



MB-910^{Q&As}

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps
(CRM)

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QUESTION 1

HOTSPOT

A company uses Dynamics 365 Customer Insights.

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Statements	Yes	No
Dynamics 365 Customer Insights can combine data from multiple sources into a single view.	<input type="radio"/>	<input type="radio"/>
Match conditions in Dynamics 365 Customer Insights determine which data is included in the unified profile.	<input type="radio"/>	<input type="radio"/>
Dynamics 365 Customer Insights can merge records.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Answer Area

Statements	Yes	No
Dynamics 365 Customer Insights can combine data from multiple sources into a single view.	<input checked="" type="radio"/>	<input type="radio"/>
Match conditions in Dynamics 365 Customer Insights determine which data is included in the unified profile.	<input checked="" type="radio"/>	<input type="radio"/>
Dynamics 365 Customer Insights can merge records.	<input type="radio"/>	<input checked="" type="radio"/>

Explanation:

Box 1: Yes

Dynamics 365 Customer Insights can combine data from multiple sources into a single view.



Dynamics 365 Customer Insights provides connections to bring data from a broad set of sources. Connecting to a data source is often referred to as the process of data ingestion. After ingesting the data, you can unify, generate insights, and

activate the data for building personalized experiences.

Box 2: Yes

Match conditions in Dynamics 365 Customer Insights determine which data is included in the unified profile.

Match conditions for data unification

This step in unification defines the match order and rules for cross-table matching. This step requires at least two tables.

Box 3: No

Reference:

<https://learn.microsoft.com/en-us/dynamics365/customer-insights/data-sources>

<https://learn.microsoft.com/en-us/dynamics365/customer-insights/data-unification-match-tables>

QUESTION 2

A company uses Dynamics 365 Sales.

You disqualify a lead. On a later date, the lead shows interest in buying a product that the company sells.

You need to convert the lead to an opportunity and retain all available history.

Which two actions should you perform? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Qualify the closed lead as an opportunity.
- B. Qualify the reactivated lead to an opportunity.
- C. Convert the copied lead to an opportunity.
- D. Use the Reactivate Lead functionality to reopen the lead.
- E. Create a copy of the lead with data from the original lead.

Correct Answer: AD

Reference: <https://docs.microsoft.com/en-us/dynamics365/sales/re-open-lead-sales> <https://docs.microsoft.com/en-us/dynamics365/sales/qualify-lead-convert-opportunity-sales>

QUESTION 3

HOTSPOT



You are using Dynamics 365 Field Service inspections.

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

Hot Area:

Answer Area

Statement	Yes	No
Inspections can be completed without internet access.	<input type="radio"/>	<input type="radio"/>
Inspections require new tables and columns.	<input type="radio"/>	<input type="radio"/>
Images can be added to an inspection.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Answer Area

Statement	Yes	No
Inspections can be completed without internet access.	<input checked="" type="radio"/>	<input type="radio"/>
Inspections require new tables and columns.	<input type="radio"/>	<input checked="" type="radio"/>
Images can be added to an inspection.	<input checked="" type="radio"/>	<input type="radio"/>

Explanation:

Box 1: Yes

Inspections in Field Service also provide:

Offline support: Technicians can view and fill out inspections on their mobile phones or tablets without internet access. Answers are synced when connectivity is restored (cellular or WiFi).

Box 2: No



Box 3: Yes

Field Service inspections have many question formats and validation options, such as multi-option select, mandatory fields, images, attachments, and more.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/field-service/inspections>

QUESTION 4

DRAG DROP

You plan to use Dynamics 365 Customer Voice to gather customer feedback for three different lines of business.

You need to determine how each requirement will be fulfilled.

Which objects should you use? To answer, drag the appropriate objects to the correct requirements. Each object 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:

Objects

- Project
- Report
- Metric
- Branching rule

Answer Area

Requirement

- Keep survey responses from each line of business separate from one another.
- Calculate the effectiveness of a survey.

Object

- Object
- Object

Correct Answer:

Objects

-
- Report
-
- Branching rule

Answer Area

Requirement

- Keep survey responses from each line of business separate from one another.
- Calculate the effectiveness of a survey.

Object

- Project
- Metric

Explanation:

**Box 1: Project**

Keep survey responses from each line of business separate from one another.

A project is a container that consists of surveys, satisfaction metrics, email templates, Power Automate flows, and reports. You can create, distribute, and analyze a survey by creating a project. You can create a project by using a ready-to-use template or by using a blank template to create the project from scratch.

Dynamics 365 Customer Voice offers ready-to-use survey feedback project templates. Each project template includes survey questions, preconfigured satisfaction metrics, email templates, and Power Automate flows for Dynamics 365 business applications.

Box 2: Metric

Calculate the effectiveness of a survey.

Add and configure satisfaction metrics

Organizations use various metrics to determine the effectiveness of the experiences they provide to their customers. They track a subset of these metrics daily, and this forms the basis for measuring their performance. These metrics, called

satisfaction metrics, are measurement systems you can use to measure your customer experience. This ensures that the data you collect through surveys can be analyzed successfully, and you can make decisions accordingly.

Dynamics 365 Customer Voice includes support for adding the following standardized satisfaction metrics and mapping them to survey questions:

Net Promoter Score (NPS)

Sentiment

Etc.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/customer-voice/create-project>

<https://learn.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

QUESTION 5

Which three capabilities are included in Dynamics 365 Marketing?

Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. Qualify leads
- B. Case management
- C. Dynamics 365 Connector for LinkedIn
- D. Project quote management



E. Event management

Correct Answer: ACE

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/event-management> <https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration> <https://docs.microsoft.com/en-us/dynamics365/marketing/lead-lifecycle>

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