

# MB-280 Test Dumps: Microsoft Dynamics 365 Customer Experience Analyst & Microsoft Dynamics 365 Customer Experience Analyst Questions & Answers



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## Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.</li></ul>
Topic 2	<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 3	<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>

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## Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q128-Q133):

### NEW QUESTION # 128

A company is implementing the Dynamics 365 Sales mobile app.

The company requires setup of several push notifications for sellers who use the app.

You need to create the push notifications.

Which feature should you use?

- A. Cloud flow
- B. Plug-in
- C. Classic Dataverse workflow

**Answer: A**

Explanation:

Understanding the Requirement:

The company wants to send push notifications to sellers using the Dynamics 365 Sales mobile app. This requires setting up automated notifications triggered by certain events or conditions.

Solution - Using Cloud Flows:

Cloud flows in Power Automate are ideal for creating automated workflows that can trigger push notifications based on events in Dynamics 365.

Power Automate provides connectors for Dynamics 365 Sales and mobile notifications, enabling the setup of push notifications without requiring custom code or plugins.

Reference:

Steps to Create a Cloud Flow for Push Notifications:

Go to Power Automate and create a new Cloud Flow.

Set up a trigger based on a Dynamics 365 event (e.g., when a record is created or updated).

Add an action to send a push notification to the user's mobile device.

Customize the notification message and publish the flow to activate the notifications.

Using Cloud Flows in Power Automate enables dynamic push notifications for mobile users, providing timely updates to sales team members based on real-time data changes.

## NEW QUESTION # 129

You use the Dynamics 365 Sales mobile app.

Users must receive a push notification when they are assigned to a lead record.

You need to create the push notification.

Which tool should you use?

- A. Business process flow
- B. Assistant for Microsoft Dynamics 365 Sales
- C. Microsoft Power Automate
- D. Microsoft Dynamics 365 App for Outlook

**Answer: C**

Explanation:

Topic 2, Terra Flora

Background information

Terra Flora, Incorporated is a boutique pet hotel that has been in business for six (6) months. The hotel guests include both dogs and cats.

The founder created the Dynamics 365 Sales Professional environment to grow their network and pipeline. They started out using out-of-the-box capabilities only and using the Sales Professional app only. Only one environment (production) is in use.

The pet hotel is gaining in popularity and the number of bookings is growing. The founder has shifted their focus to customizing their environment to record the information they need to delight their customers by tailoring the experience to their unique pets.

Terra Flora has recently hired a part-time carer for the resident pets. The carer has been granted the Salesperson security role to allow them to record new leads and update customer information.

You are a Dynamics 365 Customer Experience consultant who has been hired to assist Terra Nova with their customizations, resolve issues, and advise on best designs to meet their requirements.

Overall configurations

To better understand their four-legged customers, Terra Flora has created a custom Portable, which is user-owned and related 1 -n with the Contact table, which represents the pets' primary owner.

The Per table has been added to the Sales Professional app sitemap. The table has the following columns, each created WITHOUT making any changes to the advanced options.

Column name	Type	Required
Name	Single line of text	Business required
Type	Choice	Business required
Dietary requirements	Multiple lines of text	Optional
Litter type	Choice	Optional
Breed	Single line of text	Optional
Description	Multiple lines of text	Optional

A pet sub-grid has been added to the Contact main form, using the Active Pets view.

Additionally, Read, Write, and Update, Append, Append To, and Assign access to the Pet table has been added to the Salesperson security role.

"Onboard new pet" business process flow

The founder is creating a business process flow named Onboard new pet to ensure that appropriate information is recorded for all new pets, starting with ensuring the correct litter choices are selected for cats who will be staying at Terra Flora.

When the Onboard new pet business process flow is done, the founder wants to have access to a view that will display all active pets including the Name and Type columns, as well as the current stage on the Onboard new pet business process flow.

Pet table icon

A custom image svg file has been created for the Portable.

Terra Flora wants to ensure this image is displayed alongside the pet page within the app.

Related Pet table activities

Terra Flora wants carers to be able to see their pets' activity history, as well as add new activities related to their pets. They want the following information to appear on their pets' timeline:

- \* Tasks carers completed or should do,
- \* E-mails exchanged with pet's owner (customer).
- \* A record of phone calls.

Other types of activities should NOT appear to users on the Pets forms.

The founder edited the Pet table advanced setting to enable associating Pet records with activities. The founder also added Pet table to the app sitemap that i being used.

Attachments are enabled for the tfeftable, including notes and files. But users should NOT see posts in the pet's activity timeline.

Post configuration is NOT enabled for the Pet table.

Logs

Auditing, log access, and read logs have been enabled in the production environment Auditing has started on the Terra Flora environment and has been enabled for common entities.

Breed galas

To celebrate their upcoming first year in operation, the founder is planning a series of breed galas. The series begins with a Corgi dog breed meet-up gala.

