MB-910^Q&As^

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps (CRM)

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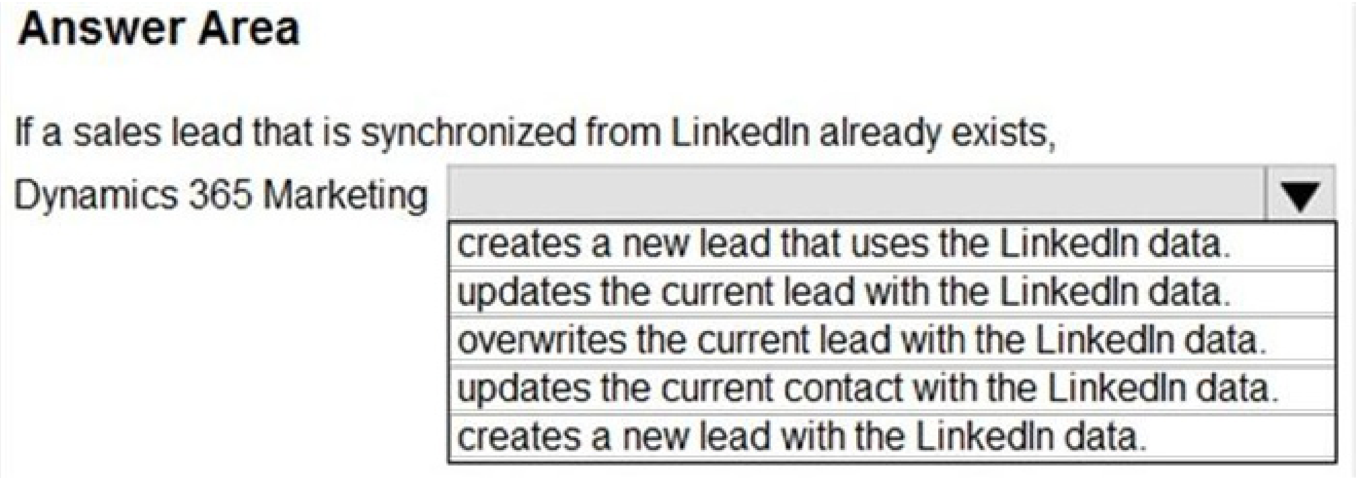
QUESTION 1

HOTSPOT

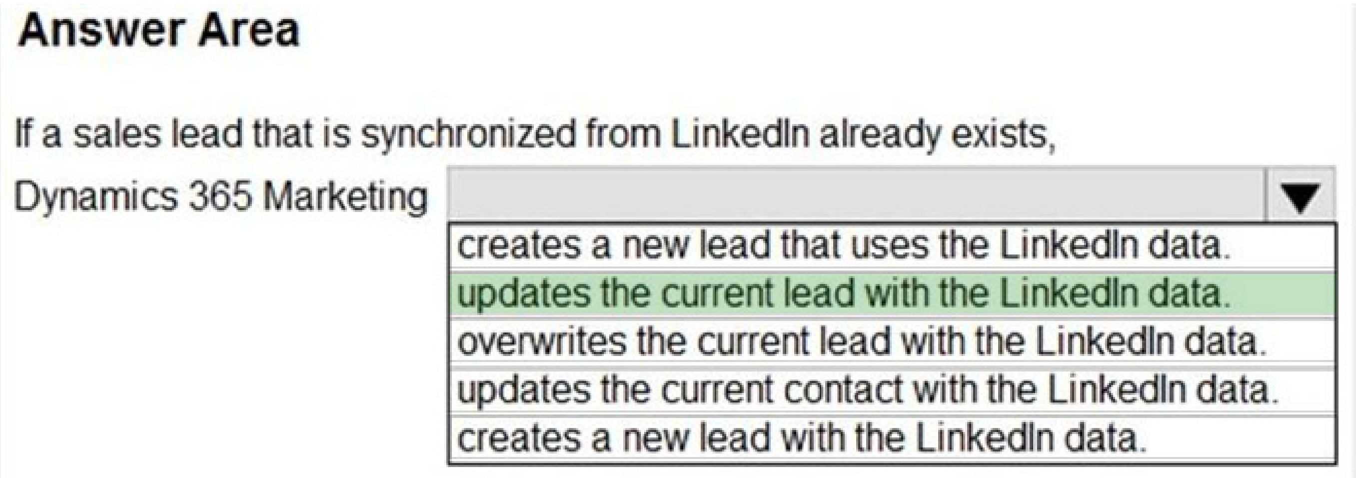
A company plans to synchronize LinkedIn Campaign Manager with Dynamics 365 Marketing to determine who is looking at their LinkedIn advertisements.

What happens during synchronization? To answer, select the appropriate option in the answer area.

Hot Area:



Correct Answer:



Reference: https://docs.microsoft.com/en-gb/dynamics365/marketing/linkedin-lead-gen-integration

QUESTION 2

A company uses Dynamics 365 Sales and Dynamics 365 Customer Service apps.

Technicians doing repair work should not have access to customer orders and invoices.

You need to limit the technicians access to data.

Which feature should you use?

