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You can use this Microsoft Dynamics 365 Customer Experience Analyst (MB-280) practice exam software to test and enhance your Microsoft Dynamics 365 Customer Experience Analyst (MB-280) exam preparation. Your practice will be made easier by having the option to customize the Microsoft in MB-280 exam dumps. Only Windows-based computers can run this Microsoft MB-280 Exam simulation software. The fact that it runs without an active internet connection is an incredible comfort for users who don't have access to the internet all the time.

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 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	• 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 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 5	• 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.

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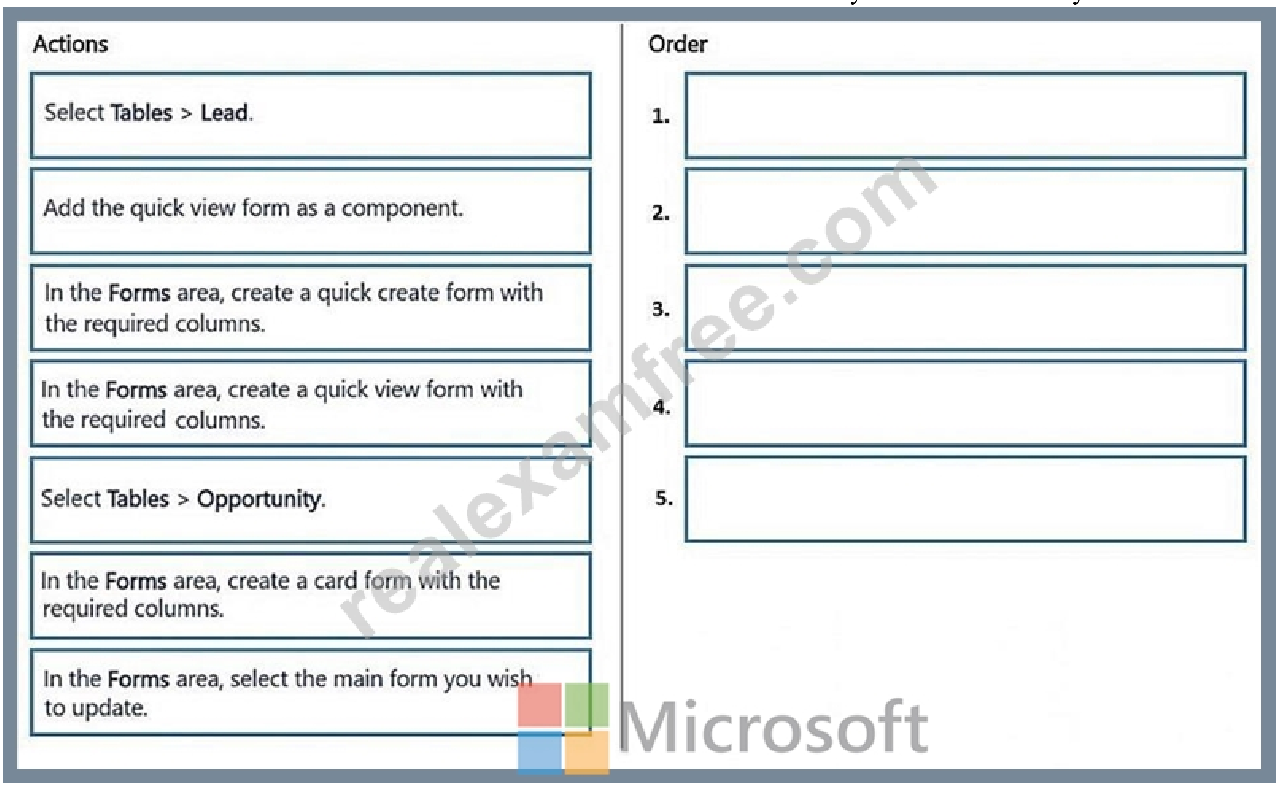
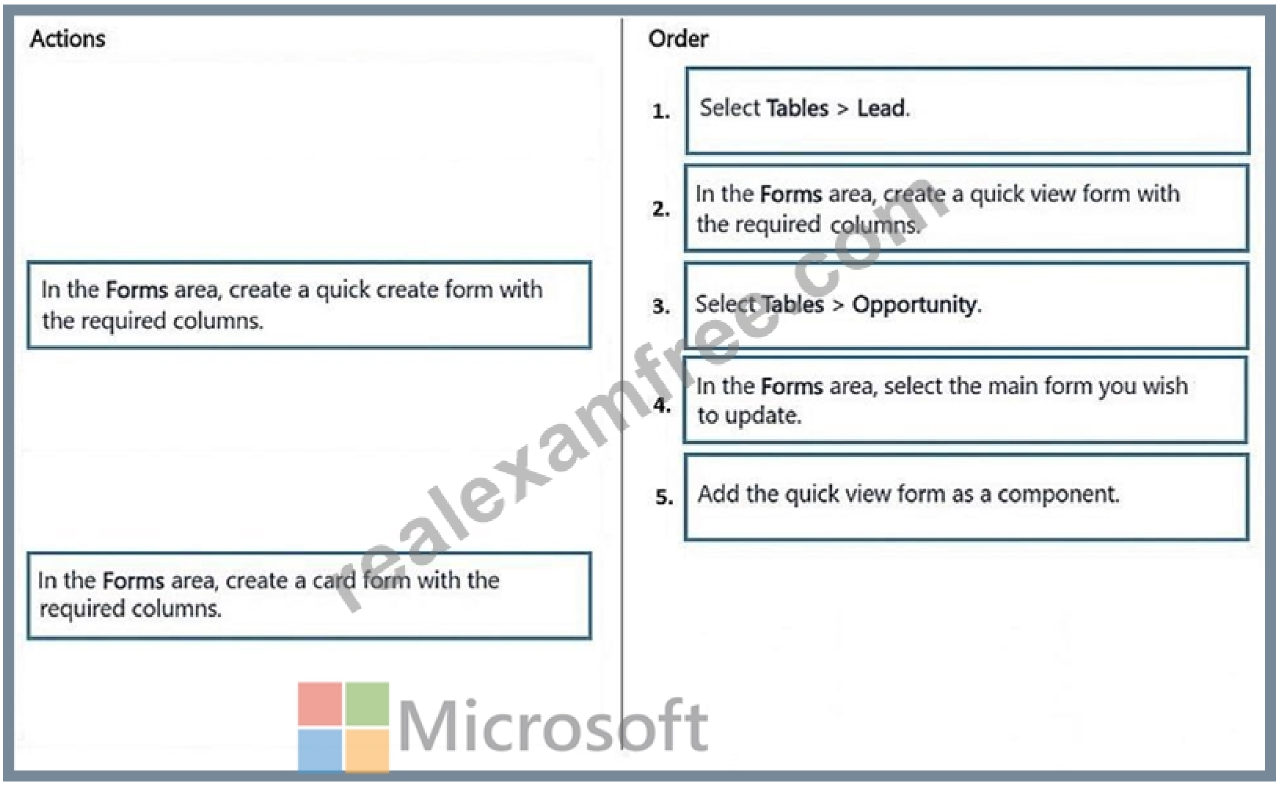
Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q147-Q152):

