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As we all know, the latest MB-280 quiz prep has been widely spread since we entered into a new computer era. The cruelty of the competition reflects that those who are ambitious to keep a foothold in the job market desire to get the MB-280 certification. It's worth mentioning that our working staff considered as the world-class workforce, have been persisting in researching MB-280 Test Prep for many years. Our MB-280 exam guide engage our working staff in understanding customers' diverse and evolving expectations and incorporate that understanding into our strategies. Our latest MB-280 quiz prep aim at assisting you to pass the MB-280 exam and making you ahead of others.

## Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>

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## Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q27-Q32):

### NEW QUESTION # 27

You are working with your customer to configure duplicate detection across Leads and Accounts.

The rule must:

- \* find possible Contacts in the system that match the Lead that you are creating based on an exact match of both first and last name.
- \* exclude Inactive Contacts when presenting potential duplicates.

You need to create a new duplicate detection rule based on these requirements.

Which three actions should you perform? Each correct answer presents part of the solution. Choose three.

NOTE: Each correct selection is worth one point.

- A. Add a filter to the rule criteria to check for Status equals " Active. "
- B. Add two (2) rows to the rule Criteria for first name exact match and last name exact match.
- C. Configure the setting to Exclude inactive matching records.
- D. Set the Base Record Type to " Lead " and Matching Record Type to " Contact. "
- E. Set the Base Record Type to " Contact " and Matching Record Type to " Lead. "

**Answer: B,D,E**

### NEW QUESTION # 28

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 Record types of the timeline settings, uncheck the Posts option.
- D. In the Activity area of the timeline settings, remove all activity types, except for Task, Email and Phone Call.
- 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 Explanation:

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 # 29

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 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 Partitions permissions to the Digital seller security role.

**Answer: A,C**

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 # 30

#### HOTSPOT

Both your sales and marketing teams use Dynamics 365 applications to conduct campaigns with customers.

Leadership has asked for sales and marketing campaigns to have parent campaigns applied so the combined success of sales and marketing efforts can be measured, along with each division's own success. They want the campaign hierarchy to be clear to users so they can see a "Parent Campaign" relationship. Any actions taken on parent records should automatically be taken on child records.

You need to update table relationships to enable the requirements using the minimum amount of configuration steps.

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

NOTE: Each correct match is worth one point.

The screenshot shows the 'Answer Area' configuration window for a 'One-to-many' relationship. The 'Current (One)' table is 'Campaign' and the 'Related (Many)' table is 'Campaign'. The relationship is configured with the following settings:

- Lookup column display name: Campaign
- Lookup columns name: cr642\_
- Lookup column requirement: Optional
- Searchable:
- Hierarchical:
- Advanced options:
  - Current table display settings:
    - Display option: Use plural name
    - Display area: Details
    - Display order: 10000
  - Relationship behavior:
    - Type of behavior: Parental

Answer:

Explanation:

## Answer Area

### One-to-many



Choose the **Related table** from which to create your relationship lookup. [Learn more](#)

#### Current (One)

Table \*

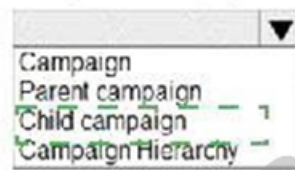
Campaign

#### Related (Many)

Table \*



Lookup column display name \*



Lookup column name \*

cr642\_

Lookup column requirement \*

Optional

- Searchable
- Hierarchical

> General

< Advanced options

#### Current table display settings

Display option \*

Use plural name

Custom label

Display area \*

Details

Display order \*

10000

#### Relationship behavior

Type of behavior \* ⓘ



Explanation:

### Answer Area

#### One-to-many ×

Choose the **Related table** from which to create your relationship lookup. [Learn more](#)

**Current (One)**

Table \*

Campaign 1 — \*

**Related (Many)**

Table \*

- Campaign
- Parent campaign
- Marketing List
- Quick campaign
- Campaign Activities

