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

Category: Infrastructure & IT Operations | **Vendor:** Microsoft Technical

Duration: 8.00 hours (1 days) **6.5 CPD Hours** **Rating:** ⭐ 4.6 (5,878 reviews)

Course Information

Delivery Format:	Instructor Led - Online
Certification:	Microsoft Certified: Dynamics 365 Customer Experience Analyst Associate
Related Exam:	MB-280

Course Overview

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. They will ingest data into Customer Insights – Data, create unified customer profiles, and create segments to help target specific audiences. Then, students will build impactful and personal experiences using Customer Insights – Journeys. They will create marketing assets like emails and text messages and deliver them via segment- and trigger-based journeys. This course is part of a four-course series (MB-280T01-T04) aligning to the MB-280 certification exam.

About This Course

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. They will ingest data into Customer Insights – Data, create unified customer profiles, and create segments to help target specific audiences. Then, students will build impactful and personal experiences using Customer Insights – Journeys. They will create marketing assets like emails and text messages and deliver them via segment- and trigger-based journeys. This course is part of a four-course series (MB-280T01-T04) aligning to the MB-280 certification exam.

Who Should Attend

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. Students should be familiar with the Dynamics 365 customer experience suite, including Dynamics 365 Sales and Dynamics 365 Customer Insights. They should also have basic model-driven application configuration experience.

Prerequisites & Entry Requirements

General Prerequisites:

Knowledge of basic marketing principles is required., Familiarity with Dynamics 365 Sales and Dynamics 365 Customer Insights is essential., Experience with basic model-driven application configuration is necessary.

Learning Outcomes

Upon successful completion of this course, participants will be able to:

Course ObjectivesCreate personalized emails, text messages, and push notifications in Dynamics 365 Customer Insights.Build and optimize customer journeys using real-time data, triggers, and AI-driven tools.Manage customer consent for communications and track consent records efficiently.Ingest, unify, and enrich customer data with advanced analytics and prediction tools.Generate leads, create scoring models, and manage sales activities from customer insights.Integrate Customer Insights data with Microsoft Power Platform, Azure Synapse, and external tools., Course ObjectivesCreate personalized emails, text messages, and push notifications in Dynamics 365 Customer Insights.Build and optimize customer journeys using real-time data, triggers, and AI-driven tools.Manage customer consent for communications and track consent records efficiently.Ingest, unify, and enrich customer data with advanced analytics and prediction tools.Generate leads, create scoring models, and manage sales activities from customer insights.Integrate Customer Insights data with Microsoft Power Platform, Azure Synapse, and external tools., Course ObjectivesCreate personalized emails, text messages, and push notifications in Dynamics 365 Customer Insights.Build and optimize customer journeys using real-time data, triggers, and AI-driven tools.Manage customer consent for communications and track consent records efficiently.Ingest, unify, and enrich customer data with advanced analytics and prediction tools.Generate leads, create scoring models, and manage sales activities from customer insights.Integrate Customer Insights data with Microsoft Power Platform, Azure Synapse, and external tools., Course ObjectivesCreate personalized emails, text messages, and push notifications in Dynamics 365 Customer Insights.Build and optimize customer journeys using real-time data, triggers, and AI-driven tools.Manage customer consent for communications and track consent records efficiently.Ingest, unify, and enrich customer data with advanced analytics and prediction tools.Generate leads, create scoring models, and manage sales activities from customer insights.Integrate Customer Insights data with Microsoft Power Platform, Azure Synapse, and external tools.

