Utilizing Valid MB-280 Test Forum - No Worry About Microsoft Dynamics 365 Customer Experience Analyst

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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	• Configure and Customize Dataverse and Model-Driven Apps: This section covers the ability of Dynamics 365 Sales Professionals in the configuration and customization of Dataverse and model-driven apps to meet business needs.
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	• Demonstrate Dynamics 365 Customer Insights Capabilities: This section focuses on leveraging customer data to drive sales strategies through Dynamics 365 Customer Insights.
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.

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Just only dozens of money on Microsoft MB-280 latest study guide will assist you pass exam and 24-hours worm aid service. These Microsoft MB-280 test questions will help you secure the Microsoft MB-280 credential on the first attempt. We are aware that students face undue pressure during the Microsoft MB-280 certification exam preparation.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q142-Q147):

NEW QUESTION # 142
A company has two departments. Each department uses only custom forms and views designed for each department. Currently, all users can view all forms and views.
The company wants to improve usability for its users.
You need to limit users to only individual department forms and views.
What should you do?

- A. Use security roles.
- B. Use a hierarchy security model.
- C. Add an area for each department within the site map
- D. Create a model-driven app for each department.

Answer: A

Explanation:
In Dynamics 365 Sales, security roles control access to different forms, views, and records. To ensure that each department can only access their respective custom forms and views, you should assign security roles to the forms and views. This allows you to restrict users based on their department so they only see the forms and views relevant to them.
How it works:
1. Edit the form properties Assign the form to specific security roles.
2. Edit the view properties Restrict views based on security roles.
3. Ensure users have the correct security roles
Users in Department A will only see their assigned forms and views, and the same applies to Department B.

NEW QUESTION # 143
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	
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	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	☑

Contoso Ltd. Personnel

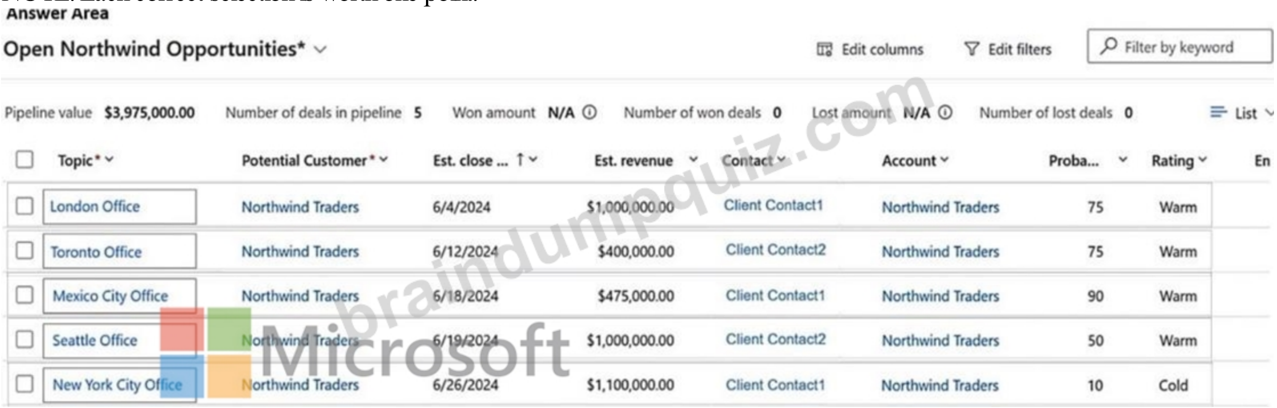
Business development managers

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.
Hotspot Question
BDM1 logs into the Sales Hub on June 3, 2024. BDM1 opens the assistant from the navigation bar. Which two open opportunities will BDM1 see mentioned in the close date coming soon reminder cards? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.


Answer Area

Open Northwind Opportunities*

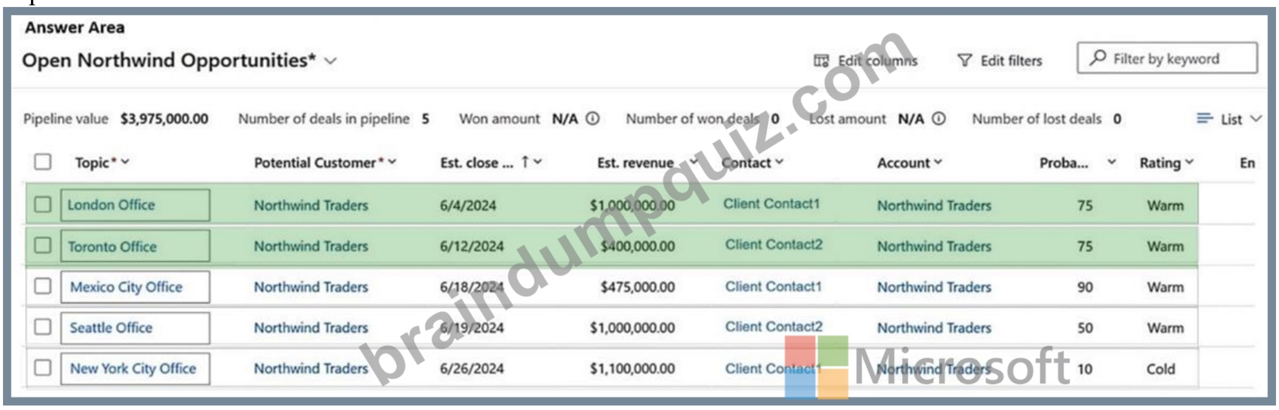
Edit columns | Edit filters | Filter by keyword