Lookup column display name \*

- Campaign
- Parent campaign
- Child campaign
- Campaign Hierarchy

Lookup column name \*

cr642\_

Lookup column requirement \*

Optional

Microsoft

Searchable

Hierarchical

> General

∨ Advanced options

Current table display settings

Display option \*      Custom label

Use plural name     

Display area \*      Display order \*

Details      10000

Relationship behavior

Type of behavior \* ⓘ

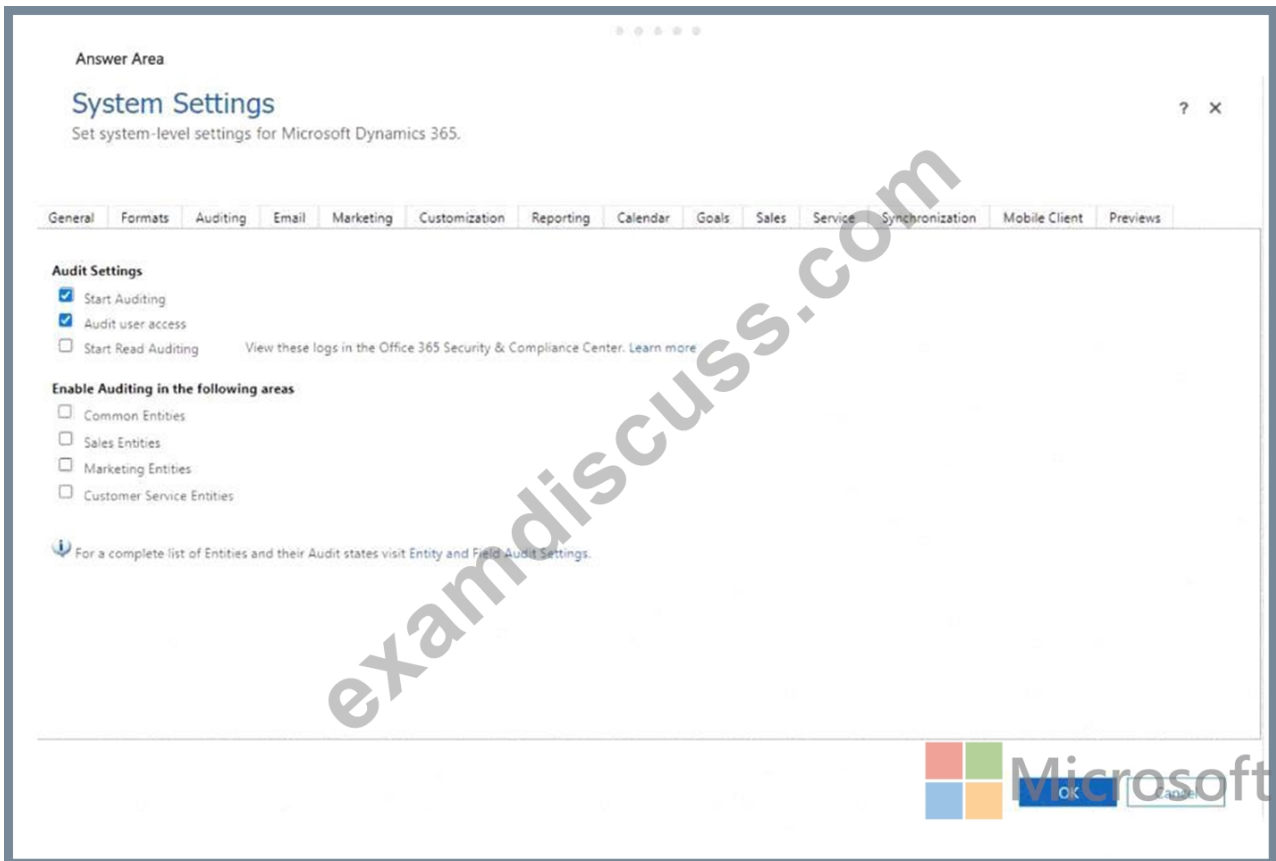
- Parental
- Referential
- Referential, Restrict Delete
- Configurable Cascading

#### NEW QUESTION # 31

Your organization has been noticing some peculiar field changes on certain records and wants to know what is causing this. You need to audit user access and updates for several custom tables.