NEW QUESTION # 147
Drag and Drop Question
You are designing the user experience for sales users at your organization for a variety of tasks.
One of the user experience requirements is for sales users to be able to see information from custom attributes created for originating leads for opportunities WITHOUT having to navigate to the Lead record.
You are already signed in to the correct editing application and you now need to configure the user experience in Dynamics 365 Sales to enable this.
Which five actions should you perform in sequence before saving and publishing your changes?
To answer, move the five appropriate actions from the list of actions to the answer area. Arrange the five actions 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. Select Tables > Lead: Begin by selecting the table that contains the information you want to display (Lead table).
2. In the Forms area, create a quick view form with the required columns: Create a quick view form for the Lead table to display the necessary lead information.
3. Select Tables > Opportunity: Move to the Opportunity table where you want to display the information.
4. In the Forms area, select the main form you wish to update: Select the main form for the Opportunity table that will display the information.
5. Add the quick view form as a component: Add the previously created quick view form to the Opportunity form to display lead information without navigating away.

NEW QUESTION # 148
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.

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

+ Add fields

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

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Summary | **Recent changes**

Record Type	Field	
Opportunity (4)		
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Account (Account) (2)		
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	Primary Contact	☑
Contact (Contact) (1)		
	Job Title	☑
Opportunity Product (Opportunity) (1)		
	Product name	☑
Competitor (2)		
	Strength	☑
	Name	☑

Contoso Ltd. Personnel

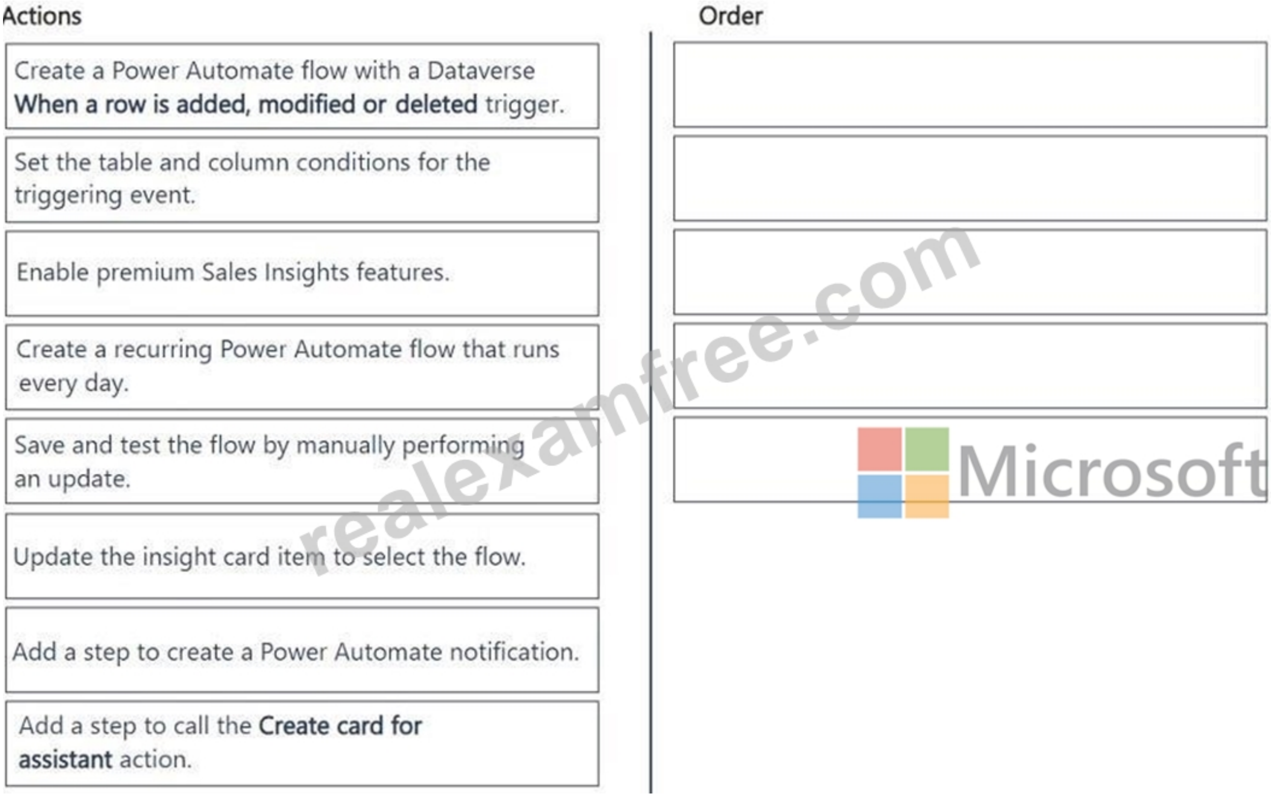
Business development managers

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.

