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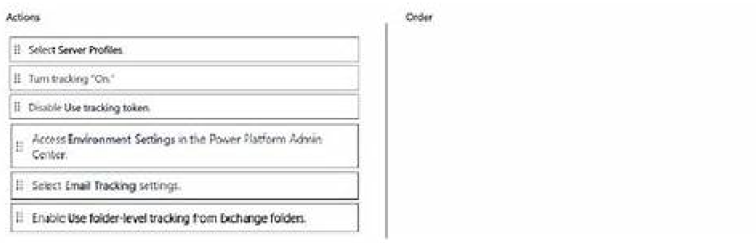

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New developments in the tech sector always bring new job opportunities. These new jobs have to be filled with the Microsoft Dynamics 365 Customer Experience Analyst (MB-280) certification holders. So to fill the space, you need to pass the Microsoft MB-280 exam. Earning the Microsoft Dynamics 365 Customer Experience Analyst (MB-280) certification helps you clear the obstacles you face while working in the Microsoft field. To get prepared for the Microsoft Dynamics 365 Customer Experience Analyst (MB-280) certification exam, applicants face a lot of trouble if the study material is not updated.

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MB-280 Online Version - Question MB-280 Explanations

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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	• 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	• 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 4	• 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.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q11-Q16):

NEW QUESTION # 11

A marketing user wants to target two groups of customers:
1. All customers that live in Paris.
2. All customers that have made more than ten online purchases.
You decide to meet this requirement by making quick segments.
Which two options should you use as the base in the quick segments? Each correct answer presents part of the solution. (Choose two.) NOTE: Each correct selection is worth one point.

- A. Enrichments
- B. Data tables
- C. Profiles
- D. Measures
- E. Insights

Answer: C,D

Explanation:
* All customers that live in Paris.
Customer profile data has address information.
* All customers that have made more than ten online purchases.
Incorrect:
Not Data tables [Not available for Quick Segments]
Not Enrichments [Not available for Quick Segments]
Note:
Quick segments let you build simple segments with a single operator quickly for faster insights.
Quick segments are only supported in environments for individual customers.
Create a new segment with quick segments
1. Go to Insights > Segments.
2. Select New > Create from.
Select the Profiles option to build a segment that is based on the unified customer table.
Select the Measures option to build a segment around measures you have previously created.
Select the Insights option to build a segment around one of the output tables you generated using either the Predictions or Custom Models capabilities.
3. In the New quick segment dialog box, select an attribute from the Field dropdown.
Etc.

NEW QUESTION # 12
A company sends its salespeople to trade shows to meet potential customers. One day after the trade shows, the salespeople currently send a follow-up email manually to the potential customers they met. They would like a task to remind them to call the potential customers a week after that.
You need to increase the follow-up rate for salespeople after a tradeshow.
Which actions should you take? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.

Answer:

Explanation:
Reference:
Ensure That the Process Applies Only to Tradeshow Leads: Use segments
Segments are used to filter leads based on specific criteri
a. By using segments, you can ensure that the automated sequence is triggered only for leads generated from trade shows.
This action targets the automation specifically at the tradeshow leads, ensuring that other leads are not inadvertently included in this process.
Ensure Proper Timing of Activities: Set relative due date
Setting a relative due date allows you to define a timeframe between actions in the sequence. For example, the follow-up call task can be scheduled for one week after the initial email.
This ensures that tasks are executed with the correct timing, aligning with the desired schedule of following up with potential customers one week after the first contact.
By implementing sequences to automate follow-ups, using segments to filter for tradeshow-specific leads, and setting relative due dates for timely task execution, the company can optimize its post-tradeshow follow-up process and enhance the likelihood of successful customer engagement.

NEW QUESTION # 13
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.
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.
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 History permissions to the Digital seller security role.
- B. Grant View Audit Partitions permissions to the Digital seller security role.
- C. Grant View Audit Summary permissions to the Digital seller security role.
- D. Assign the Sales Copilot user role to the members of the digital sales team.

Answer: C,D

Explanation:
Grant view Audit Summary permissions to the Digital seller security role.
This permission allows users to view audit summaries, which may be necessary for the digital sales team to see changes made to records. However, it does not directly enable the capability for using Copilot to summarize changes.
Assign the Sales Copilot user role to the members of the digital sales team.
This is crucial because assigning the Sales Copilot user role will provide access to the Copilot features, including the ability to use Copilot for summarizing changes to lead records.

NEW QUESTION # 14
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. Cascade Active
- B. Restrict
- C. Cascade All
- D. Remove Link

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 # 15
You have opportunities that have values in multiple currencies. You manually update currency exchange rates once per month.
You need to ensure that currency values are accurately reported.
When is the new currency exchange rate applied to the opportunity records?

- A. When the calculate rollup field system job for the msdyn_projectteam table runs.
- B. When the calculate rollup field system job for the account table runs.
- C. When an opportunity changes the status.
- D. When an opportunity changes the status reason.

Answer: A

Explanation:
In Dynamics 365, when you update currency exchange rates, those rates are applied during the scheduled system jobs that calculate rollup fields.
Specifically, if you have rollup fields related to opportunities that depend on currency values, the new exchange rates will be reflected when the calculate rollup field system job for the relevant tables runs.

NEW QUESTION # 16
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