The breed of an owner's pet may be mentioned in many places within the system, including:

1. Emails (subject or body)
2. Notes (including Word documents exports of PDFs uploaded as attachments)
3. Single or multiple lines of text columns on any standard table (including lead, contact and opportunity at minimum)
4. On the Pet table in either the Description or in the Breed columns.

Additionally, the breed may be referenced in several ways including singular, multiple, shorthand (for example: corgi, corgis, or corgs), and may have been misspelled.

Corgi meet-up gala

The carer needs to be assigned ownership of several Contact records (representing customers that own Corgis) that live nearby so that event flyers can be delivered personally. When the carer is delivering flyers, they need to quickly check the owner and related pet information on their phone.

When the Contact records are assigned to carer, any pets that are related to these contacts via the primary owner relationship should also be assigned to the carer.

The founder has created a business process flow on the Portable named Corgi meet-up to allow Corgis to be registered as attending the gala. This business process flow is second in the default order on the Pet table. If the carer has a conversation with the owners, the carer is required to add notes to the timeline and complete the first stage of the business process flow.

Issues

Before the creation of the Pet table, information regarding pets was either added to the owner's Contact record in the form of notes or created as Contact records themselves.

These Contact records used the name of the pet in the Last Name column and the owner's address in the first set of Address columns.

When these pet Contact records are identified, they are deactivated.

No duplicate detection rules have been published and duplicate pet records are currently present across both the Contact and Pet tables.

Auditing

When a pet's dietary requirements or a Contact's email address is updated, Terra Flora requires the following information to be

logged:

1. The user who made the change.
2. The current and previous values of the columns.
3. The time and date of the changes.

Terra Flora also needs to track any exports of records to Microsoft Excel within the compliance center.

Relationship behavior

Recently, a pet owner informed Terra Flora that their pet cat has been rehomed.

After receiving this information, the carer deleted the owner's Contact record from the system, which in turn deleted the Pet record.

Shortly after, the new pet owner contacted Terra Flora to book their cat for a stay and was frustrated that Terra Flora had NOT retained a record of their cat's dietary requirements or any of the previous carer notes about the cat.

In such situations, Terra Flora now requires that the owner's Contact record should NOT be allowed to be deleted if any Pet records are related to it via the primary owner look-up column.

Users should be required to update the look-up column to new owner's Contact record or remove the current value first before they can delete the Pet record. If the new owner's Contact record is selected on a pet any active bookings against the pet should also be updated to the new owner, but previous inactive bookings should NOT be updated.

Business process flows and the Corgi meet-up gala

The founder has recently made an update to the Onboard new pet business flow but now CANNOT activate it. For the Corgi gala, the founder has asked the carer for help in:

1. completing the registrations that the founder started, and
2. registering more Corgis for the upcoming gala.

When the carer creates new pet records, the carer is UNABLE to see the Corgi meet-up business process flow.

Currently, when the carer checks the owner's record on their phone, the related pet information is difficult to view as they must scroll down to review the information.

### NEW QUESTION # 130

You are a Dynamics 365 Sales consultant for a food service company. The company caters meals for client companies.

The company wants to set up a product bundle so that the sales staff does not forget items when they create an opportunity.

The lunch bundle is created at \$200.00. It will include the following.

Product	Quantity	Unit Cost	Amount	Configuration
Sandwich	50	\$5.00	\$250.00	Required
Napkins	50	\$0.25	\$12.50	Optional
Soda	50	\$1.00	\$50.00	Optional

You need to explain how the sales staff should manage the product bundle in the opportunity. What should they do for each scenario? To answer, select the appropriate options in the answer area. NOTE: Each correct selection is worth one point.

Answer Area	Scenario	Action
	Determine the price of the product bundle.	<div><input type="checkbox"/> Use the lunch bundle price.</div> <div><input checked="" type="checkbox"/> Use the lunch bundle price.</div> <div><input type="checkbox"/> Add the prices of the sandwiches, napkins, and sodas.</div> <div><input type="checkbox"/> Add the lunch bundle price and the prices of the napkins and sodas.</div> <div><input type="checkbox"/> Subtract the prices of the napkins and sodas from the lunch bundle price.</div> <div><input type="checkbox"/> Add another line item for sandwiches with the default price.</div>
	Increase the number of sodas at no additional charge.	<div><input type="checkbox"/> Increase the quantity of sodas in the line item.</div> <div><input type="checkbox"/> Increase the quantity of sodas in the line item.</div> <div><input type="checkbox"/> Add a new line item for sodas and override the price.</div> <div><input type="checkbox"/> Add a new line item for sodas with the default price.</div> <div><input checked="" type="checkbox"/> Delete the soda line item from the bundle and add a new line item for all the sodas with the default price.</div>
	Increase the number of sandwiches and charge the price list price for each additional sandwich.	<div><input type="checkbox"/> Add another line item for sandwiches with the default price.</div> <div><input type="checkbox"/> Increase the quantity of sandwiches in the line item.</div> <div><input type="checkbox"/> Add another line item for sandwiches and override the price.</div> <div><input type="checkbox"/> Add another line item for sandwiches with the default price.</div> <div><input checked="" type="checkbox"/> Delete the sandwich line item from the bundle and add a new line item for all the sandwiches with the default price.</div>