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

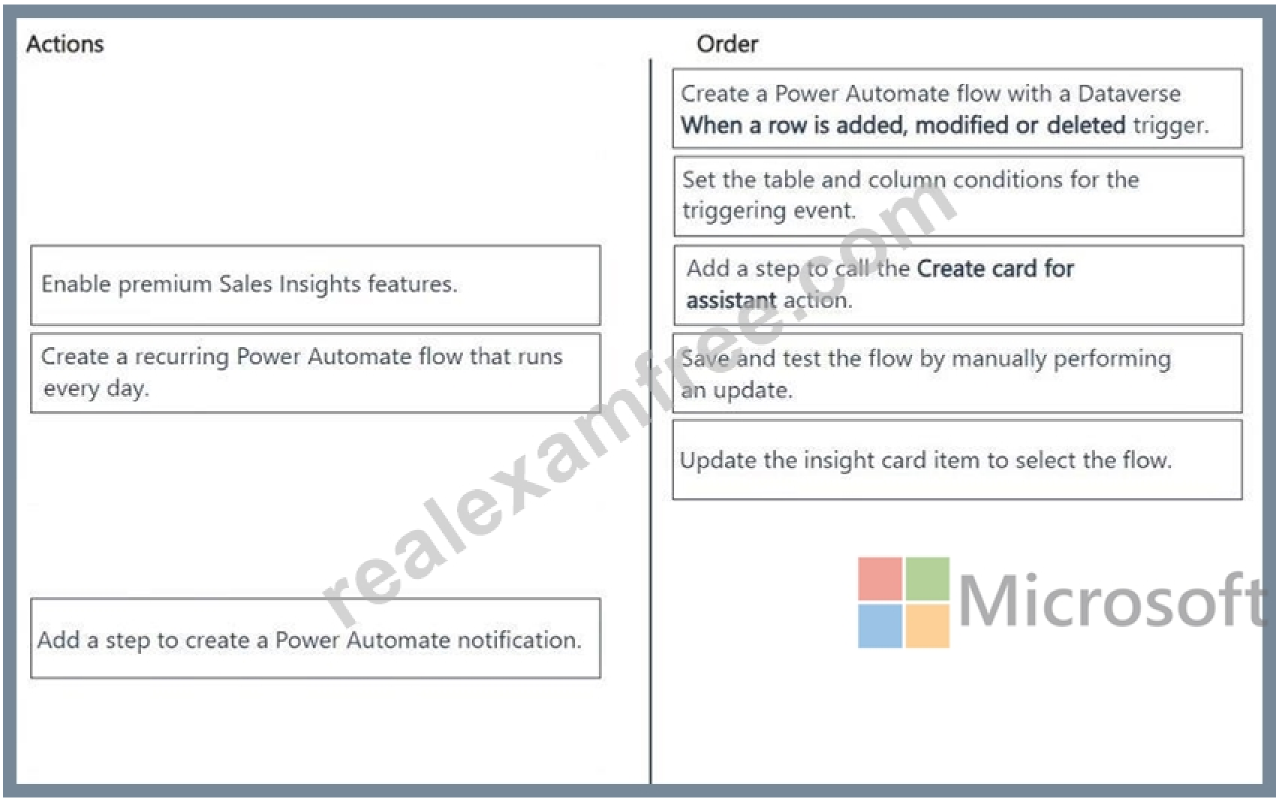
BMD2 also scheduled an internal meeting with BMD1 for the day they return to discuss a request from the primary contact for the account. The meeting has the "London office" opportunity as its regarding value.
Desired enhancements
The global sales lead requests the following enhancements:
1. A "Welcome" 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.
Drag and Drop Question
You need to create a custom insight card to display tier change notifications per the global sales lead's request.
Which five actions should you perform in sequence? To answer, move the five appropriate actions from the list of actions to the answer area. Arrange the five actions in the correct order.



