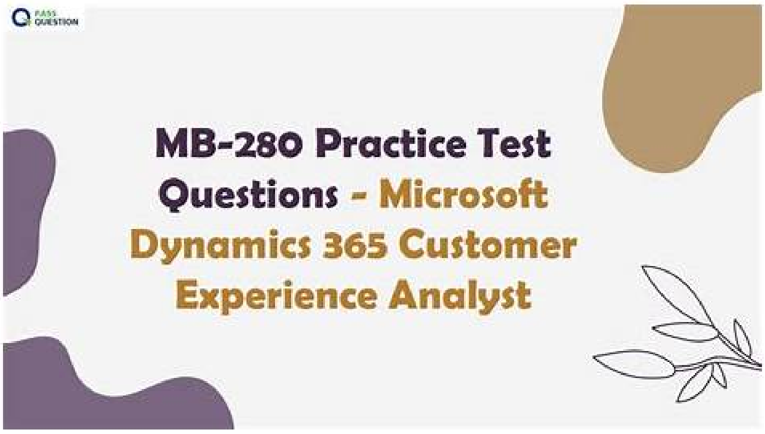
100% Pass Quiz 2025 Microsoft MB-280: Microsoft Dynamics 365 Customer Experience Analyst Perfect Examcollection Questions Answers



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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	• Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.
Topic 2	• 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.
Topic 3	• Implement Security and Customizations in Dynamics 365 Sales: This section addresses the implementation of security measures and customization options within Dynamics 365 Sales for Dynamics 365 Sales Professionals.
Topic 4	• Implement Dynamics 365 Sales: This section focuses on the essential processes for setting up and managing Dynamics 365 Sales effectively for Dynamics 365 Sales Professionals.
Topic 5	• Implement the Dynamics 365 App for Outlook: This section emphasizes the integration of Dynamics 365 with Outlook to enhance productivity and streamline sales processes for Dynamics 365 Sales Professionals.

