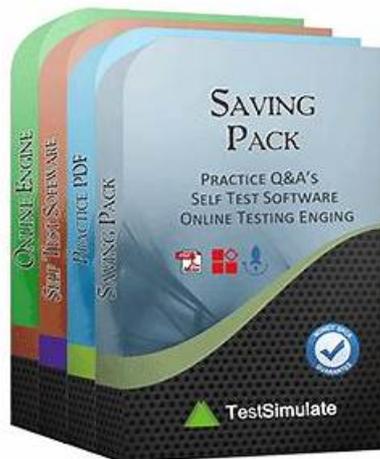


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Topic	Details
Topic 1	<ul style="list-style-type: none"> • Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.
Topic 2	<ul style="list-style-type: none"> • Configure and Customize Dataverse and Model-Driven Apps: This section covers the ability of Dynamics 365 Sales Professionals in the configuration and customization of Dataverse and model-driven apps to meet business needs.
Topic 3	<ul style="list-style-type: none"> • Extend and Enhance Dynamics 365 Sales Capabilities: For Dynamics 365 Sales Professionals, this section evaluates the ability to extend Dynamics 365 Sales functionality and integrate it with other applications using Power Platform tools.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q73-Q78):

NEW QUESTION # 73

A company is using Dynamics 365 Sales to track their sales pipeline.

Sales managers require their forecasting to include reasons why opportunities were lost, including losses to competitors.

You need to configure the sales process WITHOUT using custom code.

What should you do? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Answer Area

Requirement	Action
Add the type of loss.	<ul style="list-style-type: none"> Modify the Status Reason option set. Modify the Status Reason option set. Modify the Forecast category option set. Create a new Choices column.
Record the loss for forecasting.	<ul style="list-style-type: none"> Modify the Opportunity Close form. Modify the Opportunity Close form. Modify the Opportunity Sales Process business process flow. Modify the Opportunity Forecast Category Mapping process Dataverse classic workflow.

Answer:

Explanation:

Answer Area

Requirement	Action
Add the type of loss.	<ul style="list-style-type: none"> Modify the Status Reason option set. Modify the Status Reason option set. Modify the Forecast category option set. Create a new Choices column.
Record the loss for forecasting.	<ul style="list-style-type: none"> Modify the Opportunity Close form. Modify the Opportunity Close form. Modify the Opportunity Sales Process business process flow. Modify the Opportunity Forecast Category Mapping process Dataverse classic workflow.

Reference:

Steps to Modify the Status Reason Option Set:

Go to Settings > Customizations > Customize the System.

Locate the Opportunity entity and open its Fields section.

Find and select the statuscode (Status Reason) field.

Add new options to represent specific loss types and save the changes.

Publish the customization to make the new Status Reason options available for users.

Requirement: Record the Loss for Forecasting

Sales managers need to include lost opportunities and their reasons in forecasting. To ensure that this information is captured accurately, modifying the Opportunity Close form will allow users to specify details when marking an opportunity as closed (won or lost).

By customizing the Opportunity Close form, you can include fields that capture detailed information required for forecasting, such as the type of loss and any competitor information. This ensures that loss details are available for analysis and forecasting without needing custom code.

Steps to Modify the Opportunity Close Form:

In the Sales Hub, navigate to App Settings > Close Opportunity Experience.

Customize the Opportunity Close form to include fields that are relevant to capturing loss information, such as adding fields for competitors or reasons.

Save and publish the form to reflect the changes.

By modifying the Status Reason option set and customizing the Opportunity Close form, you enable the sales team to record detailed reasons for lost opportunities, which will support accurate forecasting and analysis, all without using custom code.

NEW QUESTION # 74

You are a Dynamics 365 Sales consultant for a food service company. The company caters meals for client companies. The company wants to set up a product bundle so that the sales staff does not forget items when they create an opportunity. The lunch bundle is created at \$200.00. It will include the following.

Product	Quantity	Unit Cost	Amount	Configuration
Sandwich	50	\$5.00	\$250.00	Required
Napkins	50	\$0.25	\$12.50	Optional
Soda	50	\$1.00	\$50.00	Optional

You need to explain how the sales staff should manage the product bundle in the opportunity. What should they do for each scenario? To answer, select the appropriate options in the answer area. NOTE: Each correct selection is worth one point.

