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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> • 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 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"> • 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.
Topic 4	<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.
Topic 5	<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.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q93-Q98):

NEW QUESTION # 93

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

Answer: C,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 # 94

Hotspot Question

A bakery uses Dynamics 365 Sales. All loaves of bread sold at the bakery are priced the same.

Special bread flavors are developed regularly.

You need to add a new flavor to the product catalog.

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

NOTE: Each correct selection is worth one point.

Answer:

Explanation:

Explanation:

Add a new flavor: Create a price list item

This action allows you to define the price for the new flavor within the product catalog.

Change an order: Select the new bread flavor in the opportunity product. This action directly addresses changing the opportunity to include the new flavor.

NEW QUESTION # 95

A company deploys Dynamics 365 Sales.

You are deploying Dynamics 365 App for Outlook to all users in the environment. You complete the following steps of the deployment:

- Assign all users the required security privileges.
- Enable and test all mailboxes.

Users report that the app is NOT visible within their Outlook client.

You need to make Dynamics 365 App for Outlook available to all users.

Which two actions should you perform? Each correct answer presents a complete solution. (Choose two.) NOTE: Each correct selection is worth one point.

- A. Provide the app URL to the users.
- B. Share the app with all users.
- C. Assign the Dynamics 365 App for Outlook User security role to all users.
- D. Instruct users to install the app.
- E. Add the app for all users.

Answer: D,E

Explanation:

Deploy and install Dynamics 365 App for Outlook

Step 1: Set the default synchronization method [Assume done]

Step 2: Test email configuration and enable mailboxes [Done]

Step 3: Provide security role access [Done]

The security role Dynamics 365 App for Outlook User is available from build 9.1.0.4206 or later. If a user doesn't have this security role or its underlying privileges, they'll receive the following error: You haven't been authorized to use this app. Check with your system administrator to update your settings. You must add users to this role so they can use Dynamics 365 App for Outlook. This will ensure that the users have the basic privileges needed to access App for Outlook.

Step 4: Install App for Outlook

Follow these steps to push Dynamics 365 App for Outlook to selected users, all users, or have users install it themselves as needed.

Step 4.1: Push the app to your users

1. To push the app to your users, from your app, go to Settings > Advanced Settings.
2. Go Settings > Dynamics 365 App for Outlook.
3. The Getting Started with Microsoft Dynamics 365 App for Outlook page lists all eligible users that can use App for Outlook. You have several different options on how you can deploy the app to your users.
4. Etc.

Or

Step 4.2: Have users install App for Outlook themselves

1. From your app, go to Settings > Advanced Settings.
2. Select the Settings button Settings button, again and then select Apps for Dynamics 365 apps.
3. In the Apps for Dynamics 365 apps screen, under Dynamics 365 App for Outlook, users select Add app to Outlook.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/outlook-app/deploy-dynamics-365-app-for-outlook>

NEW QUESTION # 96

You are the Dynamics 365 administrator at an organization that uses both Dynamics 365 Customer Insights - Journeys and Dynamics 365 Sales.

You have configured Customer Insights - Journeys to create leads from web form submissions. You also allow your sales users to create leads using the user interface.

Your organization has recently hosted an event at a conference.

* You have a Customer Insights - Journeys web form to capture leads immediately at the conference.

* You expect sales users to enter lead information for prospects they meet at the event in the week after the conference.

You need to keep your data clean while also capturing all the valid leads from the event. What should you do?

- A. Go to the classic editor and remove Create permissions from the security group for sales users.
- B. Go to The settings area in Customer Insights - Journeys and ensure the default form matching strategy is selected.
- **C. Go to business management settings and enable duplicate detection on leads based on email.**
- D. Go to the form in Customer Insights - Journeys and update the form so that it can either create new leads or update existing leads.

Answer: C

Explanation:

Requirement Analysis:

The organization is collecting lead data from two sources: a web form created in Customer Insights - Journeys and manual entries by sales users. This setup could lead to duplicate entries if a lead is submitted through the web form and then entered manually by a sales user afterward.

To ensure data integrity and avoid duplication, it is essential to implement a mechanism that identifies and manages duplicates automatically.

Solution - Enabling Duplicate Detection:

In Dynamics 365, duplicate detection can be configured to alert users or prevent the creation of records that already exist based on certain criteria (such as email).

By enabling duplicate detection based on email addresses, the system will compare incoming lead data with existing records and prompt users if a duplicate is identified. This feature will ensure that leads collected from different sources are not duplicated unnecessarily.

Steps to Enable Duplicate Detection for Leads Based on Email:

Navigate to Settings > Data Management > Duplicate Detection Rules in Dynamics 365.

Create a new Duplicate Detection Rule for the Lead entity. Specify that the system should check for duplicate records based on the email field.

Publish the rule and ensure it is activated.

After activation, this rule will prompt users whenever a duplicate email is detected, either from the Customer Insights - Journeys web form or manual entry by sales users.

Reference:

Benefits of Using Duplicate Detection:

This approach does not restrict users from creating leads but ensures that duplicate entries are flagged, allowing users to review and decide whether to proceed.

It maintains data cleanliness by preventing unnecessary duplicates while ensuring all valid leads are captured from different sources.

By implementing this solution, the organization can effectively manage potential duplicate leads, keeping the data clean and accurate across both Customer Insights - Journeys and Dynamics 365 Sales.

NEW QUESTION # 97

A company uses Dynamics 365 Sales. You have administrator privileges.

The sales manager plans to require the sales team to track emails from Microsoft Outlook.

You need to direct users to where they can deploy their own App for Outlook instance.

To where should you direct them?

- A. Advanced settings
- B. Email settings
- C. Microsoft AppSource
- **D. Dynamics 365 App for Outlook area**

Answer: D

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