MB-280T04 Configure a Dynamics 365 customer experience solution

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

This learning path prepares you to complete the Dynamics 365 customer experience analyst challenge project and validate your skills. You should have already completed the following modules as part of the MB-280: Dynamics 365 Customer Experience Analyst course series. If you haven't, it's recommended that you take some time to complete these modules before beginning the challenge project.

About This Course

This learning path prepares you to complete the Dynamics 365 customer experience analyst challenge project and validate your skills. You should have already completed the following modules as part of the MB-280: Dynamics 365 Customer Experience Analyst course series. If you haven't, it's recommended that you take some time to complete these modules before beginning the challenge project.

Who Should Attend

You should be familiar with the basic features of Dynamics 365 Sales and Dynamics 365 Customer Insights and how to configure them.

Prerequisites & Entry Requirements

General Prerequisites:

You should be familiar with the basic features of Dynamics 365 Sales and Dynamics 365 Customer Insights and how to configure them.

Learning Outcomes

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

Course ObjectivesUnderstand and manage the lead qualification process in Dynamics 365 Sales.Identify and create opportunities within Dynamics 365 to optimize the sales process.Configure and maintain a comprehensive product catalog to support business needs.Create personalized, engaging emails using Dynamics 365 Customer Insights - Journeys.Build and optimize customer journeys with real-time triggers and AI-driven insights.Utilize Dynamics 365 tools to create tailored customer experience solutions.Complete a practical challenge project to apply skills in designing customer-focused solutions., Course ObjectivesUnderstand and manage the lead qualification process in Dynamics 365 Sales.Identify and create opportunities within Dynamics 365 to optimize the sales process.Configure and maintain a comprehensive product catalog to support business needs.Create personalized, engaging emails using Dynamics 365 Customer Insights - Journeys.Build and optimize customer journeys with real-time triggers and AI-driven insights.Utilize Dynamics 365 tools to create tailored customer experience solutions.Complete a practical challenge project to apply skills in designing customer-focused solutions., Course ObjectivesUnderstand and manage the lead qualification process in Dynamics 365 Sales.Identify and create opportunities within Dynamics 365 to optimize the sales process.Configure and maintain a comprehensive product catalog to support business needs.Create personalized, engaging emails using Dynamics 365 Customer Insights - Journeys.Build and optimize customer journeys with real-time triggers and AI-driven insights.Utilize Dynamics 365 tools to create tailored customer experience solutions.Complete a practical challenge project to apply skills in designing customer-focused solutions., Course ObjectivesUnderstand and manage the lead qualification process in Dynamics 365 Sales.Identify and create opportunities within Dynamics 365 to optimize the sales process.Configure and maintain a comprehensive product catalog to support business needs.Create personalized, engaging emails using Dynamics 365 Customer Insights - Journeys.Build and optimize customer journeys with real-time triggers and AI-driven insights.Utilize Dynamics 365 tools to create tailored customer experience solutions.Complete a practical challenge project to apply skills in designing customer-focused solutions., Course ObjectivesUnderstand and manage the lead qualification process in Dynamics 365 Sales.Identify and create opportunities within Dynamics 365 to optimize the sales process.Configure and maintain a comprehensive product catalog to support business needs.Create personalized, engaging emails using Dynamics 365 Customer Insights - Journeys.Build and optimize customer journeys with real-time triggers and AI-driven insights.Utilize Dynamics 365 tools to create tailored customer experience solutions.Complete a practical challenge project to apply skills in designing customer-focused solutions., Course ObjectivesUnderstand and manage the lead qualification process in Dynamics 365 Sales.Identify and create opportunities within Dynamics 365 to optimize the sales process.Configure and maintain a comprehensive product catalog to support business needs.Create personalized, engaging emails using Dynamics 365 Customer Insights - Journeys.Build and optimize customer journeys with real-time triggers and AI-driven insights.Utilize Dynamics 365 tools to create tailored customer experience solutions.Complete a practical challenge project to apply skills in designing customer-focused solutions., Course ObjectivesUnderstand and manage the lead qualification process in Dynamics 365

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Detailed Course Outline

1 - Manage leads with Dynamics 365 Sales

- Dynamics 365 leads overview
- Create Dynamics 365 leads
- Lead management lifecycle
- Lead qualification
- Use Copilot with leads
- Lead data management tools

2 - Manage opportunities with Dynamics 365 Sales

- Dynamics 365 opportunity overview
- Create Dynamics 365 opportunities
- Account and team selling
- Opportunity management lifecycle
- Use Copilot with opportunities

3 - Manage and organize your product catalog with Dynamics 365 Sales

- Dynamics 365 product catalog overview
- Currencies and currency management
- Define products
- Product families
- Price lists
- Product catalog settings

4 - 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

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 - Challenge project - Configure a Dynamics 365 customer experience solution

- Get to know your customer experience scenario

, Manage leads with Dynamics 365 Sales, Manage opportunities with Dynamics 365 Sales, Manage and organize your product catalog with Dynamics 365 Sales, Create emails in Dynamics 365 Customer Insights - Journeys, Build journeys with Dynamics 365 Customer Insights - Journeys, Challenge project - Configure a Dynamics 365 customer experience solution

Certification Path

Microsoft Certified: Dynamics 365 Customer Experience Analyst Associate

Exam: MB-280

Upcoming Schedule

Available training dates for MB-280T04 Configure a Dynamics 365 customer experience solution:

Start Date	End Date	Location	Delivery	Price
08 Jan 2027	08 Jan 2027	Online	Virtual	€695.00

Frequently Asked Questions

Q: What delivery options are available for MB-280T04 Configure a Dynamics 365 customer experience solution?

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-280T04 Configure a Dynamics 365 customer experience solution 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-280T04 Configure a Dynamics 365 customer experience solution 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-280T04 Configure a Dynamics 365 customer experience solution 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-280T04 Configure a Dynamics 365 customer experience solution?

Yes, we provide corporate training, dedicated training, and closed classes for MB-280T04 Configure a Dynamics 365 customer experience solution. 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-280T04: Configure a Dynamics 365 customer experience solution, Microsoft, vILT, MB-280T04

Q: Why choose Nexus Human for MB-280T04 Configure a Dynamics 365 customer experience solution?

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-280T04 Configure a Dynamics 365 customer experience solution training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

Nexus Human

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