Answer Area

Scenario	Action
Determine the price of the product bundle.	<input type="checkbox"/> Use the lunch bundle price. <input checked="" type="checkbox"/> Use the lunch bundle price. <input type="checkbox"/> Add the prices of the sandwiches, napkins, and sodas. <input type="checkbox"/> Add the lunch bundle price and the prices of the napkins and sodas. <input type="checkbox"/> Subtract the prices of the napkins and sodas from the lunch bundle price. <input type="checkbox"/> Add another line item for sandwiches with the default price.
Increase the number of sodas at no additional charge.	<input type="checkbox"/> Increase the quantity of sodas in the line item. <input type="checkbox"/> Increase the quantity of sodas in the line item. <input type="checkbox"/> Add a new line item for sodas and override the price. <input type="checkbox"/> Add a new line item for sodas with the default price. <input checked="" type="checkbox"/> Delete the soda line item from the bundle and add a new line item for all the sodas with the default price.
Increase the number of sandwiches and charge the price list price for each additional sandwich.	<input type="checkbox"/> Add another line item for sandwiches with the default price. <input type="checkbox"/> Increase the quantity of sandwiches in the line item. <input type="checkbox"/> Add another line item for sandwiches and override the price. <input type="checkbox"/> Add another line item for sandwiches with the default price. <input checked="" type="checkbox"/> Delete the sandwich line item from the bundle and add a new line item for all the sandwiches with the default price.

Answer:

Explanation:

Answer Area

Scenario	Action
Determine the price of the product bundle.	<input type="checkbox"/> Use the lunch bundle price. <input checked="" type="checkbox"/> Use the lunch bundle price. <input type="checkbox"/> Add the prices of the sandwiches, napkins, and sodas. <input type="checkbox"/> Add the lunch bundle price and the prices of the napkins and sodas. <input type="checkbox"/> Subtract the prices of the napkins and sodas from the lunch bundle price. <input type="checkbox"/> Add another line item for sandwiches with the default price.
Increase the number of sodas at no additional charge.	<input type="checkbox"/> Increase the quantity of sodas in the line item. <input checked="" type="checkbox"/> Increase the quantity of sodas in the line item. <input type="checkbox"/> Add a new line item for sodas and override the price. <input type="checkbox"/> Add a new line item for sodas with the default price. <input checked="" type="checkbox"/> Delete the soda line item from the bundle and add a new line item for all the sodas with the default price.
Increase the number of sandwiches and charge the price list price for each additional sandwich.	<input type="checkbox"/> Add another line item for sandwiches with the default price. <input type="checkbox"/> Increase the quantity of sandwiches in the line item. <input type="checkbox"/> Add another line item for sandwiches and override the price. <input checked="" type="checkbox"/> Add another line item for sandwiches with the default price. <input checked="" type="checkbox"/> Delete the sandwich line item from the bundle and add a new line item for all the sandwiches with the default price.

Reference:

Increase the Number of Sodas at No Additional Charge: Increase the quantity of sodas in the line item To add sodas without impacting the price, sales staff can simply increase the quantity of sodas in the line item. This approach allows flexibility within the bundle without altering the overall bundle cost, which remains fixed.

Increase the Number of Sandwiches and Charge the Price List Price for Each Additional Sandwich: Add another line item for

sandwiches with the default price To charge extra for additional sandwiches, the staff should add another line item for sandwiches. This line item would use the default price from the price list, ensuring that any additional sandwiches beyond the initial bundle are charged accordingly.

This allows the base bundle to remain consistent while additional items are billed separately based on the standard price list.

By following these guidelines, the sales staff can effectively manage the product bundle within opportunities, maintaining pricing consistency while allowing flexibility for additional items as required by the client.

NEW QUESTION # 75

You need to update the role configuration for the digital sales team to enable the capability requested. What two actions should you perform? Each correct answer presents part of the solution. Choose two. NOTE: Each correct selection is worth one point.

- A. Grant View Audit Partitions permissions to the Digital seller security role.
- B. Grant View Audit Summary permissions to the Digital seller security role.
- C. Assign the Sales Copilot user role to the members of the digital sales team.
- D. Grant View Audit History permissions to the Digital seller security role.

