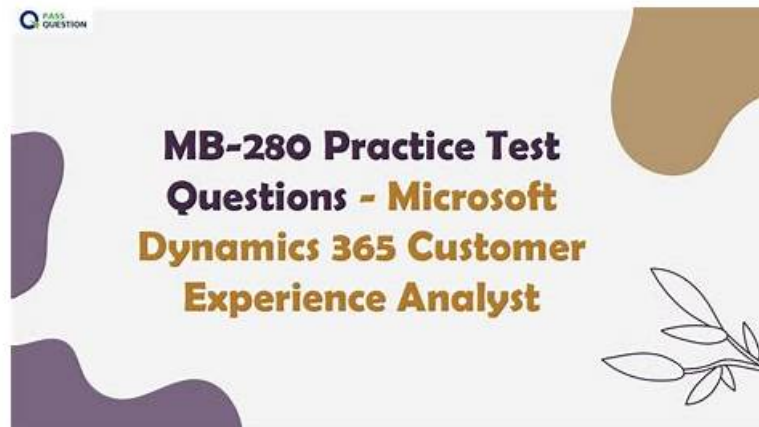# Effective Microsoft MB-280 Questions - Get Ready For The MB-280 Exam

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The customization feature of these Microsoft Dynamics 365 Customer Experience Analyst (MB-280) practice questions (desktop or web-based) allows users to change the settings of their mock exams as per their preferences. Customers of VCEPrep can attempt multiple MB-280 Exam Questions till their satisfaction. On each attempt, our MB-280 practice exam will give your results on the spot.

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	• 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 3	• 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 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.

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Microsoft Dynamics 365 Customer Experience Analyst Sample Questions

(Q76-Q81):

NEW QUESTION # 76

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. Insights
- C. Profiles
- D. Data tables
- E. Measures

Answer: C,E

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 # 77

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 criteria. 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 # 78

The analytics team at your organization has created Power Bl reports that enrich data about your accounts from Dynamics 365 Sales with data NOT contained in Dynamics 365 Sales. The Power Bl reports are referenced by your executive leadership as the primary source of truth about account success metrics. Sales leadership has requested that sales users can see these insights about the accounts they have access to within Dynamics 365 Sales. You need to enable the insights to be available to sales users in Dynamics 365 Sales. What should you do?

- **A. Embed the Power Bl report using contextual filtering for accounts.**
- B. Embed the Power Bl Dashboard as a dashboard in the Dynamics 365 Sales application.
- C. Create a dashboard in Dynamics 365 Sales that contains account data.
- D. Provide a link to the Power Bl report in the ribbon on the account form.

Answer: A

Explanation:
* To make Power BI insights available within Dynamics 365 Sales, specifically contextualized for accounts, you should embed the Power BI report with contextual filtering. This ensures that the report dynamically adjusts based on the specific account record a user is viewing.
* Embedding with contextual filtering enables sales users to see account-specific insights directly within the Dynamics 365 interface, improving accessibility and relevance.

NEW QUESTION # 79

You are creating a business process flow named "Onboard new pet" to support onboarding of new clients for a pet care business.
A partially completed business process flow is 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 # 80

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:
□
Reference:
Add Products:
After units are created, add products to the catalog. Each product will have an associated unit and a description that defines it within the catalog.
Ensure products are added with complete details to enable proper pricing and discounting later.
Create Price Lists:
Next, create price lists that define the pricing for products. Price lists can be specific to regions, customer types, or other criteria and are essential for associating products with prices.
A price list is necessary for assigning product prices, enabling you to link prices with discount lists in the subsequent steps.
Add Price List Items:

Add price list items to assign specific products to price lists and set their prices. This links each product with its pricing based on the price list created earlier.

It allows flexibility to have different pricing structures for the same product across multiple price lists if needed.

Create Discount Lists:

Finally, create discount lists to apply quantity discounts on products. Discount lists define percentage or flat rate discounts based on purchase quantities, which can then be applied when products are added to sales orders or quotes.

This step ensures that sellers can apply quantity-based discounts, meeting the requirement for the product catalog setup.

By following these steps in the specified order, you can set up a product catalog that includes units, products, price lists, price list items, and discount lists, allowing sellers to manage product pricing and apply quantity discounts effectively.

NEW QUESTION # 81

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