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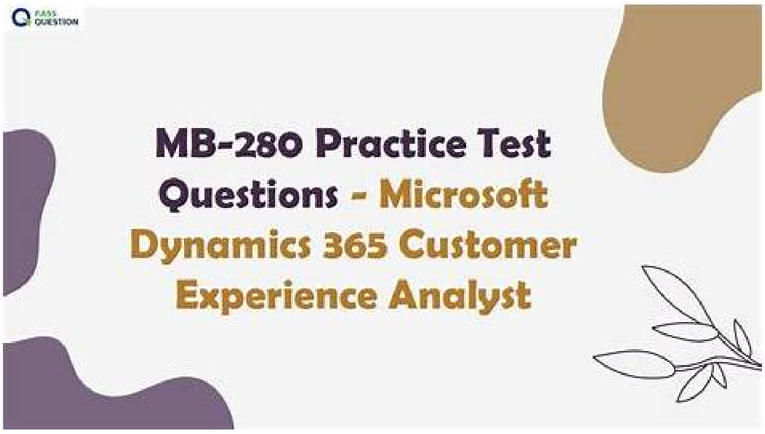


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## 100% Pass Quiz Exam MB-280 Consultant - Microsoft Dynamics 365 Customer Experience Analyst Unparalleled Real Exams

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## Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q19-Q24):

**NEW QUESTION # 19**
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 build a trigger-based journey to send the "Getting started" emails requested by the global sales lead.
Which trigger should you use to start the journey?

- A. Custom trigger with lead profile data
- B. Custom trigger with contact profile data
- C. Email Link Clicked interaction trigger
- D. Dataverse record change trigger

**Answer: D**

Explanation:
Dataverse record change trigger: This trigger is ideal for monitoring changes to records in Dynamics 365, such as when the opportunity status is updated to "Won." By using this trigger, you can initiate the journey to send the "Getting started" email when the specific condition of the opportunity being marked as won is met.

**NEW QUESTION # 20**
The assistant to the sales leader has some questions on how delegation works when using the Dynamics 365 App for Outlook. They want to know how columns are populated when an email is tracked.
You need to explain the behavior of the tracked email messages, in particular, what is set as the owner of the tracked email from a delegated mailbox.
What should you convey?

- A. The owner of the linked contact that sent the email.
- B. The primary mailbox owner.
- C. System (as it is promoted by server-side synchronization).
- D. The delegate user.

**Answer: B**

Explanation:
* When an email is tracked in Dynamics 365 from a delegated mailbox, the primary mailbox owner is set as the owner of the tracked email. This means that if an assistant sends or tracks an email on behalf of another user, the email's ownership will reflect the primary mailbox owner rather than the delegate.
* This behavior ensures that activities are correctly associated with the user who owns the mailbox, aligning with the ownership structure in Dynamics 365.

**NEW QUESTION # 21**
You are configuring offline mode for a model-driven app on a customer project.
You need to ensure that the customer is aware of the capabilities and limitations of offline mode.
Which two facts should you convey? Each correct answer presents a complete solution.
NOTE: Each correct selection is worth one point.

- A. System views are supported on tables, whereas personal views are unsupported.
- B. Appointments will auto-send invites to recipients.
- C. Column-level security is supported.
- D. Users must manually advance offline qualified leads.

**Answer: A,D**

Explanation:
[A] Supported type of views: Only system views and quick views are supported in mobile offline.

Personal views aren't supported.
[B] Qualify a lead: When a lead created in mobile offline is qualified and when the user goes online, the business process stage shows the qualified stage. The user has to manually select Next stage to move to the next stage.
Reference:
https://learn.microsoft.com/en-us/power-apps/mobile/offline-limitations

**NEW QUESTION # 22**
BDM3 is reviewing relationship analytics for several Northwind Traders opportunities.
You need to help BDM3 understand which internal and external contacts are considered contacts of interest for relationship analytics KPI calculations for the two opportunities shown in the following exhibit.
Use the drop-down menus to select the answer choice that completes each statement.
NOTE: Each correct selection is worth one point.

**Answer:**

Explanation:

**NEW QUESTION # 23**
Your organization works with larger customers (accounts) that can have a single holding and then many subsidiaries through different levels in a parent-child relationship.
The chief commercial officer wants the sales team to start creating different account plans for each individual subsidiary.
You need to create a new custom account plan table so that records can have the same parent-child relationships as the account records. The relationships must be able to be visualized in a hierarchy.
Which four actions should you perform in sequence before saving and publishing your changes' To answer, move the four appropriate actions from the list of actions to the answer are a. Arrange the four actions in the correct order.

**Answer:**

Explanation:
Reference:
Create a 1
Self-Referential Relationship and Mark It as Hierarchical:
Establish a self-referential relationship within the Account Plan table where one record can be linked to another within the same table. Choose a 1 relationship type, where one parent account plan can have multiple subsidiary account plans.
Mark this relationship as hierarchical to enable visual representation of the hierarchy. This is essential for tracking parent-subsidiary structures in a hierarchical view.
Open the Advanced Relationship Settings:
After setting up the hierarchical relationship, go to the Advanced Relationship Settings. This allows you to fine-tune options related to cascading behavior, which will control how changes in parent records impact related child records.
Go to the Hierarchy Settings Grid View:
Finally, navigate to the Hierarchy Settings to configure the visualization settings for this relationship. The Hierarchy Settings will enable you to define how the hierarchy is displayed, allowing users to see the parent-child relationships clearly.
Once configured, publish the changes so that users can access the hierarchical view within the system.
By following these steps, you will have configured the new custom account plan table with hierarchical visualization, meeting the requirements to manage and display complex parent-child relationships within your Dynamics 365 system.

**NEW QUESTION # 24**
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