Answer: C,D

Explanation:

To enable the digital sales team's request to use Copilot for summarizing changes to lead records, you need to ensure that they have the necessary permissions and access to the required features. Here's how to proceed:

Assign the Sales Copilot User Role:

Dynamics 365 Copilot in Sales is a feature that assists users by providing insights and summaries based on data within the system. To allow the digital sales team to access and utilize Copilot's capabilities, they must have the Sales Copilot user role assigned. This role enables users to interact with Copilot and benefit from its AI-driven functionalities such as summarizing changes and insights in records.

Microsoft Documentation Reference: Dynamics 365 Sales Copilot Setup

Grant View Audit History Permissions:

The View Audit History permission is essential for team members to access audit logs, which is necessary for reviewing and summarizing changes made to lead records.

Enabling this permission will allow the digital sales team to view a history of modifications in lead records, thus allowing them to generate summaries based on this audit trail.

The View Audit Summary permission specifically lets them see summaries of audit data, which complements Copilot's functionality by allowing Copilot to access detailed change history for summarization.

Microsoft Documentation Reference: Security Roles and Privileges

By implementing these two actions, the digital sales team will have both the necessary access to Copilot features and the required permissions to audit lead record changes, enabling them to leverage Copilot for summarizing changes to leads effectively.

Topic 1, Contoso Ltd.

Background information

Contoso Ltd. has started a new division that provides janitorial services to businesses.

The sales teams for this division are using a dedicated instance of Dynamics 365 Sales.

Contoso Ltd.'s sellers are becoming accustomed to Copilot in Sales and Sales Insights features. They have identified several desired enhancements.

System configuration

The base currency for all opportunities in the system is US dollars (USD). The administrator has NOT enabled installed premium Sales Insights features. All users have Premium licenses. Contoso Ltd. uses Exchange Online for email.

Only three default insights cards are turned on:

1. Close date coming soon

2. Meeting today

3. Upcoming meeting

The system administrator has set the following days before notifying me value for the Close date coming soon card to 21 days.

Contoso Ltd. has also just set up Dynamics 365 Customer Insights - Journeys for marketing automation. No segments or customer journeys have been defined yet. Dynamics 365 Sales and Customer Insights - Journeys both share the same instance of Microsoft Dataverse.

Copilot in Dynamics 365 Sales settings

The following screenshots show the configured fields for opportunity settings summaries and recent changes in Copilot.

Opportunity settings

Help sellers stay ahead with summaries of key info and recent changes. You can choose which fields will be shown in summaries or checked for recent changes. [Learn more](#)

Summary Recent changes

Record Type	Field
Opportunity (4)	Est. revenue
	Customer Need
	Proposed Solution
	Est. close date
Account (Account) (2)	Annual Revenue
	Primary Contact
Contact (Contact) (1)	Job Title
Opportunity Product (Opportunity) (1)	Product name
Competitor (2)	Strength
	Name

Opportunity settings

Help sellers stay ahead with summaries of key info and recent changes. You can choose which fields will be shown in summaries or checked for recent changes. [Learn more](#)

Summary Recent changes

Record Type	Field	
Opportunity (4)	Est. revenue	<input checked="" type="checkbox"/>
	Customer Need	<input checked="" type="checkbox"/>
	Proposed Solution	<input checked="" type="checkbox"/>
	Est. close date	<input checked="" type="checkbox"/>
Account (Account) (2)	Annual Revenue	<input checked="" type="checkbox"/>
	Primary Contact	<input checked="" type="checkbox"/>
Contact (Contact) (1)	Job Title	<input checked="" type="checkbox"/>
Opportunity Product (Opportunity) (1)	Product name	<input checked="" type="checkbox"/>
Competitor (2)	Strength	<input checked="" type="checkbox"/>
	Name	<input checked="" type="checkbox"/>



Business development managers

Contoso Ltd. has 30 business development managers (BDMs) across its sales teams. Each BDM is responsible for selling janitorial services to new and existing clients. All BDMs are assigned the sales manager security role in Dynamics 365 Sales.

Any BDM can own an opportunity, even if a different BDM owns the client account record. Any other BDMs assigned to work on the opportunity will be included in the opportunity record's sales team. Opportunity records owned by a BDM will never include any additional client stakeholders other than the named contact for the opportunity.