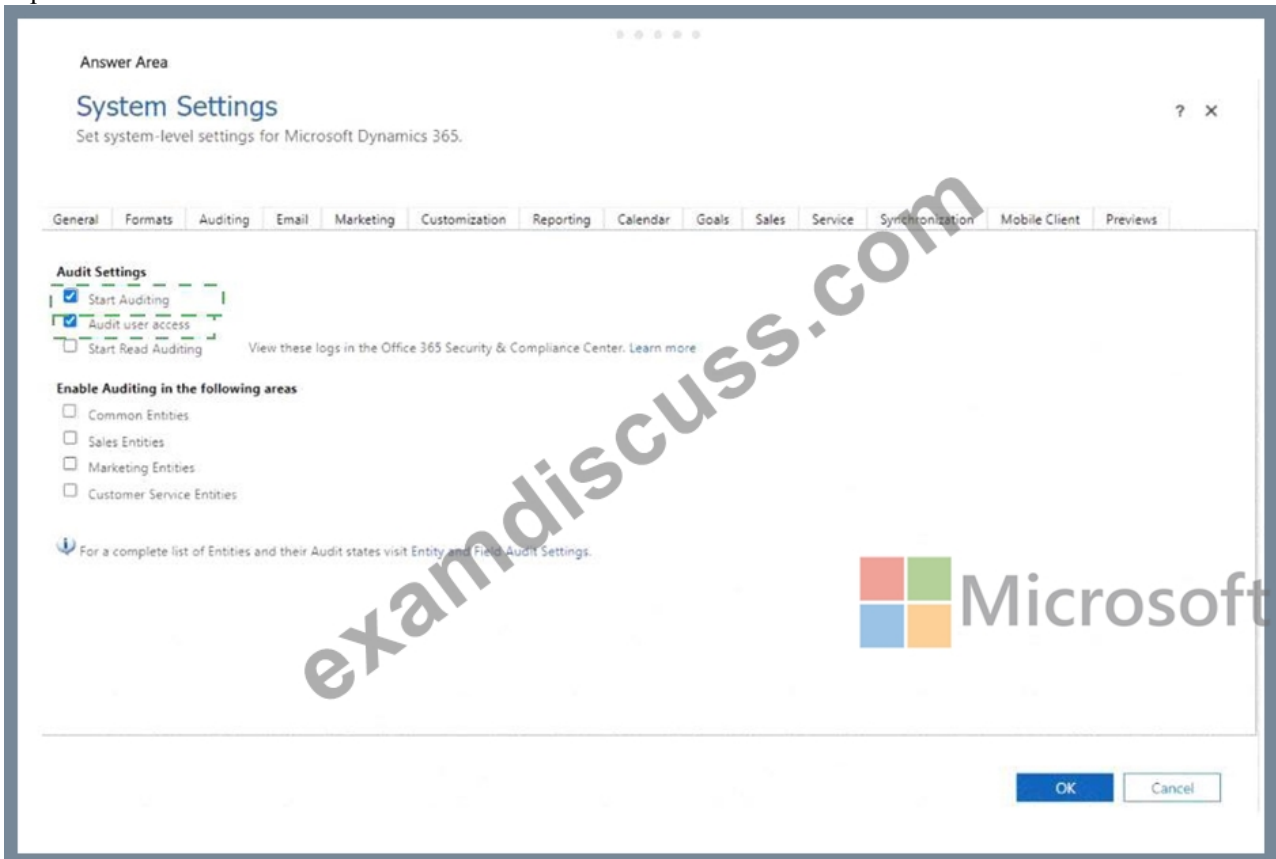
Which two boxes must be checked as prerequisites steps? To answer, select the appropriate check boxes in the answer area.

NOTE: Each correct selection is worth one point.



**Answer:**

**Explanation:**



\* **Start Auditing:**

\* **Enabling Start Auditing** is the primary step to activate auditing for Dynamics 365. This setting ensures that changes to data, including field updates on records, are tracked and logged.

