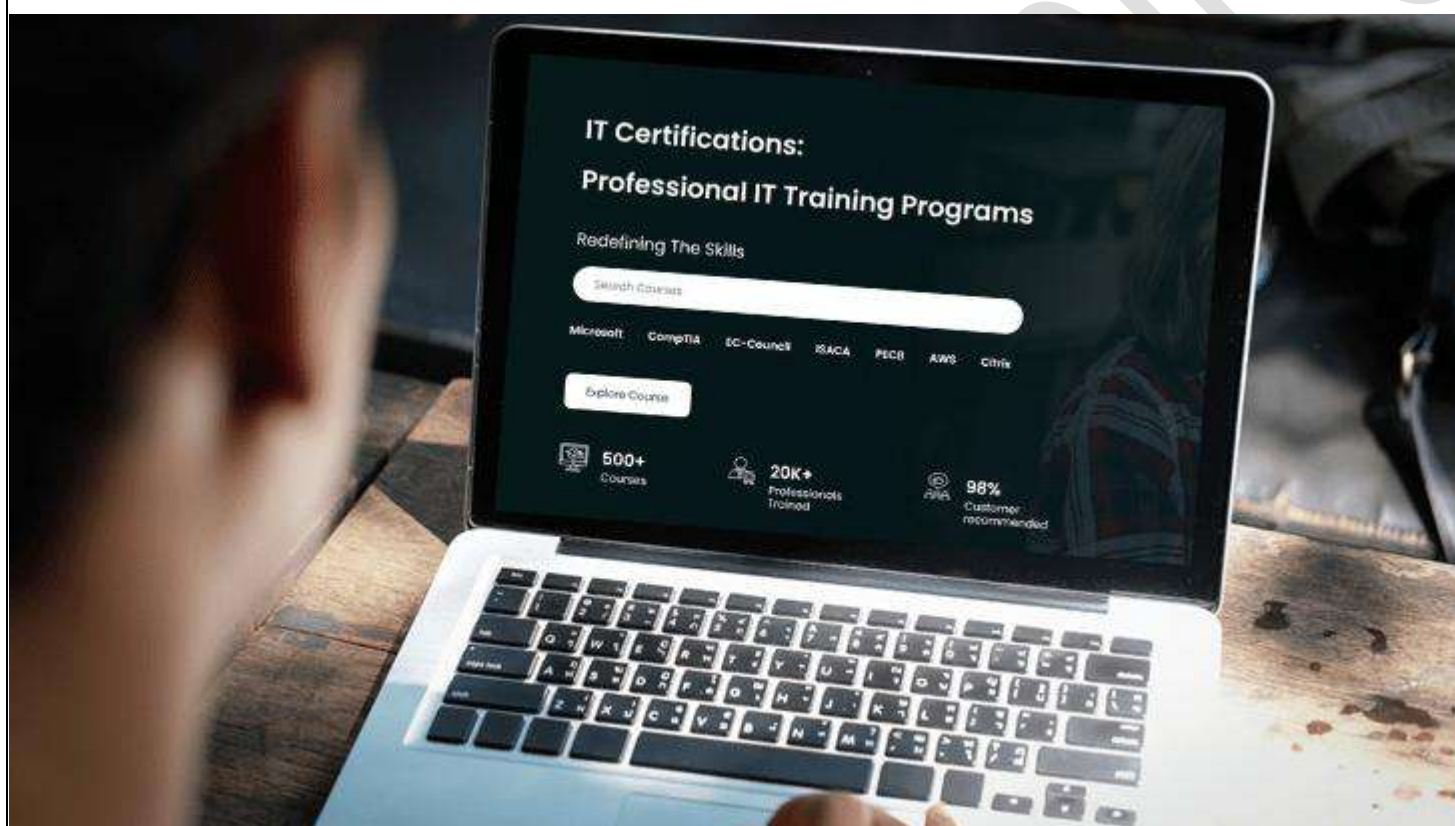




Redefining The Skills



MB-910T00: MICROSOFT DYNAMICS 365 FUNDAMENTALS CRM TRAINING

Duration: 1 Day

Course Description

MB 910T00: Microsoft Dynamics 365 Fundamentals CRM Training is intended for tech-savvy professionals who have previous knowledge of business administration and customer relationship management. These professionals can take advantage of this course in order to enhance their broad exposure to consumer relationship management.