The BDMS have been told to document all client communications in Dynamics 365, but they frequently exchange emails with client contacts through Microsoft Exchange WITHOUT tracking them in Dynamics 365.

Digital sales team

Contoso Ltd. has a digital sales team that comprises 10 junior sales resources who focus on lead qualification and conversion to opportunities. Members of this team are assigned a single custom security role named Digital seller that is a copy of the standard Salesperson role. View audit history and view audit summary permissions are disabled.

The team currently receives leads from an online form on Contoso Ltd.'s website. Many online lead submissions end up being duplicates, and the team manually reconciles the duplicates by comparing last name, email address, and phone number for all submitted leads.

Clients

Contoso Ltd. has a digital sales team that comprises 10 junior sales resources who focus on lead qualification and conversion to opportunities. Members of this team are assigned a single custom security role named Digital seller that is a copy of the standard Salesperson role. View audit history and view audit summary permissions are disabled.

The team currently receives leads from an online form on Contoso Ltd.'s website. Many online lead submissions end up being duplicates, and the team manually reconciles the duplicates by comparing last name, email address, and phone number for all submitted leads.

Client tiers

Clients are grouped into tiers based on annual revenue as calculated in a system outside Dynamics 365 Sales. Clients receive different levels of ongoing service and support based on their tier assignment. Annual revenue values for accounts and corresponding tier values are written to Dynamics 365 through a nightly batch process. Client tier values are only updated when they change, and tier value will always be blank for accounts with no calculated annual revenue.

The tier structure is:

- * Tier A - annual revenue greater than or equal to \$10,000,000 USD
- * Tier B - annual revenue greater than \$5,000,000 USD and less than \$10,000,000 USD
- * Tier C - annual revenue greater than \$0 USD and less than or equal to \$5,000,000 USD The tier label is stored in a custom text field named Client tier(contoso_dientie) that contains only a single letter or is blank.

Northwind Traders account

There are three BDMS who frequently work together on large opportunities.

- * BDM1 is the account owner for Northwind Traders, a multinational client.
- o BDM1 owns all Northwind Traders opportunities with estimated revenue greater than or equal to 51,000,000.
- * BDM2 and BDM3 are assisting BDM1 with several opportunities for Northwind Traders in different cities.
- o BDM3 owns all other Northwind Traders opportunities. BDM3 is NOT a sales team member for any of the opportunities BDM1 owns, o BDM2 is a sales team member for all Northwind Traders opportunities.

Client Contact1 is the primary contact for the Northwind Traders' account. There are two other client contacts with whom the Northwind account team regularly engages - Client Contacts and Client Contact3.

BDM1 and the Northwind Traders account

BDM1 has been on vacation for two weeks. During vacation, BDM1 did NOT log into Dynamics 365, and BDM2 made the following updates to several open Northwind Traders opportunities.

Updated field	Opportunities	When the updates were made
Estimated close date	New York City office, London office, Toronto office	Two days before BDM1's return
Forecast category	Mexico City office	Five days before BDM1's return
Proposed solution	Seattle office	Nine days before BDM1's return

BDM2 also scheduled an internal meeting with BDM1 for the day they return to discuss a request from the primary contact for the account. The meeting has the 'London office' opportunity as its regarding value.

Desired enhancements

The global sales lead requests the following enhancements:

1. A "Welcome" email should be sent to the primary contact (or an account when the account first enters any client tier. This email should only be sent to the primary contact once.
2. Account owners should receive immediate notifications in the assistant in Dynamics 365 Sales when accounts change tiers. The notifications should include the account name and current tier.
3. A "Getting started" email should be sent to the main contact associated with an opportunity when the opportunity status is set to "Won."
 1. The email should include a link to a custom onboarding form where the contact can supply information required to start the janitorial services for a given location.
 2. If the contact does NOT click any links in the email, a follow-up email should be sent
 4. All emails between BDMS and client contacts should be available for relationship analytics KPIs. Emails sent by other users outside of Dynamics 365 should NOT be included in the KPIs.

