MDYN-75 - MOC MB-280T03 - DESIGN AND DELIVER POWERFUL CUSTOMER EXPERIENCES WITH DYNAMICS 365 CUSTOMER INSIGHTS

Categoria: **Dynamics 365**

INFORMAZIONI SUL CORSO

Durata:
1,5 Giorni

Categoria:
Dynamics 365

Qualifica Istruttore:
Microsoft Certified Trainer

Dedicato a:
Consulente Dynamics

Produttore:
Microsoft

OBIETTIVI

Dynamics 365 Customer Insights helps organizations deliver exceptional experiences personalized to every customer. In this course, students will learn how to work with key features of Customer Insights - Data and Customer Insights - Journeys. First, students will learn about the business value of using a customer data platform. They will ingest data into Customer Insights - Data, create unified customer profiles, and create segments to help target specific audiences. Then, students will build impactful and personal experiences using Customer Insights - Journeys. They will create marketing assets like emails and text messages and deliver them via segment- and trigger-based journeys. This course is part of a four-course series (MB-280T01-T04) aligning to the MB-280 certification exam.

PREREQUISITI

Students should have knowledge in basic marketing principles. Students should be familiar with the Dynamics 365 customer experience suite, including Dynamics 365 Sales and Dynamics 365 Customer Insights. They should also have basic model-driven application configuration experience.

CONTENUTI

Work with real-time features in Dynamics 365 Customer Insights - Journeys
- Create emails in Dynamics 365 Customer Insights - Journeys
- Create text messages and push notifications in Dynamics 365 Customer Insights - Journeys
- Create forms in Dynamics 365 Customer Insights - Journeys
- Manage consent in Dynamics 365 Customer Insights - Journeys
- Build journeys with Dynamics 365 Customer Insights - Journeys
- Manage leads and scoring in Customer Insights - Journeys
- Extend real-time marketing capabilities within Dynamics 365 Customer Insights - Journeys

Unlock customer intent with Dynamics 365 Customer Insights - Data
- Get started with Dynamics 365 Customer Insights - Data
- Ingest data into Customer Insights - Data
- Create a unified customer profile in Dynamics 365 Customer Insights - Data
- Work with Dynamics 365 Customer Insights - Data
- Data enrichment in Dynamics 365 Customer Insights - Data

- Predictions in Dynamics 365 Customer Insights - Data
- Manage external connections with Customer Insights - Data
- Configure and administer Customer Insights - Data

INFO

Esame: MB-280 - Microsoft Dynamics 365 Customer Experience Analyst

Materiale didattico: Materiale didattico ufficiale Microsoft in formato digitale

Costo materiale didattico: incluso nel prezzo del corso a Calendario

Natura del corso: Operativo (previsti lab su PC)