>> Examcollection MB-280 Questions Answers <<

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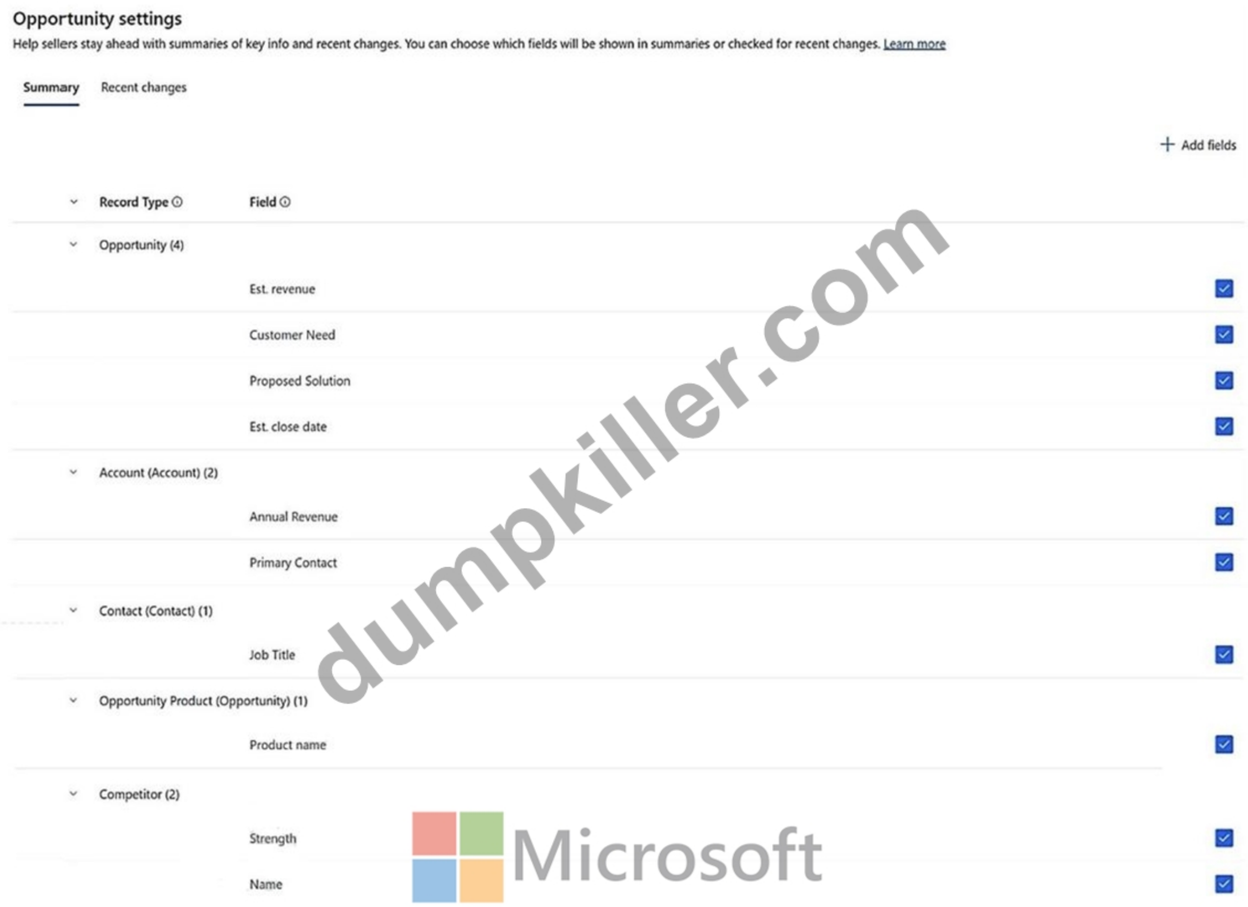
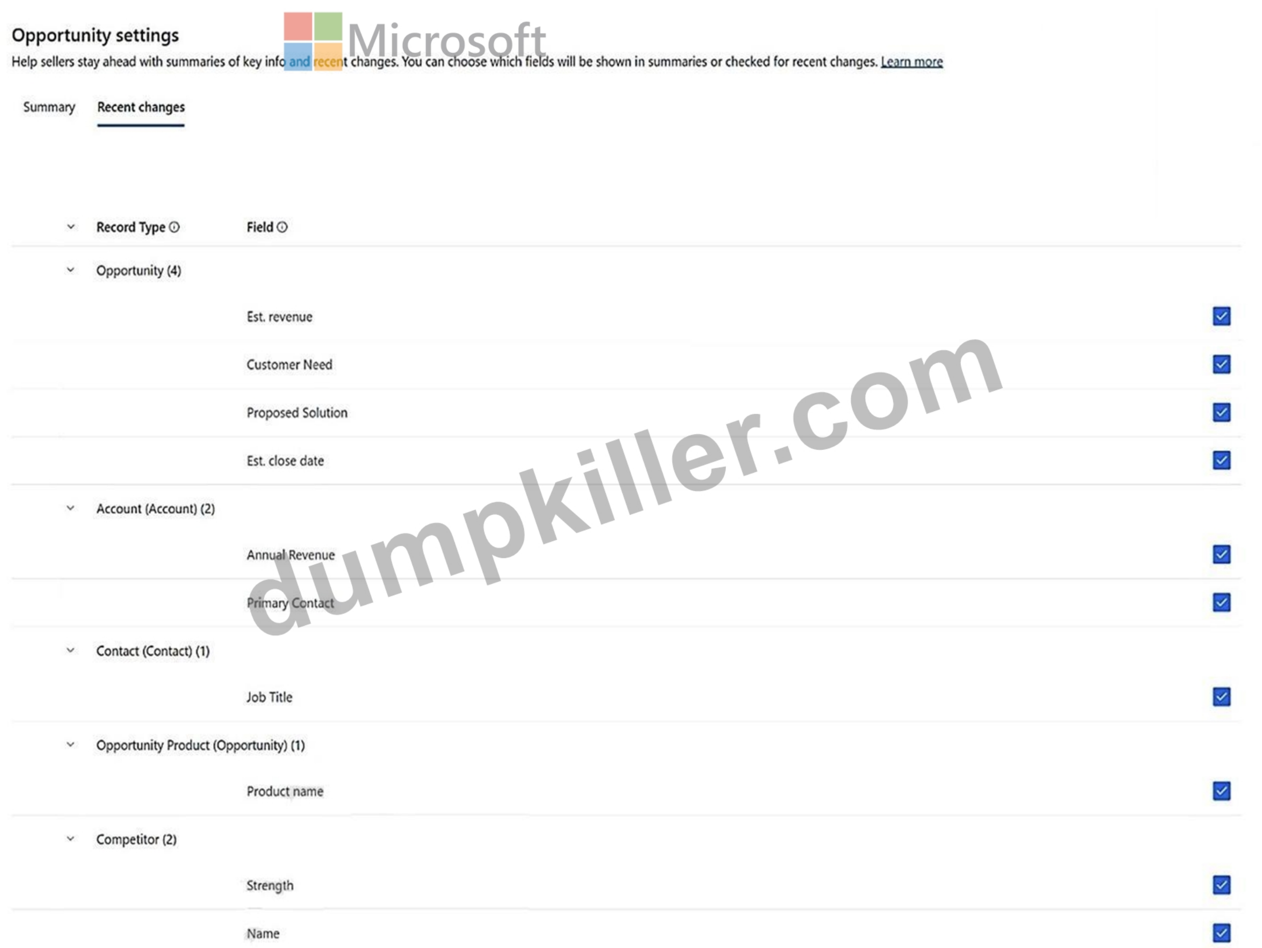
Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q120-Q125):

