



MB-910^{Q&As}

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps
(CRM)

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**QUESTION 1**

A company uses Dynamics 365 Marketing. The company uses a third-party app to send email surveys to prospects to better understand their business needs.

There is currently no link to prospect records and users report that the survey management process is manual and is difficult to manage.

You need to automate the survey process and streamline collection and analysis of responses.

What are two possible ways to achieve this goal? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Use Customer Voice to compile results from the existing third-party app.
- B. Use Power Automate to automatically send Customer Voice surveys.
- C. Create a survey in Dynamics 365 Marketing and create a campaign to send it to out and collect data.
- D. Use Customer Voice to collect and analyze survey results.
- E. Create surveys in Dynamics 365 Marketing by using Questionnaire.

Correct Answer: DE

QUESTION 2

Which two components are included in Dynamics 365 Marketing?

Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Customer Voice survey
- B. Customer Service Hub
- C. Enterprise Asset Management
- D. Event management

Correct Answer: AD

Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/overview>

QUESTION 3

DRAG DROP

A company plans to use several Dynamics 365 apps for business operations.



The company plans to use Microsoft Power Platform services to meet several business requirements.

Match each requirement to the Power Platform service.

Instructions: To answer, drag the appropriate Power Platform service from the column on the left to the requirement on the right. Each Power Platform service may be used once, more than once, or not at all.

NOTE: Each correct selection is worth one point.

Select and Place:

Power Platform services	Answer Area	Power Platform service
<div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">Power BI</div> <div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">Power Automate</div> <div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">Power Pages</div> <div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">Microsoft Dataverse</div> <div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">AI Builder</div> <div style="border: 1px solid gray; padding: 2px;">Power Virtual Agents</div>	<p>Requirement</p> <ul style="list-style-type: none"> Provide data storage for Dynamics 365 apps. Provide reporting for Dynamics 365 apps and external systems. Answer customer questions in a conversational format. Capture input by using a multi-step form. 	<div style="border: 1px solid gray; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid gray; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid gray; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid gray; height: 20px;"></div>

Correct Answer:

Power Platform services	Answer Area	Power Platform service
<div style="border: 1px solid gray; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid gray; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">Power Pages</div> <div style="border: 1px solid gray; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid gray; padding: 2px;">AI Builder</div> <div style="border: 1px solid gray; height: 20px; margin-bottom: 5px;"></div>	<p>Requirement</p> <ul style="list-style-type: none"> Provide data storage for Dynamics 365 apps. Provide reporting for Dynamics 365 apps and external systems. Answer customer questions in a conversational format. Capture input by using a multi-step form. 	<div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">Microsoft Dataverse</div> <div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">Power BI</div> <div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">Power Virtual Agents</div> <div style="border: 1px solid gray; padding: 2px;">Power Automate</div>

Explanation: Box 1: Microsoft Dataverse Box 2: Power BI Box 3: Power Virtual Agents Box 4: Power Automate

Power Automate Business process flows provide a guide for people to get work done. They provide a streamlined user experience that leads people through the processes their organization has defined for interactions that need to be

advanced to a conclusion of some kind. This user experience can be tailored so that people with different security roles can have an experience that best suits the work they do.

Use business process flows to define a set of steps for people to follow to take them to a desired outcome. These steps provide a visual indicator that tells people where they are in the business process. Business process flows reduce the

need for training because new users don't have to focus on which table they should be using. They can let the process guide them. You can configure business process flows to support common sales methodologies that can help your sales



groups achieve better results. For service groups, business process flows can help new staff get up-to-speed more quickly and avoid mistakes that could result in unsatisfied customers.

Reference:

<https://learn.microsoft.com/en-us/power-automate/business-process-flows-overview>

QUESTION 4

DRAG DROP

You use Dynamics 365 Customer Service. You plan to configure service-level agreements (SLAs) for cases.

Which feature should you use? To answer, drag the appropriate features to the correct scenarios. Each feature may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content

NOTE: Each correct selection is worth one point.

Select and Place:

Actions

- SLA key performance indicator (KPI)
- SLA actions
- Business Hours
- Allow Pause and Resume

Answer Area

Scenario

Prevent enforcement of the SLA terms while waiting for additional information from a customer

Send an email when a case is at risk for non-compliance with an SLA

Feature

Correct Answer:



Actions

SLA key performance indicator (KPI)
Business Hours

Answer Area

Scenario

Prevent enforcement of the SLA terms while waiting for additional information from a customer

Send an email when a case is at risk for non-compliance with an SLA

Feature

Allow Pause and Resume

SLA actions

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-service/define-service-level-agreements>

QUESTION 5

DRAG DROP

A company uses Dynamics 365 Customer Service.

You need to recommend solutions to help the company meet the following business requirements:

Detect and diagnose equipment problems before customers are aware of an issue.

Create cases from social channels and SMS text messages.

Use context-specific knowledge articles to solve customer issues quickly.

What should you recommend?

To answer, drag the appropriate solutions to the correct requirements. Each solution may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:



Answer Area

Solutions

Requirement

Solution

- Azure Hub telemetry
- Customer Service Insights
- Connected Customer Service
- Omnichannel for Customer Service

Detect and diagnose equipment problems before customers are aware of an issue.

Create cases from social channels and SMS text messages.

Correct Answer:

Answer Area

Solutions

Requirement

Solution

- Azure Hub telemetry
- Customer Service Insights
-
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Detect and diagnose equipment problems before customers are aware of an issue.

Create cases from social channels and SMS text messages.

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-service/cs-iot-overview>

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