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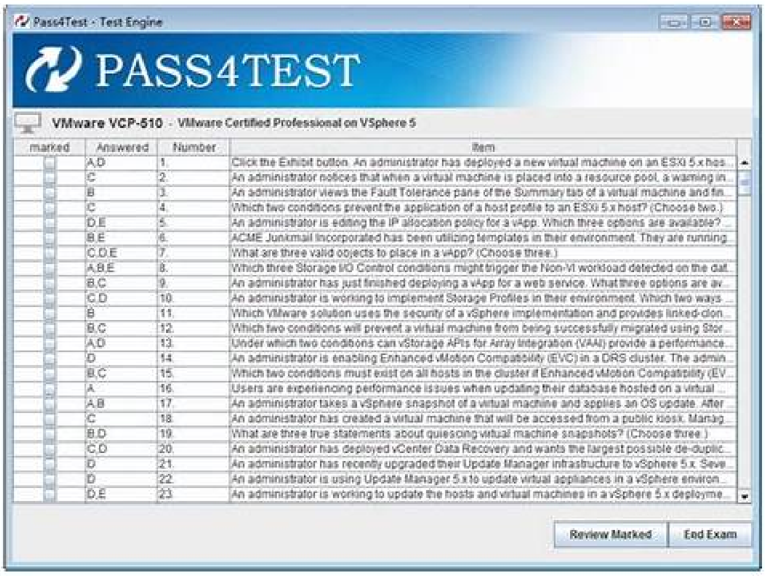

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New MB-280 Download Fee 100% Pass | Valid Valid MB-280 Test Materials: Microsoft Dynamics 365 Customer Experience Analyst

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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.
Topic 4	• 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.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q69-Q74):

NEW QUESTION # 69
Case Study 2 - Terra Flora
Background information
Terra Flora, Incorporated is a boutique pet hotel that has been in business for six (6) months. The hotel guests include both dogs and cats.
The founder created the Dynamics 365 Sales Professional environment to grow their network and pipeline. They started out using out-of-the-box capabilities only and using the Sales Professional app only. Only one environment (production) is in use.
The pet hotel is gaining in popularity and the number of bookings is growing. The founder has shifted their focus to customizing their environment to record the information they need to delight their customers by tailoring the experience to their unique pets.
Terra Flora has recently hired a part-time carer for the resident pets. The carer has been granted the Salesperson security role to allow them to record new leads and update customer information.
You are a Dynamics 365 Customer Experience consultant who has been hired to assist Terra Flora with their customizations, resolve issues, and advise on best designs to meet their requirements.
Configurations
Overall configurations
To better understand their four-legged customers, Terra Flora has created a custom Pet table, which is user-owned and related 1-n with the Contact table, which represents the pets' primary owner.
The Pet table has been added to the Sales Professional app sitemap. The table has the following columns, each created WITHOUT making any changes to the advanced options.
A pet sub-grid has been added to the Contact main form, using the Active Pets view.
Additionally, Read, Write, and Update, Append, Append To, and Assign access to the Pet table has been added to the Salesperson security role.
"Onboard new pet" business process flow
The founder is creating a business process flow named Onboard new pet to ensure that appropriate information is recorded for all new pets, starting with ensuring the correct litter choices are selected for cats who will be staying at Terra Flora.
When the Onboard new pet business process flow is done, the founder wants to have access to a view that will display all active pets including the and Type columns, as well as the current stage on the Onboard new pet business process flow.
Name
Pet table icon
A custom image .svg file has been created for the Pet table.
Terra Flora wants to ensure this image is displayed alongside the pet page within the app.
Related Pet table activities
Terra Flora wants carers to be able to see their pets' activity history, as well as add new activities related to their pets. They want the following information to appear on their pets' timeline:
- Tasks carers completed or should do.
- E-mails exchanged with pet's owner (customer).
- A record of phone calls.
Other types of activities should NOT appear to users on the Pets forms.
The founder edited the Pet table advanced setting to enable associating Pet records with activities. The founder also added Pet table to the app sitemap that is being used.
Attachments are enabled for the Pet table, including notes and files. But users should NOT see posts in the pet's activity timeline.
Post configuration is NOT enabled for the Pet table.
Logs
Auditing, log access, and read logs have been enabled in the production environment.
Auditing has started on the Terra Flora environment and has been enabled for common entities.
Marketing
Breed galas
To celebrate their upcoming first year in operation, the founder is planning a series of breed galas. The series begins with a Corgi dog