NEW QUESTION # 120
Case Study 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.





Contoso Ltd. Personnel

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

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_clienttier) 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.

- BDM1 owns all Northwind Traders opportunities with estimated revenue greater than or equal to $1,000,000. BMD2 and BDM3 are assisting BDM1 with several opportunities for Northwind Traders in different cities.
- BDM3 owns all other Northwind Traders opportunities. BDM3 is NOT a sales team member for any of the opportunities BDM1 owns.
- 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 Contact2 and Client Contact3.

BDM1 and 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

BMD2 also scheduled an internal meeting with BMD1 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 for 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.

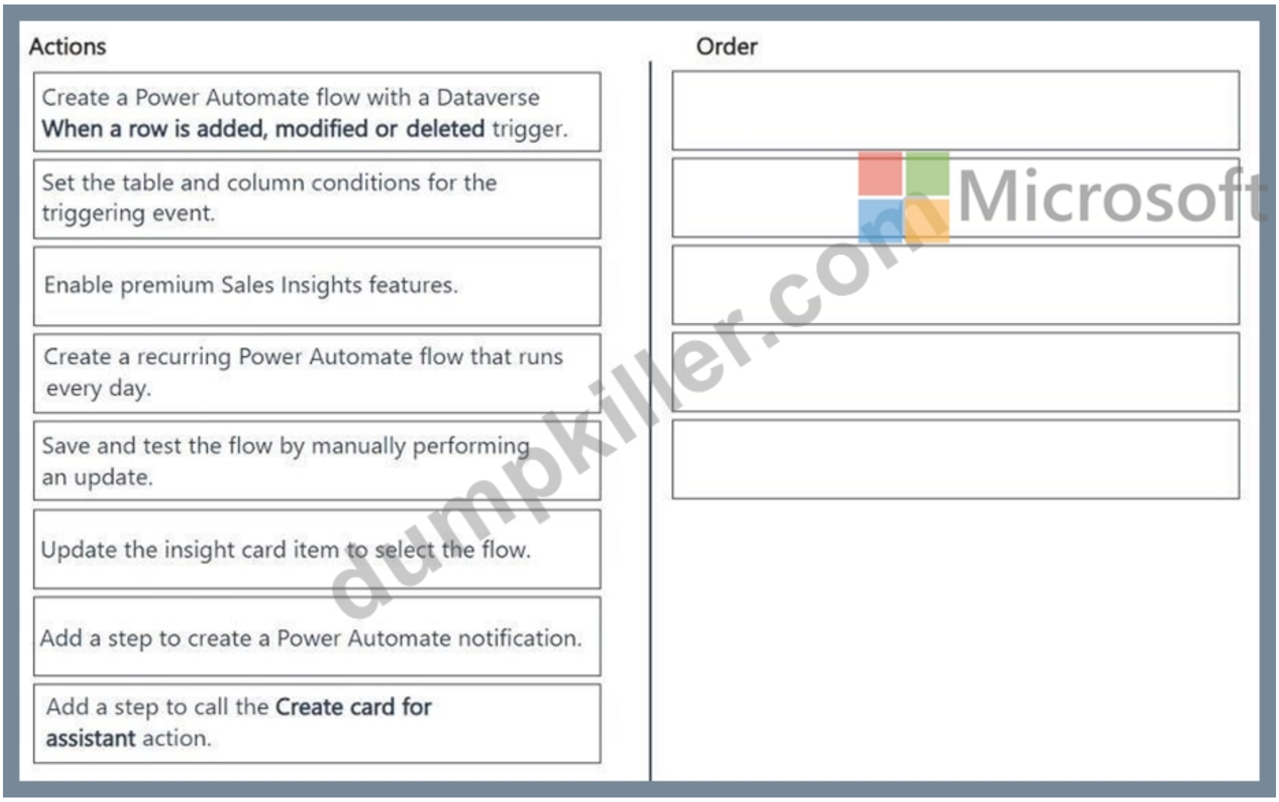
The digital sales team lead requests the following enhancements:

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.

