Quiz 2025 Reliable MB-280: Microsoft Dynamics 365 Customer Experience Analyst Cert

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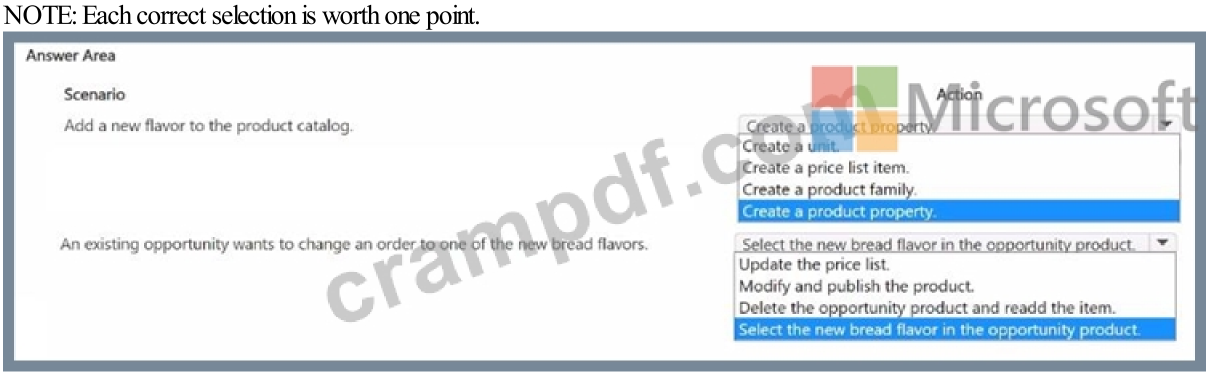
Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q119-Q124):

NEW QUESTION # 119
A bakery uses Dynamics 365 Sales. All loaves of bread sold at the bakery are priced the same. Special bread flavors are developed regularly.
You need to add a new flavor to the product catalog.
What should you do for each scenario? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.

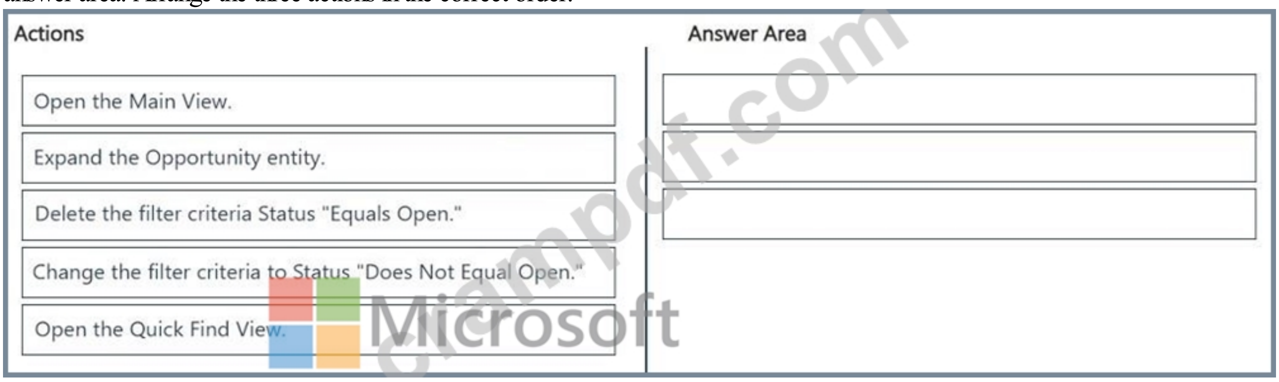


Answer:

Explanation:

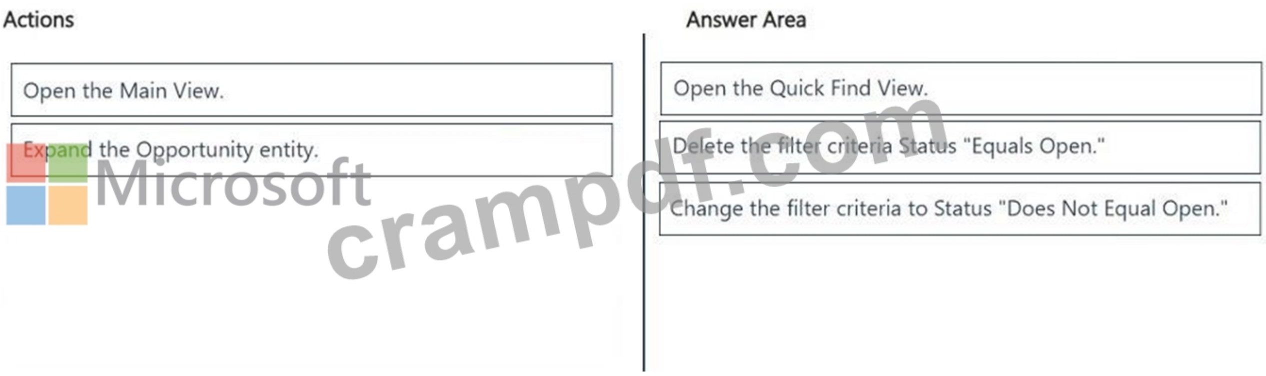
Reference:
Steps to Create a Product Property:
Go to Sales > Product Catalog > Products.
Open the existing product (bread) and navigate to Product Properties.
Add a new property (flavor) and define the possible values (e.g., new flavors).
Save and publish the product with the updated properties.
Scenario 2: Changing an Order to a New Bread Flavor in an Opportunity
When a customer wants to change their order to a new flavor within an existing opportunity, the selected product in the opportunity can be updated to reflect the new flavor.
Since flavors are configured as product properties, you can select the specific flavor for the opportunity product directly without needing to recreate or delete the product from the opportunity.
This approach leverages product properties, ensuring that the change is streamlined and does not require re-adding or modifying the core product.
Steps to Select a New Flavor in the Opportunity Product:
Open the specific opportunity record in Dynamics 365.
Navigate to the product line items and select the bread product.
In the product properties, update the flavor to the new option as required.
Save the changes to ensure the opportunity reflects the new flavor selection.
These actions allow the bakery to manage new flavors flexibly within their product catalog and seamlessly adjust opportunities to accommodate flavor changes, enhancing customer satisfaction and operational efficiency.

NEW QUESTION # 120
Drag and Drop Question
You are a Dynamics 365 Sales system customizer.
Salespeople report that they cannot search for open and closed opportunities using the search tool in the Quick Find View.
You need to configure the search tool to show the open and closed opportunities in the Customize the System area.
Which three actions should you perform in sequence? To answer, move the three appropriate actions from the list of actions to the answer area. Arrange the three actions in the correct order.



Answer:

Explanation:



Explanation:
1. Open the Quick Find View.
The Quick Find View controls what records are shown when users search for opportunities.
2. Delete the filter criteria Status "Equals Open."
The current filter is restricting search results to only open opportunities.
3. Change the filter criteria to Status "Does Not Equal Open."
This ensures that both open and closed opportunities are included in search results.