Pipeline value $3,975,000.00 | Number of deals in pipeline 5 | Won amount N/A | Number of won deals 0 | Lost amount N/A | Number of lost deals 0 | List

Topic*	Potential Customer*	Est. close ...	Est. revenue	Contact	Account	Proba...	Rating	En
London Office	Northwind Traders	6/4/2024	$1,000,000.00	Client Contact1	Northwind Traders	75	Warm	
Toronto Office	Northwind Traders	6/12/2024	$400,000.00	Client Contact2	Northwind Traders	75	Warm	
Mexico City Office	Northwind Traders	6/18/2024	$475,000.00	Client Contact1	Northwind Traders	90	Warm	
Seattle Office	Northwind Traders	6/19/2024	$1,000,000.00	Client Contact2	Northwind Traders	50	Warm	
New York City Office	Northwind Traders	6/26/2024	$1,100,000.00	Client Contact1	Northwind Traders	10	Cold	

Answer:

Explanation:


Answer Area

Open Northwind Opportunities*

Edit columns | Edit filters | Filter by keyword

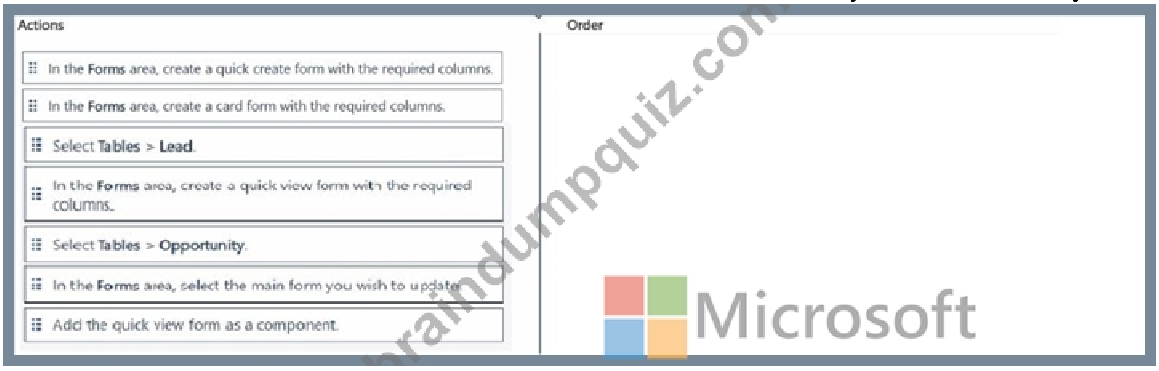
Pipeline value $3,975,000.00 | Number of deals in pipeline 5 | Won amount N/A | Number of won deals 0 | Lost amount N/A | Number of lost deals 0 | List

Topic*	Potential Customer*	Est. close ...	Est. revenue	Contact	Account	Proba...	Rating	En
London Office	Northwind Traders	6/4/2024	$1,000,000.00	Client Contact1	Northwind Traders	75	Warm	
Toronto Office	Northwind Traders	6/12/2024	$400,000.00	Client Contact2	Northwind Traders	75	Warm	
Mexico City Office	Northwind Traders	6/18/2024	$475,000.00	Client Contact1	Northwind Traders	90	Warm	
Seattle Office	Northwind Traders	6/19/2024	$1,000,000.00	Client Contact2	Northwind Traders	50	Warm	
New York City Office	Northwind Traders	6/26/2024	$1,100,000.00	Client Contact1	Northwind Traders	10	Cold	

Explanation:
Based on the scenario provided and the visual data from the images, the key information needed to determine which opportunities BDM1 will see in the "Close date coming soon" reminder cards are:
The "Close date coming soon" insight card is set to notify 21 days before the estimated close date.
BDM1 logs into the system on June 3, 2024.
In the "Open Northwind Opportunities", the following opportunities are listed with their estimated close dates:
London Office: 6/04/2024
Toronto Office: 6/12/2024
Mexico City Office: 6/18/2024
Seattle Office: 6/19/2024
New York City Office: 6/26/2024
Since BDM1 logged in on June 3, 2024, and the system will show opportunities closing within the next 21 days, the opportunities BDM1 will see are:
London Office (close date of June 4, 2024)
Toronto Office (close date of June 12, 2024)
These two opportunities are within 21 days of June 3, 2024, and will trigger the "Close date coming soon" reminder cards.

