Training: Microsoft

MB-280T03: Design and deliver powerful customer experiences with Dynamics 365 Customer Insights

Microsoft Partner

TRAINING GOALS:

Dynamics 365 Customer Insights helps organizations deliver exceptional experiences personalized to every customer. In this course, students will learn how to work with key features of Customer Insights – Data and Customer Insights – Journeys. First, students will learn about the business value of using a customer data platform, ingest data into Customer Insights – Data, create unified customer profiles, and create segments. Then, students will build impactful experiences using Customer Insights – Journeys, create marketing assets like emails and text messages, and deliver them via segment- and trigger-based journeys.

Audience Profile:
This course is designed for IT or marketing professionals who want to learn how to leverage Dynamics 365 Customer Insights for their organizations. Students should have knowledge in basic marketing principles and be familiar with Dynamics 365 customer experience suite.

CONSPECT:

- Work with real-time features in Dynamics 365 Customer Insights - Journeys
  - Module 1: Create emails in Dynamics 365 Customer Insights - Journeys
  - Module 2: Create text messages and push notifications in Dynamics 365 Customer Insights - Journeys
  - Module 3: Create forms in Dynamics 365 Customer Insights - Journeys
  - Module 4: Manage segments in Dynamics 365 Customer Insights - Journeys
  - Module 5: Trigger-based journeys in Dynamics 365 Customer Insights - Journeys
  - Module 6: Segment-based journeys in Dynamics 365 Customer Insights - Journeys
  - Module 7: Manage marketing events and webinars in Dynamics 365 Customer Insights - Journeys
- Unlock customer intent with Dynamics 365 Customer Insights - Data
  - Module 1: Get started with Dynamics 365 Customer Insights - Data
  - Module 2: Ingest data into Customer Insights - Data
  - Module 3: Create a unified customer profile in Dynamics 365 Customer Insights - Data
  - Module 4: Work with segments in Dynamics 365 Customer Insights - Data

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- Module 5: Use measures in Dynamics 365 Customer Insights - Data
- Module 6: Use predictions in Dynamics 365 Customer Insights - Data
- Module 7: Administer and monitor Customer Insights - Data
- Module 8: Configure AI and Copilot in Customer Insights - Data

REQUIREMENTS:

Basic marketing principles knowledge. Familiarity with Dynamics 365 customer experience suite. Basic model-driven application configuration experience.

Difficulty level



CERTIFICATE:

The participants will obtain certificates signed by Microsoft (course completion).

This course will help prepare you for the **Microsoft Certified: Dynamics 365 Customer Experience Analyst Associate** certification exam (Exam MB-280), which is available through the Pearson VUE test centers.

TRAINER:

Microsoft Certified Trainer (MCT)

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