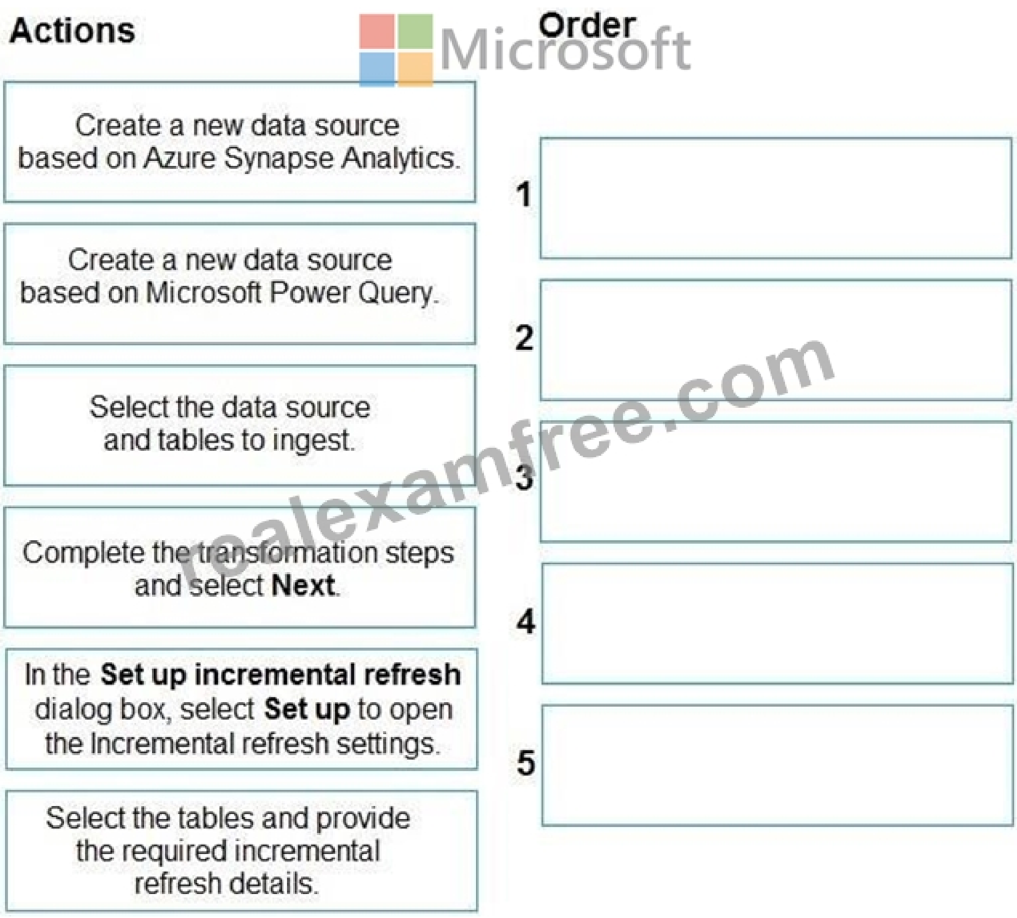
Answer:

Explanation:



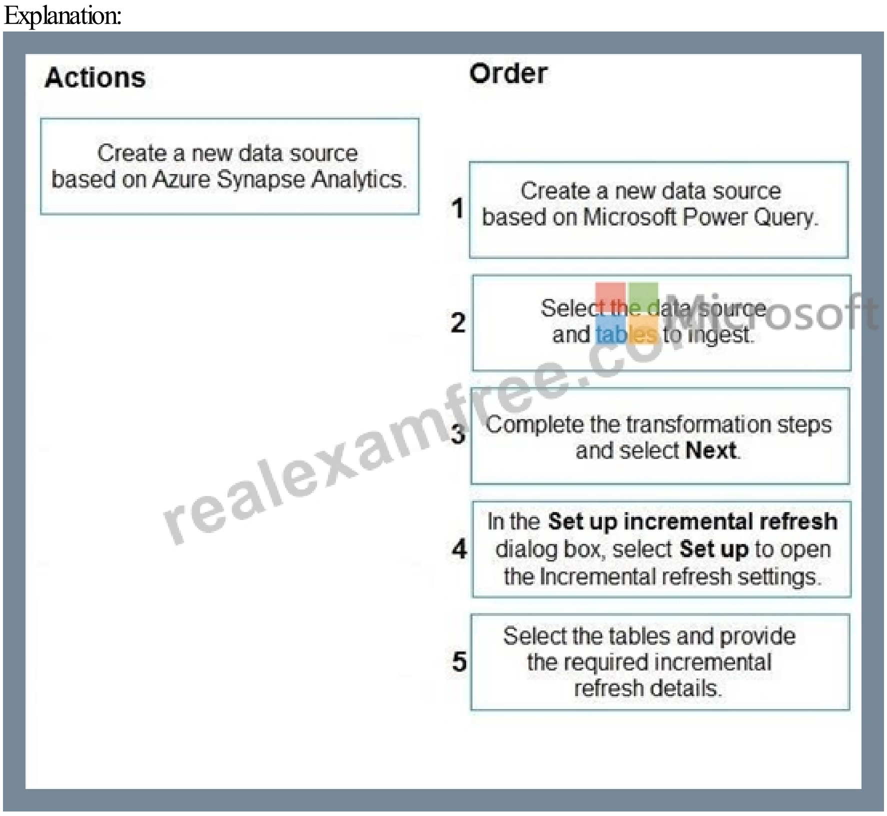
Explanation:
1. Create a Power Automate flow with a Dataverse "When a row is added, modified or deleted" trigger.
This ensures that the flow is triggered when an account's client tier changes.
2. Set the table and column conditions for the triggering event.
The trigger should monitor changes to the contoso_clienttier field in the Accounts table.
3. Add a step to call the "Create card for assistant" action.
This step ensures that a custom insight card is created for the assistant in Dynamics 365 Sales.
4. Save and test the flow by manually performing an update.
This verifies that the Power Automate flow is correctly detecting tier changes and triggering the insight card.
5. Update the insight card item to select the flow.
This ensures that the newly created insight card is linked to the correct Power Automate flow.