The digital sales team lead requests the following enhancements:

1. The ability for team members to use Copilot to summarize changes to lead records.
2. Replace the current online form used by their team to capture new leads. The new form should automatically handle duplicates

using the rules the team currently applies manually.

NEW QUESTION # 76

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

A company's IT department has a .CSV file stored on one of their Shared Documents folders within their Microsoft SharePoint sites. The data from the .CSV file is ingested into Dynamics 365 Customer Insights - Data.

The file contains a row header and columns of different types, such as quantities and prices. The file also contains some rows with a high proportion of nulls.

You need to clean and transform the data in Customer Insights - Data to be ready for unification.

Solution: Transform the first row to be used as headers, and remove any special characters or spaces from header row. Remove rows with missing primary keys and name the query. Select Next and your data is now ready for unification.

Does this meet the goal?

- A. Yes
- **B. NO**

Answer: B

Explanation:

Correct:

* Transform the first row to be used as headers. Define column types to be the appropriate field types and name the query. Create a full name and full address columns by merging the appropriate columns if they exist. Select Next and your data is now ready for unification.

The proposed solution effectively prepares the data for unification in Dynamics 365 Customer Insights - Data. Here's how each step contributes to meeting the goal:

Transform the first row to be used as headers: This step is necessary to define the column names, which is critical for accurate data interpretation.

Define column types to be the appropriate field types: Specifying the correct data types for each column ensures that the data will be processed correctly during unification, maintaining data integrity.

Create a full name and full address columns by merging the appropriate columns if they exist: This step enhances the dataset by consolidating relevant information into single columns, which can simplify data usage and improve data quality. Merging columns helps ensure that users can easily access essential information without navigating through multiple fields.

Select Next: This indicates that the data transformation steps are completed and the dataset is ready for the unification process.

Incorrect:

* Define column types to be appropriate field types and name the query. Create a full name and full address columns by merging the appropriate columns, if they exist. Select Next and your data is now ready for unification.

Does not address the problem with null values.

* Remove any rows where the primary key is missing, delete any leading or trailing zeros on the primary key, and name the query.

Select Next and your data is now ready for unification.

Problem not related to the primary key.

* Transform the first row to be used as headers, and remove any special characters or spaces from header row. Remove rows with missing primary keys and name the query. Select Next and your data is now ready for unification.

Does not address the problem with null values.

* Transform the first row to be used as headers, define column types to be the appropriate field types and name the query. Select Next and your data is now ready for unification.

Solution removes all rows with null values, which can lead to significant data loss, especially if those rows contain important information.

It may compromise data quality by eliminating rows, which can impact analysis and insights.

* Transform the first row to be used as headers, remove rows that contain null values, and name the query. Select Next and your data is now ready for unification.

While the solution includes transforming the first row to be used as headers and naming the query, the step of removing rows that contain null values is problematic.

Removing all rows with null values can lead to significant data loss, particularly if those rows contain relevant information.

NEW QUESTION # 77

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

A company's IT department has a .CSV file stored on one of their Shared Documents folders within their Microsoft SharePoint sites. The data from the .CSV file is ingested into Dynamics 365 Customer Insights - Data.

The file contains a row header and columns of different types, such as quantities and prices. The file also contains some rows with a high proportion of nulls.

You need to clean and transform the data in Customer Insights - Data to be ready for unification.

Solution: Transform the first row to be used as headers. Define column types to be the appropriate field types and name the query. Create a full name and full address columns by merging the appropriate columns if they exist. Select Next and your data is now ready for unification.

Does this meet the goal?

- A. No
- B. Yes

Answer: B

Explanation:

The proposed solution effectively prepares the data for unification in Dynamics 365 Customer Insights - Data. Here's how each step contributes to meeting the goal:

Transform the first row to be used as headers: This step is necessary to define the column names, which is critical for accurate data interpretation.

Define column types to be the appropriate field types: Specifying the correct data types for each column ensures that the data will be processed correctly during unification, maintaining data integrity.

Create a full name and full address columns by merging the appropriate columns if they exist:

This step enhances the dataset by consolidating relevant information into single columns, which can simplify data usage and improve data quality. Merging columns helps ensure that users can easily access essential information without navigating through multiple fields.

Select Next: This indicates that the data transformation steps are completed and the dataset is ready for the unification process.

NEW QUESTION # 78

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