Drag and Drop Question

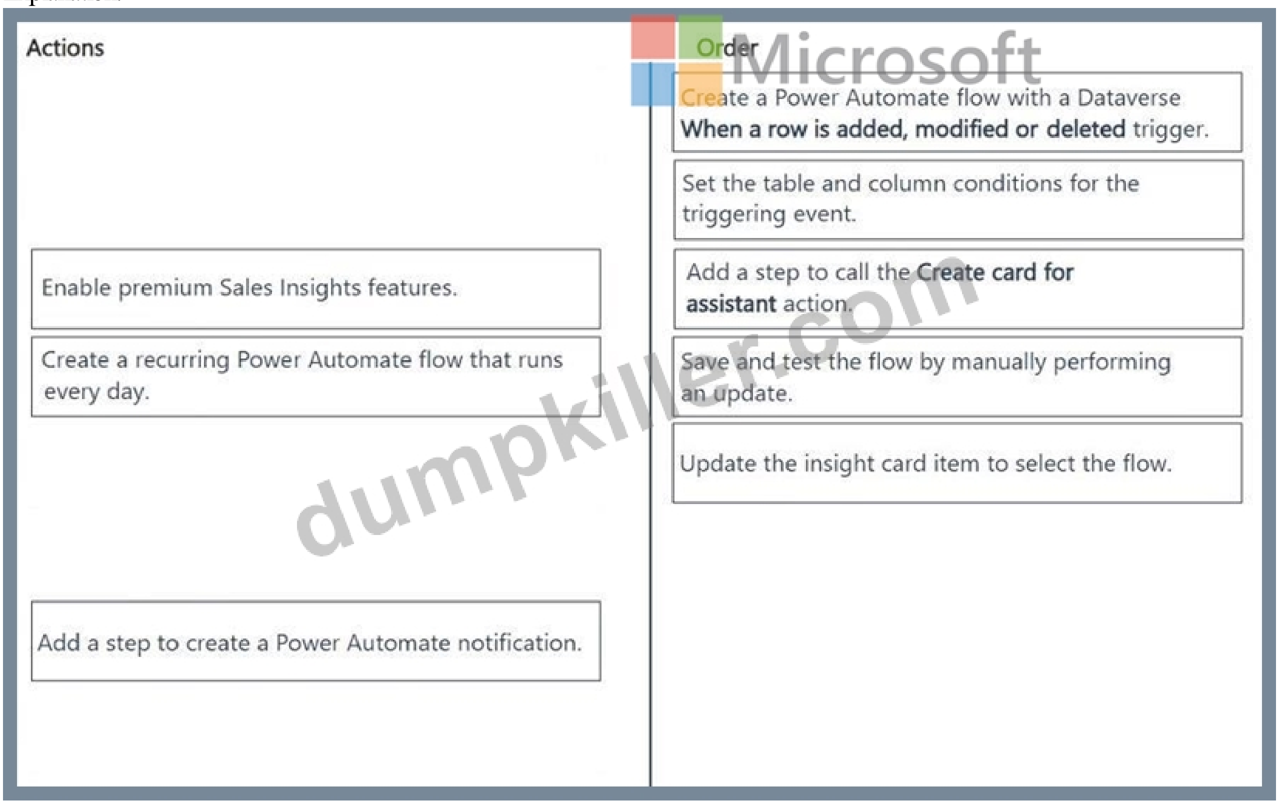
You need to create a custom insight card to display tier change notifications per the global sales lead's request.

Which five actions should you perform in sequence? To answer, move the five appropriate actions from the list of actions to the answer area. Arrange the five actions in the correct order.