NEW QUESTION # 149
Drag and Drop Question
Your organization introduced a new loyalty solution that exposes the loyalty profile and related point transactions in an Azure SQL Database.
You need to ensure the new loyalty data is imported from the Azure SQL Database into Dynamics 365 Customer Insights ?Data and refreshed incrementally.
Which five actions should you perform in sequence within Customer Insights ?Data before selecting Save to complete the creation?
To answer, move the five appropriate actions from the list of actions to the answer area. Arrange the five actions in the correct order.



Answer:

Explanation:



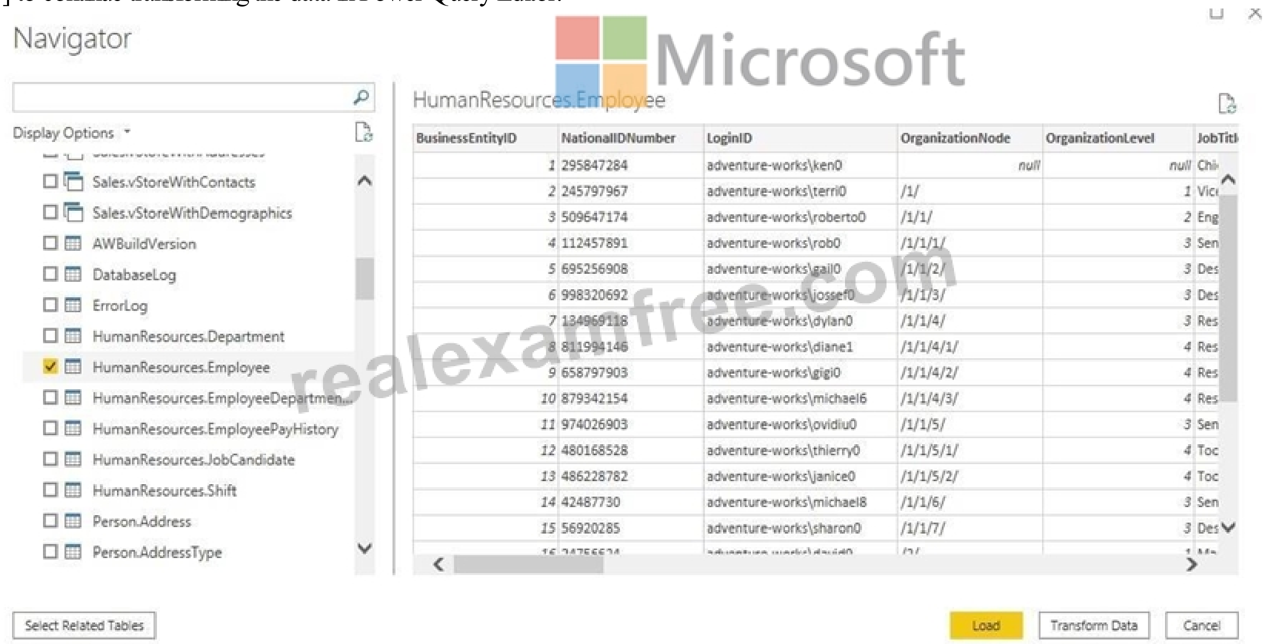
Explanation:

Step 1: Create a new data source based on Microsoft Power Query

To configure Dynamics 365 Customer Insights - Data, first bring in source data for processing.