breed meet-up gala.
The breed of an owner's pet may be mentioned in many places within the system, including:
1. Emails (subject or body).
2. Notes (including Word documents exports of PDFs uploaded as attachments).
3. Single or multiple lines of text columns on any standard table (including lead, contact and opportunity at minimum).
4. On the Pet table in either the Description or in the Breed columns.
Additionally, the breed may be referenced in several ways including singular, multiple, shorthand (for example: corgi, corgis, or corgs), and may have been misspelled.
Corgi meet-up gala
The carer needs to be assigned ownership of several Contact records (representing customers that own Corgis) that live nearby so that event flyers can be delivered personally. When the carer is delivering flyers, they need to quickly check the owner and related pet information on their phone.
When the Contact records are assigned to carer, any pets that are related to these contacts via the primary owner relationship should also be assigned to the carer.
The founder has created a business process flow on the Pet table named Corgi meet-up to allow Corgis to be registered as attending the gala. This business process flow is second in the default order on the Pet table. If the carer has a conversation with the owners, the carer is required to add notes to the timeline and complete the first stage of the business process flow.
Issues
Duplicate records
Before the creation of the Pet table, information regarding pets was either added to the owner's Contact record in the form of notes or created as records themselves.
Contact
These Contact records used the name of the pet in the Last Name column and the owner's address in the first set of Address columns.
When these pet Contact records are identified, they are deactivated.
No duplicate detection rules have been published and duplicate pet records are currently present across both the Contact and Pet tables.
Auditing
When a pet's dietary requirements or a Contact's email address is updated, Terra Flora requires the following information to be logged:
1. The user who made the change.
2. The current and previous values of the columns.
3. The time and date of the changes.
Terra Flora also needs to track any exports of records to Microsoft Excel within the compliance center.
Relationship behavior
Recently, a pet owner informed Terra Flora that their pet cat has been rehomed.
After receiving this information, the carer deleted the owner's Contact record from the system, which in turn deleted the Pet record. Shortly after, the new pet owner contacted Terra Flora to book their cat for a stay and was frustrated that Terra Flora had NOT retained a record of their cat's dietary requirements or any of the previous carer notes about the cat.
In such situations, Terra Flora now requires that the owner's Contact record should NOT be allowed to be deleted if any Pet records are related to it via the primary owner look-up column.
Users should be required to update the look-up column to new owner's Contact record or remove the current value first before they can delete the Pet record. If the new owner's Contact record is selected on a pet, any active bookings against the pet should also be updated to the new owner, but previous inactive bookings should NOT be updated.
Business process flows and the Corgi meet-up gala
The founder has recently made an update to the Onboard new pet business flow but now CANNOT activate it.
For the Corgi gala, the founder has asked the carer for help in:
1. completing the registrations that the founder started, and
2. registering more Corgis for the upcoming gala.
When the carer creates new pet records, the carer is UNABLE to see the Corgi meet-up business process flow.
Currently, when the carer checks the owner's record on their phone, the related pet information is difficult to view as they must scroll down to review the information.
Hotspot Question
The founder has edited the Salesperson security role to allow the carer to use the Corgi meet-up business process flow, as shown in the following exhibit.
Use the drop-down menus to select the answer choice that completes each statement based on the information presented in the exhibit.
NOTE: Each correct selection is worth one point.

Answer:

Explanation:

NEW QUESTION # 70
Your organization has customized Dynamics 365 Sales to allow sales users to create account plans on existing accounts. The Account table has a one-to-many relationship with the Custom Account Plan table.
To comply with privacy laws, your organization needs to delete inactive account records after two (2) years.
Some account managers noticed that when they delete accounts, linked account plans are also deleted. Account managers want to be able to use these account plans as references.
You need to ensure that when accounts are deleted, the accounts plans are NOT deleted.
Which type of behavior should you set on the delete action in the relationship between accounts and account plans?