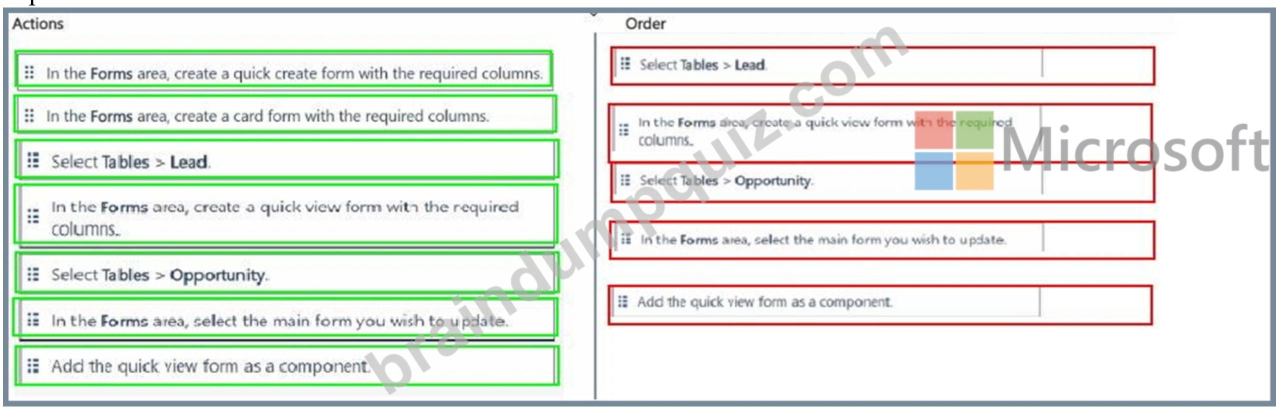
NEW QUESTION # 144
You are designing the user experience for sales users at your organization for a variety of tasks.
One of the user experience requirements is for sales users to be able to see information from custom attributes created for originating leads for opportunities WITHOUT having to navigate 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 are a. 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



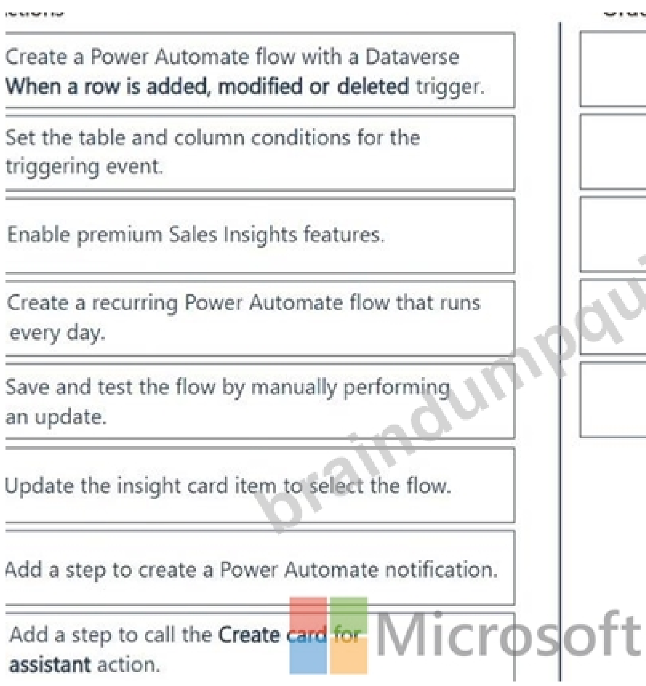
Answer:

Explanation:



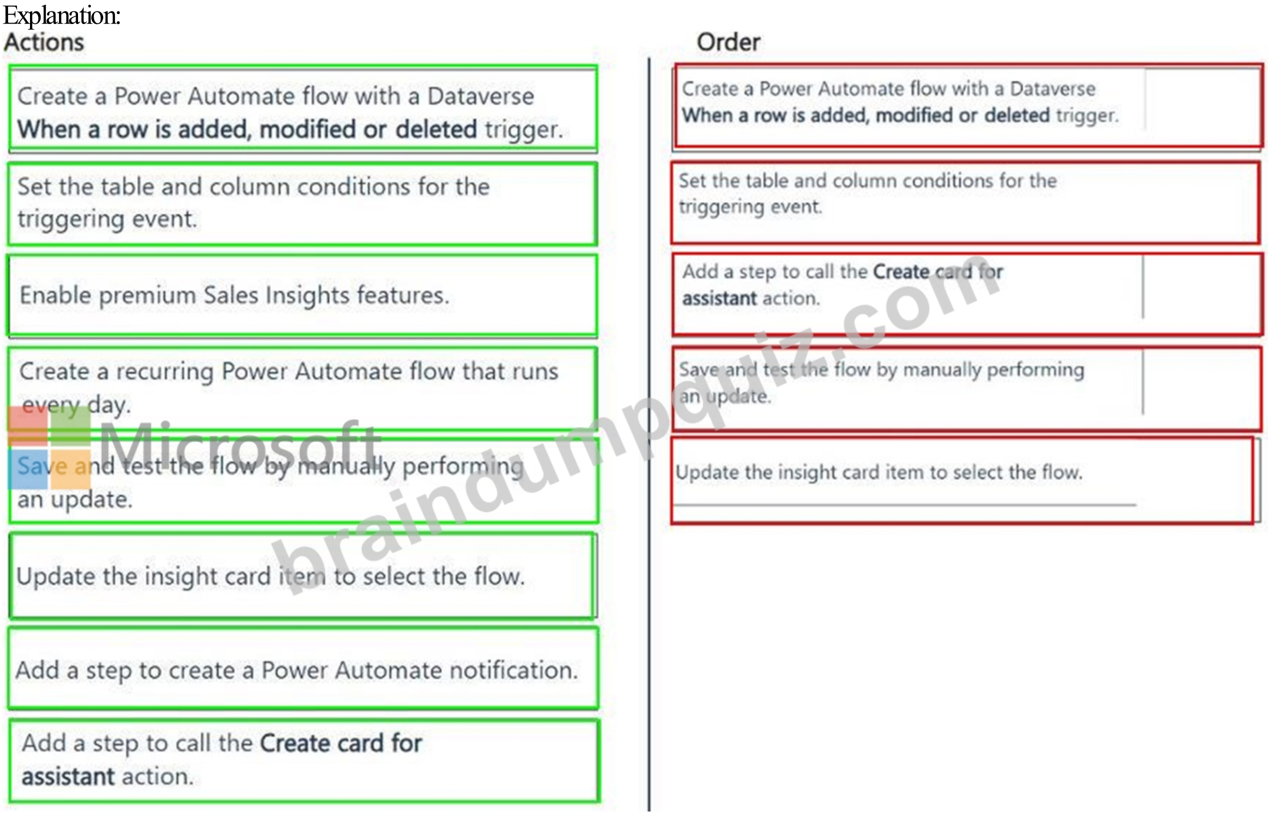
Reference:
In the Forms Area, Create a Quick View Form with the Required Columns:
Within the Lead table, go to the Forms section and create a Quick View form. The Quick View form will be designed to include the necessary custom attributes from the Lead table.
This step is crucial as the Quick View form will later be embedded in the Opportunity form to provide context about the originating lead.
Select Tables > Opportunity:
After configuring the Quick View form in the Lead table, navigate to the Opportunity table where you will embed this Quick View form.
In the Forms Area, Select the Main Form You Wish to Update:
Within the Opportunity table, go to the Forms area, and select the Main Form that sales users will use. This is where you will add the Quick View form created from the Lead table.
Add the Quick View Form as a Component:
Finally, add the previously created Quick View form as a component on the Opportunity Main Form. This will enable the embedded display of lead information, allowing users to view lead data directly within the Opportunity form.
Once added, save and publish the form to make the changes effective.
By following these steps, sales users can access lead information within the Opportunity form itself, streamlining their workflow by removing the need to navigate to the Lead record.
New

NEW QUESTION # 145
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 are a. Arrange the five actions in the correct order.



Answer:

Explanation:



NEW QUESTION # 146

You are implementing Dynamics 365 Customer Insights - Data as the company's Customer Data Platform. You set up the data sources and start the unification process.

You need to identify the primary table within the Matching conditions page.

Which two criteria should you use to determine the primary table? Each correct answer presents a complete solution. (Choose two.)

NOTE: Each correct selection is worth one point.

- A. Choose the table with the most complete and reliable profile data about your customers.
- B. Choose the table that has the most related tables.

- C. Choose the Dynamics 365 contact table when this is available as the data source.
- D. Choose the table that has several attributes in common with other tables.

Answer: A,C

Explanation:
Choose the table with the most complete and reliable profile data about your customers: The primary table should contain the most accurate and complete information to serve as the foundation for matching records across different sources.
Choose the Dynamics 365 contact table when this is available as the data source: The contact table in Dynamics 365 is a logical choice for the primary table when it's available because it likely contains the core customer profile data that can be unified with other data sources.

NEW QUESTION # 147
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