Please note this program is designed for IT personnel only, but is also aimed at professionals in different fields. This includes business stakeholders knowing Dynamics 365, developers who wish to enhance their business operations, and students who are recent graduates willing to aspire as business owners.

This training is designed based on the objectives of the course variant MB-910T00-A.

Who should attend this course?

- Professionals in different roles and at various stages in their careers can benefit from this fundamental course.
- These professionals also include IT professionals, business stakeholders, and other individuals who want to be exposed to customer engagement.
- Given below are professionals who can use Microsoft Certified: Dynamics 365 Fundamentals (CRM) Training to upskill their current positions:
 - IT Support Staff
 - Business Analysts
 - Project Managers
 - Dynamics 365 Consultants
 - Sales and Marketing Professionals

What you will learn

- 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)

Prerequisites

- Learners should have a fundamental understanding of customer engagement principles and business operations.
- A basic understanding of cloud computing is helpful.

Curriculum

Module 1: Describe the foundations of Dynamics 365 customer engagement apps

- Describe use cases for Dynamics 365
- Describe how the Microsoft Power Platform relates to Dynamics 365 apps
- Explain what Microsoft Dataverse is and how it is used by Dynamics 365 customer engagement apps
- Describe the different Dynamics 365 customer engagement apps
- Describe options for accessing Dynamics 365 customer engagement apps

- Describe Copilot in Dynamics 365 customer engagement apps

Module 2: Describe shared activities and integration options in Dynamics 365 customer engagement apps

- Work with customers and manage activities
- Explore different reporting options
- Describe the available integration options

Module 3: Explore Dynamics 365 Customer Insights - Journeys

- Identify use cases for Dynamics 365 Customer Insights - Journeys
- Explain email marketing
- Describe how to target customers with segments
- Explain how to create and use customer journeys in Dynamics 365 Customer Insights - Journeys
- Describe lead generation and qualification
- Describe event management features and capabilities

Module 4: Describe Dynamics 365 Customer Insights - Data

- Describe the use cases of Customer Insights - Data
- Explain unified customer profile
- Describe measures, segments, and predictions
- Describe consuming Customer Insights - Data in other applications such as Customer Insights - Journeys

Module 5: Explore Dynamics 365 Sales

- Describe the typical sales lifecycle process looks like and how an organization might use it to manage their sales
- Describe the tools provided in Dynamics 365 Sales to assist organizations in creating, managing, and qualifying potential sales leads
- Describe the process for creating and managing opportunities
- Describe how Dynamics 365 Sales uses business process flows to provide sellers assistance while managing sales opportunities
- Describe the options available for building and delivering quotes using Dynamics 365 Sales
- Describe how to use orders and invoices
- Describe Sales Accelerator
- Describe how to use Copilot in Dynamics 365 Sales
- Lab: Work with leads and opportunities

Module 6: Describe Dynamics 365 Sales capabilities and related apps

- Identify cases where other sales apps could be used
- Examine the sales pipeline and forecasting available in Dynamics 365 Sales
- Describe the capabilities of Dynamics 365 Sales Insights
- Describe the capabilities of LinkedIn Sales Navigator
- Examine the Dynamics 365 Sales mobile application
- Describe the capabilities of Microsoft Sales Copilot

Module 7: Explore Dynamics 365 Customer Service

- Identify use cases for Dynamics 365 Customer Service
- Explain the case lifecycle including service level agreements and entitlements
- Describe the functionality for workload management
- Describe knowledge management
- Describe how Copilot is used in Dynamics 365 Customer Service

Module 8: Describe Dynamics 365 Customer Service capabilities and related apps

- Describe Omnichannel for Dynamics 365 Customer Service
- Describe Omnichannel Historical Analytics
- Describe the Dynamics 365 Productivity Tools app
- Explain reporting and visualization options in Dynamics 365 Customer Service

Module 9: Explore Dynamics 365 Field Service

- Describe a typical field service lifecycle
- Examine the lifecycle of a work order
- Explain inspections
- Describe the Field Service mobile app

For any query Contact Us – Microtek Learning