Answer:

Explanation:

Scenario	Action
Determine the price of the product bundle.	<input type="checkbox"/> Use the lunch bundle price. <input checked="" type="checkbox"/> Use the lunch bundle price. <input type="checkbox"/> Add the prices of the sandwiches, napkins, and sodas. <input type="checkbox"/> Add the lunch bundle price and the prices of the napkins and sodas. <input type="checkbox"/> Subtract the prices of the napkins and sodas from the lunch bundle price. <input type="checkbox"/> Add another line item for sandwiches with the default price.
Increase the number of sodas at no additional charge.	<input type="checkbox"/> Increase the quantity of sodas in the line item. <input type="checkbox"/> Increase the quantity of sodas in the line item. <input type="checkbox"/> Add a new line item for sodas and override the price. <input type="checkbox"/> Add a new line item for sodas with the default price. <input checked="" type="checkbox"/> Delete the soda line item from the bundle and add a new line item for all the sodas with the default price.
Increase the number of sandwiches and charge the price list price for each additional sandwich.	<input type="checkbox"/> Add another line item for sandwiches with the default price. <input type="checkbox"/> Increase the quantity of sandwiches in the line item. <input type="checkbox"/> Add another line item for sandwiches and override the price. <input type="checkbox"/> Add another line item for sandwiches with the default price. <input checked="" type="checkbox"/> Delete the sandwich line item from the bundle and add a new line item for all the sandwiches with the default price.

#### Reference:

**Increase the Number of Sodas at No Additional Charge:** Increase the quantity of sodas in the line item To add sodas without impacting the price, sales staff can simply increase the quantity of sodas in the line item. This approach allows flexibility within the bundle without altering the overall bundle cost, which remains fixed.

**Increase the Number of Sandwiches and Charge the Price List Price for Each Additional Sandwich:** Add another line item for sandwiches with the default price To charge extra for additional sandwiches, the staff should add another line item for sandwiches. This line item would use the default price from the price list, ensuring that any additional sandwiches beyond the initial bundle are charged accordingly.

This allows the base bundle to remain consistent while additional items are billed separately based on the standard price list.

By following these guidelines, the sales staff can effectively manage the product bundle within opportunities, maintaining pricing consistency while allowing flexibility for additional items as required by the client.

#### NEW QUESTION # 131

A sales manager wants to implement an automated system to assign leads to the appropriate salesperson based on the region. Which features should be configured to achieve this? (Select three.)

- A. Assignment Rules
- B. Routing Rules
- C. Auto-Numbering
- D. Queues
- E. Custom Dashboards

**Answer: A,B,D**

#### NEW QUESTION # 132

##### Hotspot Question

You are a Dynamics 365 Sales consultant for a food service company. The company caters meals for client companies.

The company wants to set up a product bundle so that the sales staff does not forget items when they create an opportunity.

The lunch bundle is created at \$200.00. It will include the following.

Product	Quantity	Unit Cost	Amount	Configuration
Sandwich	50	\$5.00	\$250.00	Required
Napkins	50	\$0.25	\$12.50	Optional
Soda	50	\$1.00	\$50.00	Optional

You need to explain how the sales staff should manage the product bundle in the opportunity.

What should they do for each scenario? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.



Action

Use the lunch bundle price.
Add the prices of the sandwiches, napkins, and sodas.
Add the lunch bundle price and the prices of the napkins and sodas.
Subtract the prices of the napkins and sodas from the lunch bundle price.

Increase the quantity of sodas in the line item.
Add a new line item for sodas and override the price.
Add a new line item for sodas with the default price.
Delete the soda line item from the bundle and add a new line item for all the sodas with the default price.

Add another line item for sandwiches with the default price.
Increase the quantity of sandwiches in the line item.
Add another line item for sandwiches and override the price.
Delete the sandwich line item from the bundle and add a new line item for all the sandwiches with the default price.

Answer:

Explanation:

Action

Use the lunch bundle price.
Add the prices of the sandwiches, napkins, and sodas.
Add the lunch bundle price and the prices of the napkins and sodas.
Subtract the prices of the napkins and sodas from the lunch bundle price.

Increase the quantity of sodas in the line item.
Add a new line item for sodas and override the price.
Add a new line item for sodas with the default price.
Delete the soda line item from the bundle and add a new line item for all the sodas with the default price.

Add another line item for sandwiches with the default price.
Increase the quantity of sandwiches in the line item.
Add another line item for sandwiches and override the price.
Delete the sandwich line item from the bundle and add a new line item for all the sandwiches with the default price.

Explanation:

Determine the price of the product bundle: Add the prices of sandwiches, napkins, and sodas.

Increase the number of sodas at no additional charge: Increase the quantity of sodas in the line item.

Increase the number of sandwiches and charge the price list price for each additional sandwich:

Increase the quantity of sandwiches in the line item.

NEW QUESTION # 133

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