioned by service users. When reading partners' responses to this question, we were overwhelmed by how many service users mentioned 'ease' as a top-of-mind descriptor:

- *Easy panel...*
- *Easiness, support, webinars...*
- *Ease of use, stable...*
- *Ease of use. Great customer service. Strong pricing model...*
- *Easy to set up new customers. Very good support...*
- *Easy to use, manage in general...*
- *Easy to establish, speedy response in support...*
- *Easy deployment, reduce of overhead cost...*
- *Easy to install, professional support, high understanding of BC and Azure...*
- *Easy to order licenses...*
- *Easy implementation and maintenance of solutions...*
- *Easy to use service, clear user interface, stability...*
- *Ease of use, great customer support, convenient solutions, and support for a variety of hosting solutions...*
- *Easy and structured process for setting up new environments...*

In addition to ease of use, other frequently mentioned attributes of the service include:



Service Improvements in 2020

Before we share our vision and resolutions for innovations to the service to bring even more value to our Dynamics Partners, we thought it would be worth mentioning the major service enhancements we've introduced in 2020 based on the feedback gathered in the 2019 Partner Satisfaction survey:

- We have further automated and minimized steps for major version upgrades. As a result, service users can now enjoy an automated platform upgrade starting with Microsoft Dynamics 365 Business Central version 15.
- An early version of the performance monitoring dashboard was introduced to help users quickly identify potential issues with customer installations, enabling them to take timely action to resolve these issues.
- The online support center was launched to enable users to quickly find the answers they need to generic service-related questions.

Proposed Dynamics 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 that details areas of priority and actions to focus our efforts:

- **New users onboarding:** Educating the new user on how to get the most out of the Self-Provisioning service is an important step in the overall partner journey. Our current new user onboarding process is based mainly on educational sessions provided by a human agent where we individually walk each new partner through the platform, listen to their questions and concerns and answer them. It is all about making their experience as smooth as possible. To revamp this experience and to better serve users who prefer the self-service experience or just want to quickly access onboarding resources any time they have a need, we are going to expand the library of on-demand/online service materials with specific, easily consumable content dedicated to the service onboarding stage.
- **Monitoring and performance:** We'll continue working on enhancing a performance monitoring panel as part of the service platform to provide service users with greater visibility on the potential issues with customer installations, enabling them to take timely action to resolve them.
- **Consistent quality in all major service touchpoints:** We'll certainly continue initiatives that we started in previous years to ensure a consistent quality in the major touchpoints in the Self-Provisioning service, such as ensuring quick and professional partner support, enhancing the billing and invoicing experience and bringing new, valuable features into the service platform, etc.

About 1ClickFactory Self-Provisioning for Microsoft Dynamics NAV/ Microsoft Dynamics 365 Business Central on Azure

1ClickFactory's Self-Provisioning for Microsoft Dynamics NAV/ Microsoft Dynamics 365 Business Central on Azure platform is an automated hosting platform, available 24/7 on a highly secure and readily supported environment, so Microsoft Dynamics Partners can easily deploy and manage Dynamics NAV/ Dynamics 365 Business Central solutions on Microsoft Azure.

At the moment, 1ClickFactory's Self-Provisioning service is one of the most popular and recommended options for customers to host their Microsoft Dynamics 365 Business Central solutions in cloud, used by almost 20,000 users worldwide.

What makes this platform unique? Hear the main reasons from other Microsoft Dynamics Partners who chose 1ClickFactory's platform for their customer deployment on Azure.

160+

Dynamics Partners
using our NAV/Business
Central on Azure service

1300+

NAV/Business Central
customers on Azure
through our service

20000+

NAV/Business Central
end-users on Azure
through our platform



Partner satisfaction 2020



Microsoft Partner
Excellence Award 2018

Video testimonials