Customer Insights - Data provides several types of data connectors to connect to and ingest data from a broad set of sources.

Customer Insights - Data, Connect to a Power Query data source
Power Query with data source Azure SQL Database supports incremental refresh.
Step 2: Select the data source and tables to ingest
Connect to Azure SQL database from Power Query Desktop
To connect to an Azure SQL database from Power Query Desktop, take the following steps:
1. Select Azure SQL database in the get data experience. The get data experience in Power Query Desktop varies between apps
2. In SQL Server database, provide the name of the server and database (optional).
3. Select either the Import or DirectQuery data connectivity mode.
[Steps omitted]
7. In Navigator, select the database information you want [Step 2], then either select Load to load the data or Transform Data [Step 3] to continue transforming the data in Power Query Editor.



Step 3: Complete the transformation steps and select Next,
Step 4: In the Set up incremental refresh dialog box, select Set up to open the Incremental refresh settings.
When you select Incremental Refresh [Step 4], a pop-up window will appear. In this window, select the table [Step 5] that you want to set up for incremental refresh and click the button next to Incrementally refresh this table.
Step 5: Select the tables and provide the required incremental refresh details.

NEW QUESTION # 150
A battery manufacturer wants to sell their batteries in boxes of 12 and cases of 24 boxes.
You need to set up a unit group so that the manufacturer can sell different quantities.
What should you create first?

- A. base unit
- B. primary unit
- C. related unit

Answer: A

Explanation:
In Dynamics 365, when setting up a unit group for products like batteries that will be sold in different quantities (boxes of 12 and cases of 24 boxes), you first need to create a base unit. The base unit serves as the fundamental measurement for the product, which in this case would likely be the individual battery.
Once the base unit is established, you can then create related units, such as:
Primary Unit: This could be the box (12 batteries) for regular sales.
Related Unit: This could be the case (24 boxes).
Setting up the base unit is essential as it defines the foundation for all related units in the unit group.

NEW QUESTION # 151

You are a Dynamics 365 Sales administrator. You are setting up a product catalog. You need to configure the base unit group. Which quantity or measurement should you configure?

- A. the least frequently used to sell the service
- B. the highest needed to sell the product or service
- C. the most frequently used to sell the service
- D. the lowest needed to sell the product or service

Answer: D

Explanation:
Understanding the Base Unit in Dynamics 365 Sales:
In Dynamics 365 Sales, the base unit represents the smallest quantity or measurement used to sell a product or service. It serves as the foundational unit within a unit group, which allows you to define how a product can be measured and sold in various quantities. All other units within the unit group are defined in relation to this base unit. Therefore, it should represent the smallest quantity possible, ensuring flexibility in defining larger units or multiples based on this standard.
Selecting the Base Unit - Why the Lowest Quantity?
Choosing the lowest needed unit ensures that any other units, whether they are multiples or larger groupings, can be accurately calculated in relation to the base unit. This approach allows you to accommodate various selling quantities and ensures precise calculations across different unit types.
For example, if the lowest unit is a single item, you can then configure units such as a dozen, box, or case based on this base unit. This provides consistency and accuracy in pricing and inventory management.
Reference:
Benefits of Using the Lowest Needed Unit:
Configuring the base unit as the smallest measurable unit enables flexibility and supports various sales scenarios without restrictions. It simplifies the management of units and ensures that other unit variations align correctly in the product catalog.
By setting the base unit to the lowest quantity needed to sell the product or service, you establish a robust foundation for building out the unit group and accommodating different sales quantities in Dynamics 365 Sales.

NEW QUESTION # 152
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