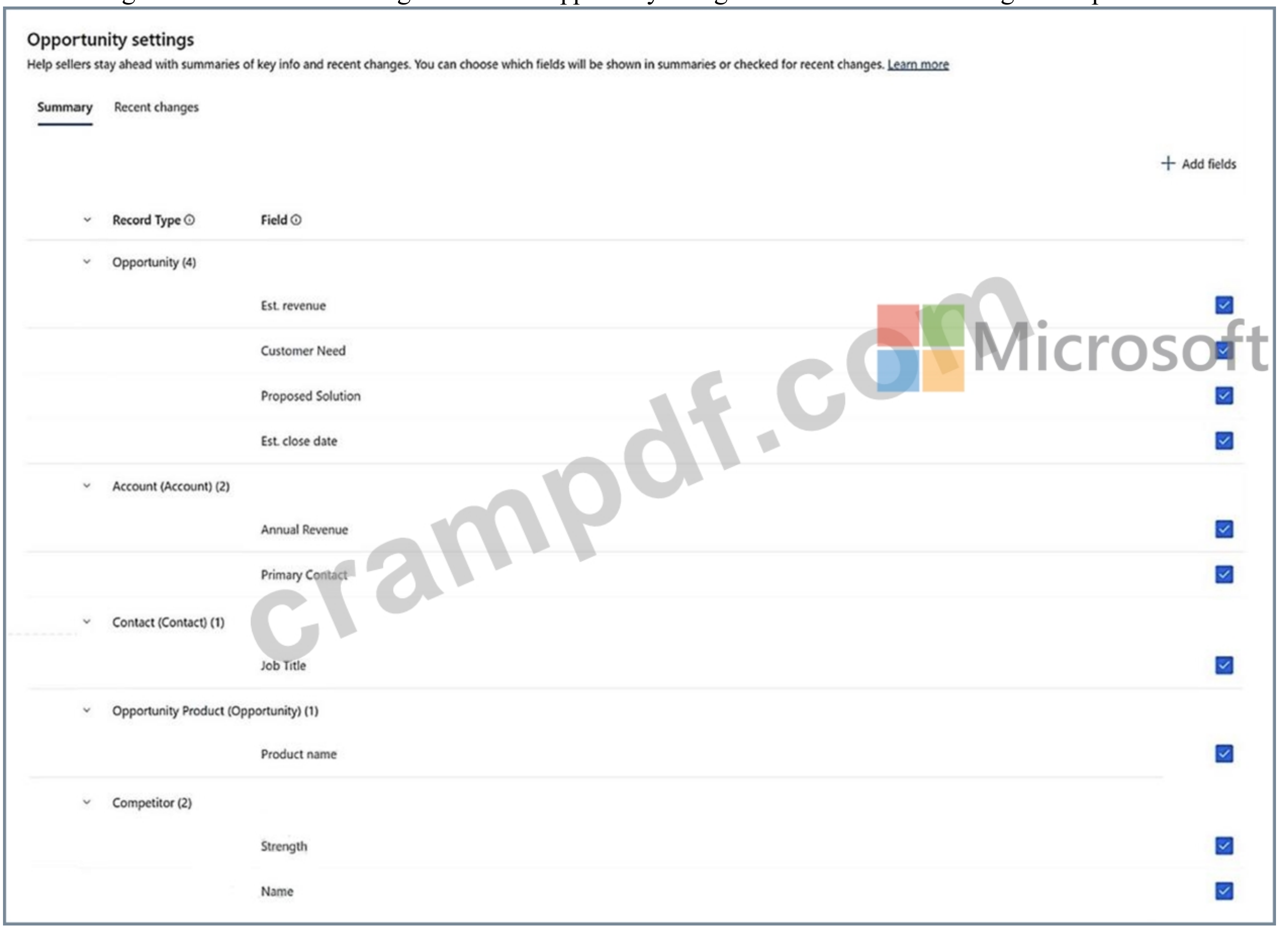
NEW QUESTION # 121
A marketing user wants to target two groups of customers:
1. All customers that live in Paris.
2. All customers that have made more than ten online purchases.
You decide to meet this requirement by making quick segments.
Which two options should you use as the base in the quick segments? Each correct answer presents part of the solution. (Choose two.) NOTE: Each correct selection is worth one point.