Answer:

Explanation:



Explanation:
1. Create a Power Automate flow with a Dataverse "When a row is added, modified or deleted" trigger.
This ensures that the flow is triggered when an account's client tier changes.
2. Set the table and column conditions for the triggering event.
The trigger should monitor changes to the contoso_clienttier field in the Accounts table.
3. Add a step to call the "Create card for assistant" action.
This step ensures that a custom insight card is created for the assistant in Dynamics 365 Sales.
4. Save and test the flow by manually performing an update.

This verifies that the Power Automate flow is correctly detecting tier changes and triggering the insight card.
5. Update the insight card item to select the flow.
This ensures that the newly created insight card is linked to the correct Power Automate flow.

NEW QUESTION # 121
You have added the timeline control to the Pet main form, then saved and published your changes. You need to configure the timeline to display related Pet activities as required by Terra Flor a. Which two actions should you perform? Each correct answer presents a complete solution. Choose two, NOTE: Each correct selection is worth one point.

- A. In the Activity area of the timeline settings, remove all activity types, except for Task. Email and Phone Call.
- B. In the Record types of the timeline settings, uncheck the Notes option.
- C. In the Notes area of the timeline settings, uncheck the Remove notes title when authoring option.
- D. In the Record types of the timeline settings, uncheck the Posts option.
- E. In the Record types of the timeline settings, uncheck the Activities option.

Answer: A,D

Explanation:
The timeline control in Dynamics 365 allows users to view and interact with activities, notes, and posts associated with a record. To meet Terra Flora's requirements for displaying specific activities, you need to customize the timeline to show only certain activity types.
Removing All Other Activity Types Except Task, Email, and Phone Call (Option B):
According to Terra Flora's requirements, only Tasks, Emails, and Phone Calls should appear in the timeline for Pet records.
Therefore, removing all other activity types ensures that only the relevant activities are shown. This customization is achieved in the timeline settings by unchecking unnecessary activity types.
Unchecking the Posts Option (Option C):
Since Terra Flora specified that posts should not appear on the timeline, you should uncheck the Posts option under the Record types settings in the timeline configuration. This action removes posts from the view, aligning with Terra Flora's requirement to exclude posts from the Pet records timeline.
Other Options
Unchecking Notes (Option A) would prevent users from adding or viewing notes, which Terra Flora requires.
Unchecking the Activities Option (Option D) would disable all activities on the timeline, which does not meet Terra Flora's needs as they require Task, Email, and Phone Call activities.
Option E deals with the display format of notes but does not restrict their visibility, which does not align with the requirement to exclude posts specifically.
Reference from Microsoft Documentation:
For configuring and customizing the timeline control, refer to Customize a timeline control in Dynamics 365 documentation for detailed steps on modifying timeline settings and activity visibility.

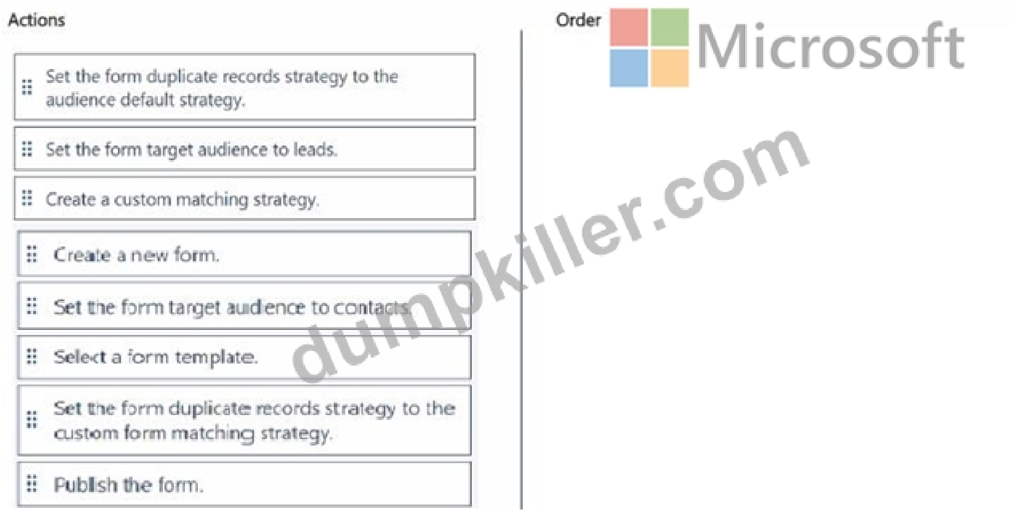
NEW QUESTION # 122
Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.
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

