

MDYN-64 - MOC MB-910T00 - MICROSOFT DYNAMICS 365 FUNDAMENTALS CUSTOMER ENGAGEMENT APPS (CRM)

Categoria: **Dynamics 365**

INFORMAZIONI SUL CORSO



Durata:
2 Giorni



Categoria:
Dynamics 365



Qualifica Istruttore:
Microsoft Certified
Trainer



Dedicato a:
Consulente Dynamics



Produttore:
Microsoft

OBIETTIVI

Skills gained:

- Describe the capabilities and functionality of Dynamics 365 Marketing
- Describe the capabilities and functionality of Dynamics 365 Sales
- Describe the capabilities and functionality of Dynamics 365 Customer Service
- Describe the capabilities and functionality of Dynamics 365 Field Service
- Describe the capabilities and functionality of Dynamics 365 Project Operations (CRM)

PREREQUISITI

Learners should have a fundamental understanding of customer engagement principles and business operations. An understanding of cloud computing is helpful, but isn't necessary.

CONTENUTI

Module 1: Learn the Fundamentals of Dynamics 365 Marketing

- Get introduced to the Dynamics 365 customer engagement apps
- Examine Dynamics 365 Marketing
- Describe Dynamics 365 Marketing capabilities
- Review Additional Marketing Apps

Lab : Working with customer engagement apps

Lab : Manage Customers and Activities

Lab : Search and filter data

Lab : Dynamics 365 Marketing Capstone Lab

- Create a marketing email
- Create a Segment in Dynamics 365 Marketing
- Create a Customer Journey

Module 2: Learn the Fundamentals of Dynamics 365 Sales

- Explore Dynamics 365 Sales

- Manage the sales lifecycle with Dynamics 365 Sales
- Review additional sales apps

Lab : Dynamics 365 Sales Capstone Lab

- Create and qualify a Lead
- Manage a sales Opportunity

Module 3: Learn the Fundamentals of Dynamics 365 Customer Service

- Examine Dynamics 365 Customer Service
- Describe Dynamics Customer Service capabilities
- Review additional customer service apps

Lab : Dynamics 365 Capstone Lab

- Create and publish a Knowledge Article
- Manage a support Case through its life cycle

Module 4: Learn the Fundamentals of Dynamics 365 Field Service

- Examine Dynamics Field Service
- Generate Work Orders in Dynamics 365 Field Service
- Describe the scheduling capabilities of Dynamics 365 Field Service
- Examine the inventory management capabilities of Dynamics 365 Field Service
- Review the asset management capabilities of Dynamics 365 Field Service

Lab : Dynamics 365 Capstone Lab

- Create a Case and escalate to a Work Order
- Schedule items with Dynamics 365 Field Service

Module 5: Learn the Fundamentals of Dynamics 365 Project Operations (CRM)

- Examine Dynamics 365 Project Operations
- Describe the sales capabilities of Dynamics 365 Project Operations
- Plan projects with Dynamics 365 Project Operations
- Review the resource utilization capabilities of Dynamics 365 Project Operations

Lab : Dynamics 365 Project Operations Capstone Lab

- Create a project-based Lead
- Manage a project-based Opportunity
- Create a Project Quote and Project Estimate

INFO

Esame: MB-910 - Microsoft Dynamics 365 Fundamentals Customer Engagement Apps (CRM)

Manuale: Materiale didattico ufficiale Microsoft in formato digitale

Prezzo manuale: 130 € incluso nel prezzo del corso a Calendario

Natura del corso: Operativo (previsti lab su PC)