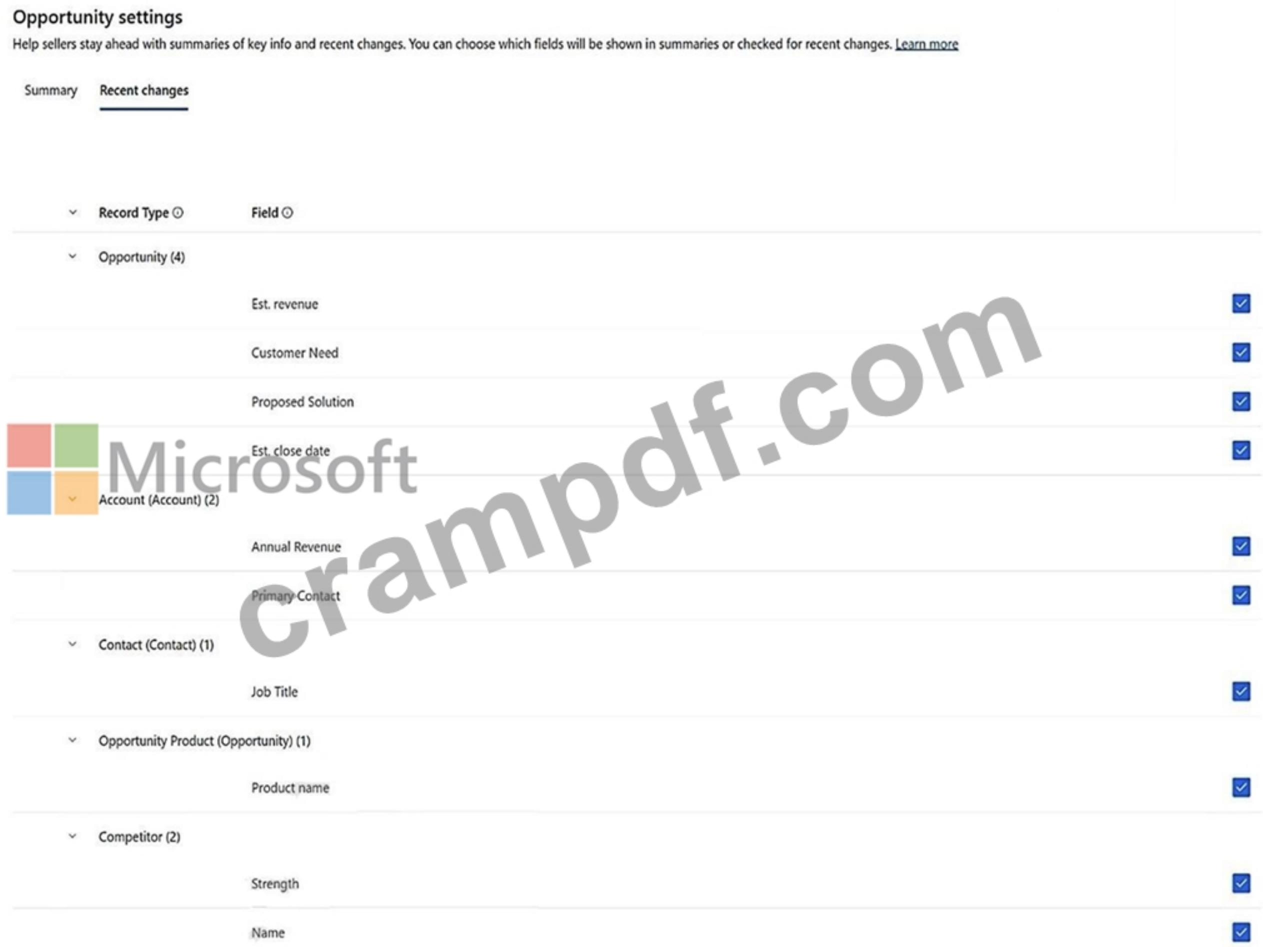
- A. Data tables
- B. Insights
- C. Profiles
- D. Measures
- E. Enrichments

Answer: C,D

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.
Reference:
https://learn.microsoft.com/en-us/dynamics365/customer-insights/data/enrichment-hub
https://learn.microsoft.com/en-us/dynamics365/customer-insights/data/segment-quick

NEW QUESTION # 122
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.