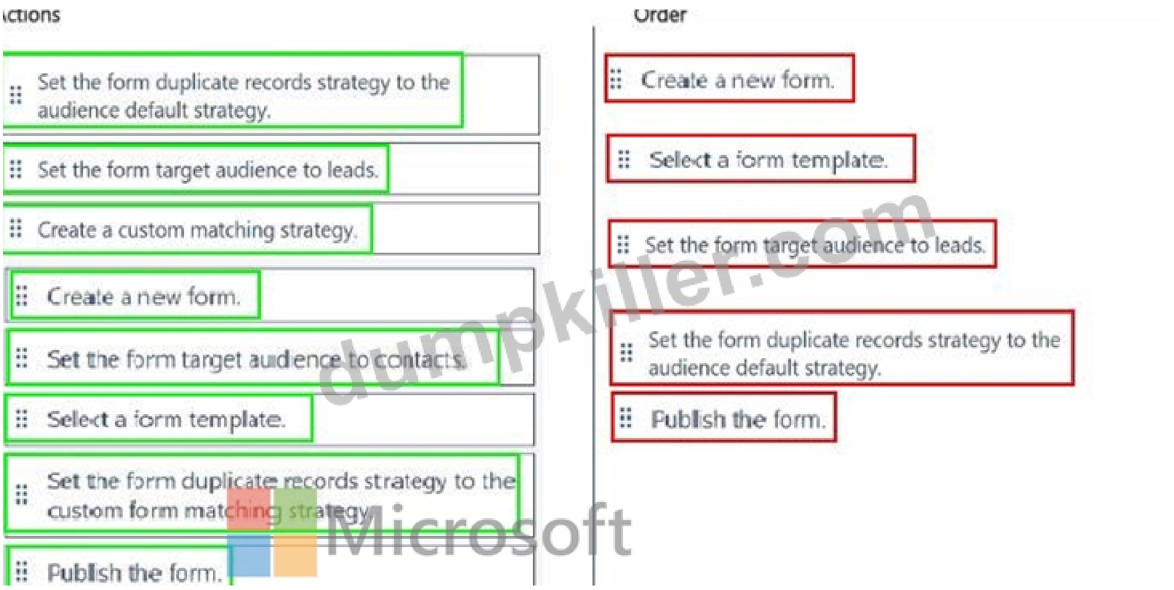
Explanation:
Correct:
* Transform the first row to be used as headers. Define column types to be the appropriate field types and name the query. Create a full name and full address columns by merging the appropriate columns if they exist. Select Next and your data is now ready for unification.
The proposed 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 # 123
You need to configure a new Customer Insights - Journeys form to satisfy the digital sales team lead's request.
Which five required actions should you perform in sequence? To answer, move the five appropriate actions from the list of actions to the answer are a. Arrange the five actions in the correct order.



Answer:

Explanation:



NEW QUESTION # 124

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.

You recently implemented Dynamics 365 Sales within your organization's sales team. Based on the initial evaluation, adoption is limited as most sales users prefer to work from Microsoft Outlook.

You decide to enable the Dynamics 365 App for Outlook.

You need to perform the various actions required. Each correct action is part of the solution but does NOT solve the problem completely.

Solution: From the email settings in the Advanced settings, you migrate email router data from server-side synchronization to Dynamics 365 app for Outlook.

Does this meet the goal?

- A. No
- B. Yes

Answer: B

Explanation:
Correct:
* : From the email settings in the Advanced settings, you migrate email router data from server- side synchronization to Dynamics 365 app for Outlook.
[See step 1 below. Use Server-side synchronization]
* You test the email configuration and enable the mailboxes for the Dynamics 365 App for Outlook designated users. [Yes, see step 2 below] Incorrect:
* Within the system settings and email configuration, you set Process Email Using to Dynamics 365 for Outlook. [No, set this to Server-side synchronization. See step 1 below] Note:
Deploy and install Dynamics 365 App for Outlook
Step 1: Set the default synchronization method
To use Dynamics 365 App for Outlook, you need to set server-side synchronization for your email processing.
1. From your app, go to Settings > Advanced Settings.
2. Go Settings > Administration and then select System Settings.
3. Select the Email tab, and set Process Email Using to Server-Side Synchronization.
Step 2: Test email configuration and enable mailboxes
Enable and test your user mailboxes so they can use Dynamics 365 App for Outlook.

NEW QUESTION # 125

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