Detailed Course Outline

1 - Create emails in Dynamics 365 Customer Insights - Journeys

- Manage assets
- Create marketing emails
- Personalize content
- Use brand profiles
- Use Copilot to generate email content ideas
- Style emails with AI-assisted themes
- Create content blocks
- Preview and test emails
- Check your message for errors and publish
- Send emails without building a journey
- Edit a live email
- Prevent sending emails to duplicated email addresses

2 - Create text messages and push notifications in Dynamics 365 Customer Insights - Journeys

- Create text messages
- Create push notifications

3 - Create forms in Dynamics 365 Customer Insights - Journeys

- Create and manage forms
- Edit and publish forms

4 - Manage consent in Dynamics 365 Customer Insights - Journeys

- Manage consent for email and text messages
- View and manage consent records

5 - Build journeys with Dynamics 365 Customer Insights - Journeys

- Create and manage segments
- Work with triggers
- Create a journey
- Add messages to the journey
- Add activities to the journey
- Add other elements to the journey
- Publish journeys

6 - Manage leads and scoring in Customer Insights - Journeys

- Generate leads
- Create sales activities from lead signals
- Create scoring models

7 - Extend real-time marketing capabilities within Dynamics 365 Customer Insights - Journeys

- Collaborate using built-in Microsoft Teams chat
- Create Dataverse triggers
- Create custom triggers
- Trigger an action outside a journey
- Move custom triggers between environments

8 - Get started with Dynamics 365 Customer Insights - Data

- Dynamics 365 Customer Insights - Data
- Customer Insights architecture
- Work with demo data
- Get started
- Consume Customer Insights data

9 - Ingest data into Customer Insights - Data

- Import data sources using Power Query
- Clean, transform, and load data
- Connect to an Azure Data Lake
- Connect to a Microsoft Dataverse
- Work with data sets
- Refresh data sources

10 - Create a unified customer profile in Dynamics 365 Customer Insights - Data

- Define source columns
- Define duplicate record settings
- Define matching rules
- Create a unified customer profile

11 - Work with Dynamics 365 Customer Insights - Data

- Configure searching and filtering indexes
- Define activities
- Work with measures
- Segmentation
- Get suggested segments
- Segment insights
- Use Customer Insights - Data for a complete solution

12 - Enrich data and predictions with Customer Insights - Data

- Enrich data
- Brand and interest enrichment
- Use enrichment services
- Work with predictions
- Predict subscription churn
- Use machine-learning models

13 - Manage external connections with Customer Insights - Data

- Export Customer Insights data
- Display customer data in Dynamics 365 applications
- Use Customer Insights - Data with Microsoft Power Platform
- Use Customer Insights - Data with Azure Synapse
- Use Customer Insights APIs

14 - Configure and administer Customer Insights - Data

- Create and set up environments
- System process status
- Schedule system refreshes
- Set up user permissions

, Work with real-time features in Dynamics 365 Customer Insights - Journeys, Unlock customer intent with Dynamics 365 Customer Insights - Data

□□ Certification Path

Microsoft Certified: Dynamics 365 Customer Experience Analyst Associate

Exam: MB-280

Upcoming Schedule

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

Start Date	End Date	Location	Delivery	Price
07 Jan 2027	07 Jan 2027	Online	Virtual	€695.00

Frequently Asked Questions

Q: What delivery options are available for MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights?

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
- Traditional Instructor-Led Classroom Training (ILT)
- On-site delivery at your offices anywhere in United Kingdom
- Private dedicated courses customized for your team

Q: What certification does this course prepare me for?

The MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights course helps prepare you for the Microsoft Certified: Dynamics 365 Customer Experience Analyst Associate certification path.

Q: Which exam does this course prepare me for?

This course prepares you for the MB-280 official exam. You can take this exam at any exam center across United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online wherever you are located.

Q: How many CPD hours does this course provide?

The 1-day MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights course provides up to 6.5 CPD hours of structured learning. CPD certificates can be provided upon request.

Q: What is the duration of the MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights training?

The training takes place over 1 day(s), with each day lasting approximately 8.00 hours including breaks for lunch and refreshments.

Q: Do you provide corporate training for MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights?

Yes, we provide corporate training, dedicated training, and closed classes for MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights. Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

Q: What related terms do people search for?

Popular related searches include: MB-280T03: Design and deliver powerful customer experiences with Dynamics 365 Customer Insights, Microsoft, vILT, MB-280T03

Q: Why choose Nexus Human for MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

Nexus Human

Professional Training & Development

Email: info@nexushuman.com

Website: www.nexushuman.com

Phone: +353 1 889 8700 (Ireland) | +44 20 8142 8961 (UK)

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