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.

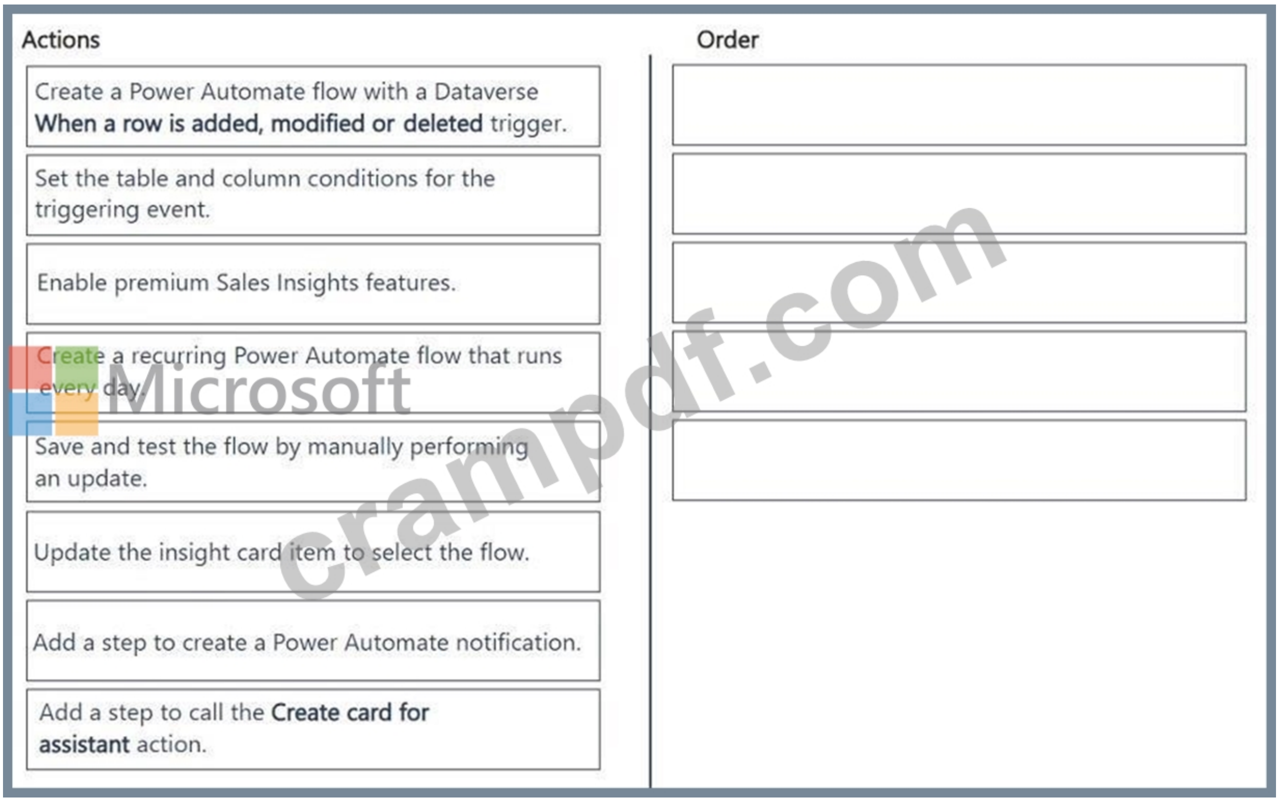
The digital sales team lead requests the following enhancements:

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

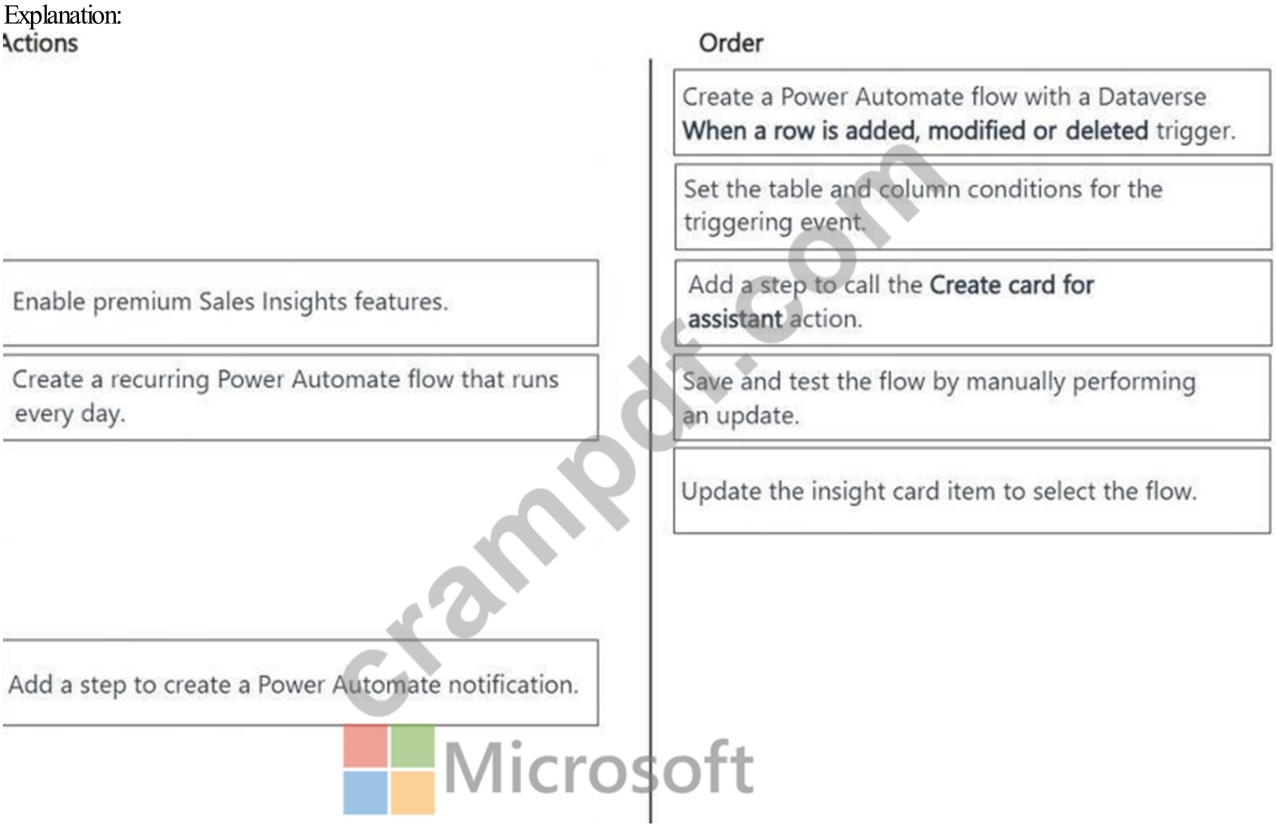
You need to create a custom insight card to display tier change notifications per the global sales lead's request.

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:

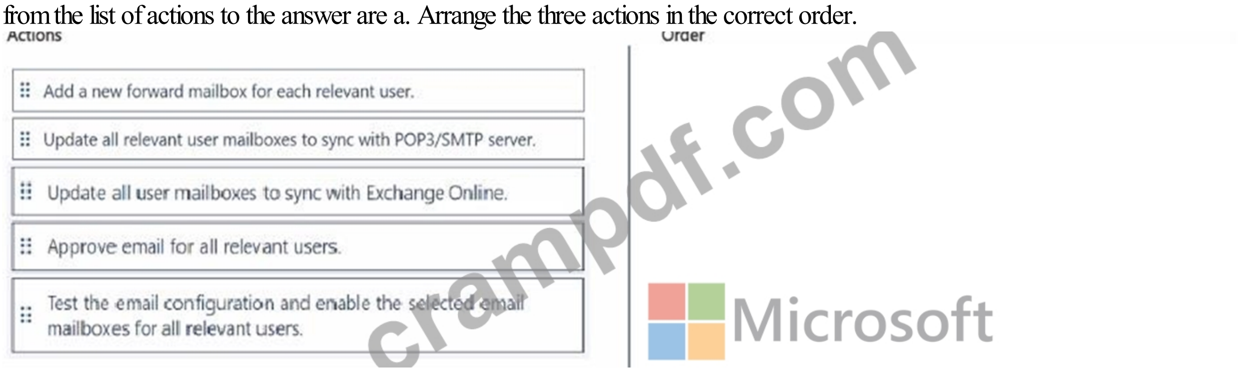


Explanation:

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.

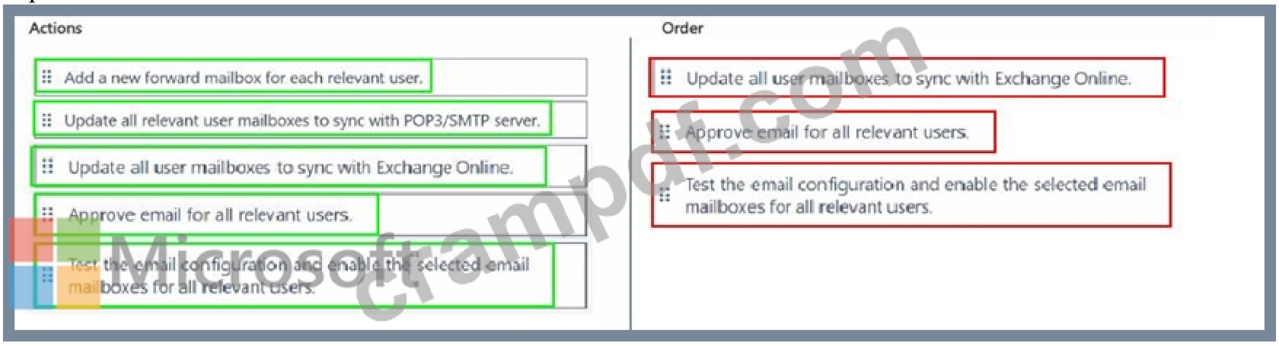
This verifies that the Power Automate flow is correctly detecting tier changes and triggering the insight card.
5. Update the insight card item to select the flow.
This ensures that the newly created insight card is linked to the correct Power Automate flow.

NEW QUESTION # 123
Your organization used Gmail previously and had only one Gmail server profile.
You recently moved to Exchange Online and you need to complete the set up for server-side sync with Exchange Online and ensure all mailboxes are working.
Which three actions should you perform in sequence before saving your changes? To answer, move the three appropriate actions from the list of actions to the answer are a. Arrange the three actions in the correct order.



Answer:

Explanation:



Reference:
Approve Email for All Relevant Users:
After updating the mailbox configurations, it's necessary to approve email for all relevant users. This step confirms that the email addresses are verified and allowed to send and receive emails through Dynamics 365.
This approval step is required to ensure that Dynamics 365 has permissions to access and synchronize with each user's mailbox in Exchange Online.
Test the Email Configuration and Enable the Selected Email Mailboxes for All Relevant Users:
Finally, testing the email configuration ensures that server-side synchronization is functioning correctly with Exchange Online. Once the test is successful, enabling the email mailboxes activates the synchronization for all users.
This step verifies that the settings are correct and that emails can be processed as expected, finalizing the setup.
By updating the mailbox settings to Exchange Online, approving email access, and testing and enabling the configuration, you ensure a smooth transition from Gmail to Exchange Online for server-side synchronization, enabling efficient email communication through Dynamics 365.

NEW QUESTION # 124
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