- A. Remove Link
- B. Restrict
- C. Cascade Active
- D. Cascade All

Answer: B

Explanation:
Configure table relationship cascading behavior
The CascadeConfiguration class or CascadeConfiguration complex type) contains the properties representing actions that may be performed on the referenced table in the one-to-many relationship. Each property can be assigned one of the values of the CascadeType enum type.
* Restrict
Prevent the Referenced table record from being deleted when referencing tables exist.
Incorrect:
* Cascade All
Perform the action on all referencing table records associated with the referenced table record.
* Cascade Active
Perform the action on all active referencing table records associated with the referenced table record.
* Remove Link
Remove the value of the referencing column for all referencing table records associated with the referenced table record.
Reference:
https://learn.microsoft.com/en-us/power-apps/developer/data-platform/configure-entity-relationship-cascading-behavior

NEW QUESTION # 71
Drag and Drop Question
A company uses Dynamics 365 Sales to manage product lines.
You need to set up the product catalog, including the ability for sellers to apply quantity discounts.
In which order should you perform the actions? To answer, move all actions from the list of actions to the answer area and arrange them in the correct order.
NOTE: More than one order of answer choices is correct. You will receive credit for any of the correct orders you select.

Answer:

Explanation:
Explanation:
1. Create units: First, you need to set up the units that define how products will be measured (e.g., pieces, kilograms).
2. Add products: Next, you add the products to the catalog, specifying what is being sold.
3. Create price lists: After the products are added, create price lists to establish pricing for those products.
4. Add price list items: Once the price lists are created, add the price list items for each product, specifying the price for different quantities.
5. Create discount lists: Finally, create discount lists to apply quantity-based discounts for specific price list items.

NEW QUESTION # 72
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 business management settings and enable duplicate detection on leads based on email.
- B. Go to the settings area in Customer Insights - Journeys and ensure the default form matching strategy is selected.
- C. Go to the form in Customer Insights - Journeys and update the form so that it can either create new leads or update existing leads.
- D. Go to the classic editor and remove Create permissions from the security group for sales users.

Answer: A

Explanation:
Enabling duplicate detection on leads based on email is crucial for maintaining clean data while allowing for lead capture from both web forms and manual entry by sales users. By doing this, you can ensure that if a lead created at the conference via the web form has the same email address as one entered by sales users, the system will recognize it as a potential duplicate and handle it accordingly.

NEW QUESTION # 73
Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution. Determine whether the solution meets 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 configure forecasts for a clothing manufacturer.
A salesperson updates an opportunity and wants to refresh the forecast
You need to show the salesperson how to refresh the forecast.
Solution: Recalculate the forest.
Does this meet the goal?

- A. No
- B. Yes

Answer: B

Explanation:
Correct:
* Recalculate the forecast
Incorrect:
* Recalculate the opportunity.
* Update the Opportunity Forecast Category Mapping process.
Note:
Example of forecast recalculation methods
Let's understand the different methods with an example. Consider a scenario where you have a forecast with 4 quarterly periods and an annual period. Assume that you're currently in Q4. The following table shows when and how the forecast data is updated for different scenarios and periods.
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Dynamics 365 Sales, Recalculate forecasts manually
You want the forecast data to be up-to-date to make informed decisions. Forecast data is automatically recalculated at regular intervals. However, you can trigger a manual recalculation when you want to recalculate the forecast data immediately. You can also trigger a manual recalculation for past and future periods as they aren't automatically recalculated.
Recalculate and refresh forecast data manually
1. Open the forecast. Verify the Last updated timestamp on the command bar to know when the forecast was last recalculated successfully.
2. Select Recalculate data.

A notification appears at the top of the screen, confirming the recalculation. Recalculation happens in the background, and you can continue to work while recalculation is in progress.
3. After the application recalculates the forecast data, a notification appears to refresh the data. On the notification, select Refresh page.
Reference:
https://learn.microsoft.com/en-us/dynamics365/sales/keep-forecast-data-up-to-date
https://learn.microsoft.com/en-us/dynamics365/sales/forecast-recalculation-methods

NEW QUESTION # 74
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