

## **MB-280T03: Design and deliver powerful customer experiences with Dynamics 365 Customer Insights**

Course Code: MB-280T03

Duration: 1 day

Instructor-led Training (ILT) | Virtual Instructor-led Training (VILT)

### **OVERVIEW**

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.

### **SKILLS COVERED**

- Work with real-time features in Dynamics 365 Customer Insights – Journeys
- Unlock customer intent with Dynamics 365 Customer Insights – Data

### **WHO SHOULD ATTEND?**

This course is designed for IT or marketing professionals who want to learn how to leverage Dynamics 365 Customer Insights for their

organizations. 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.

### **PREREQUISITES**

There are no prerequisites required to attend this course.

### **MODULES**

#### **Module 1: Work with real-time features in Dynamics 365 Customer Insights - Journeys**

Dynamics 365 Customer Insights – Journeys real-time marketing features enable organizations to orchestrate personalized journeys across all touchpoints to strengthen relationships and earn loyalty.

This learning path helps prepare you for [Exam MB-220: Microsoft Dynamics 365 Customer Insights \(Journeys\) Functional Consultant](#).

#### **Prerequisites**

- A basic understanding of how to navigate in Dynamics 365 Customer Insights – Journeys.

#### **Module 2: Unlock customer intent with Dynamics 365 Customer Insights - Data**

Unify customer data with prebuilt connectors, predict customer intent with rich segmentation, and maintain control of your customer data. This learning path starts with creating a unified profile and then working with your customer data.

This learning path helps prepare you for [Exam MB-260: Microsoft Customer Data Platform Specialist](#).

**Prerequisites**

- Basic knowledge of Dynamics 365

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