A. Environment-level security

B. Data loss prevention policy

C. Role-based security

D. Row-level security

Correct Answer: C

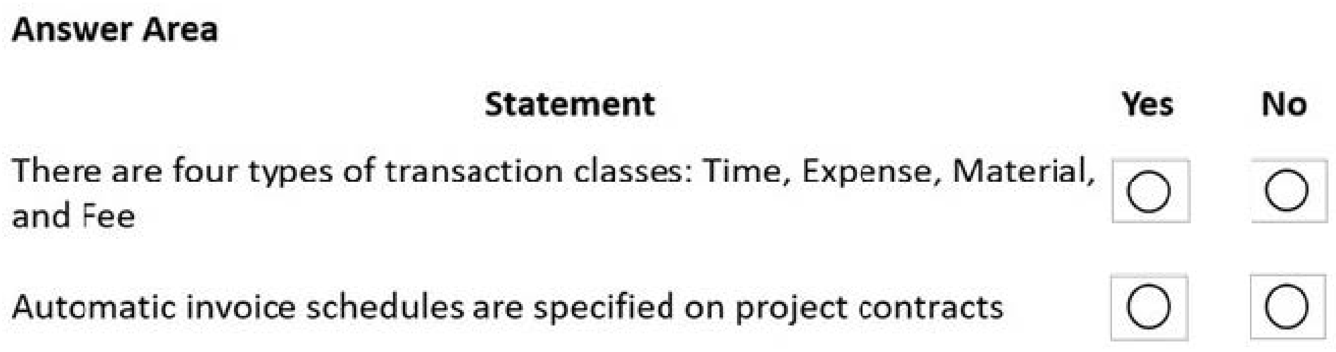
QUESTION 3

HOTSPOT

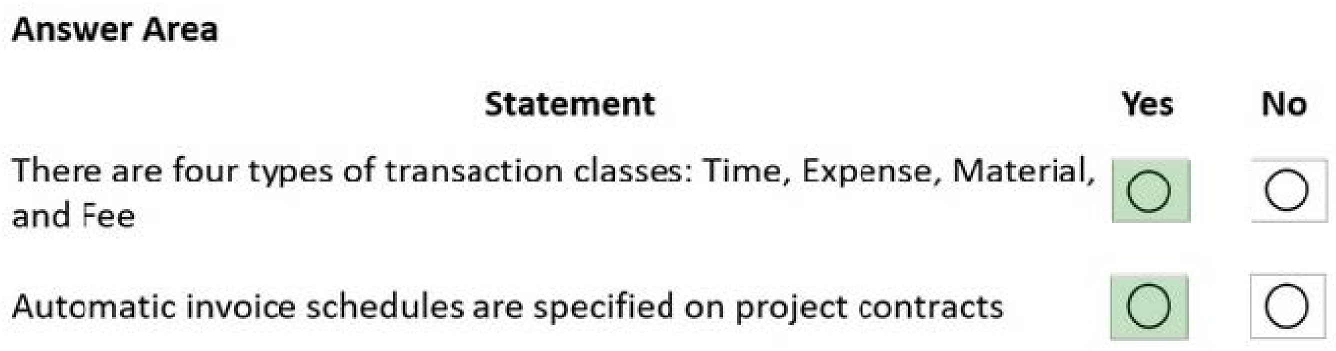
For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:



Correct Answer:



Reference: https://docs.microsoft.com/en-us/dynamics365/project-operations/pro/sales/contracts-key-concepts-sales https://docs.microsoft.com/en-us/dynamics365/project-operations/sales/invoice-schedules-contract-line

QUESTION 4

HOTSPOT

A company plans to implement Dynamics 365 Field Service.

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

Statement	Yes	No
Images can be added to an inspection when using the mobile app.	○	○
Inspections can be completed without internet connectivity.	○	○

Correct Answer:

Answer Area

Statement	Yes	No
Images can be added to an inspection when using the mobile app.	○	○
Inspections can be completed without internet connectivity.	○	○

Reference: https://docs.microsoft.com/en-us/dynamics365/field-service/inspections

QUESTION 5

An online retail company uses Dynamics 365 Marketing.

Customers abandon carts with items after shopping on the company\\'s website. The marketing manager must send an email to these customers to ask if they want to complete the purchase.

You need to select a feature to send the mail.

Which feature should you use?

A. Segment-based journey

B. Trigger-based journey

C. Power Automate desktop flow

D. Email campaign

E. Customer interactions timeline

Correct Answer: C

You can customize the Microsoft Dynamics 365 Commerce abandoned cart connector sample app to detect abandoned carts and send reminder email notifications to customers.

Abandoned cart connector sample

A connector model that Microsoft provides through the Retail software development kit (SDK) enables abandoned cart information to be retrieved and sent to a third-party email marketing provider. This connector handles communication with

Retail Server, uses Azure Key Vault for security, handles scheduling of cart retrieval for a specified time window, and retrieves order and product data. It also provides a sample implementation for an integration with a third-party email

marketing provider. The connector is built to communicate with Emarsys out of the box. However, it can easily be customized to integrate with other solutions, such as Constant Contact, Mailchimp, and SendGrid.

EmarsysClientOptions

Note: If you\\'re integrating with an email marketing provider other than Emarsys, you must extend the IEmailProvider interface as appropriate to communicate with that provider.

Properties include:

*

ApiUrl

https://api.emarsys.net/api/v2/event/{0}/trigger

*

ExternalEventId

The ID of the external event record that is created in Emarsys. You can find the value under Trigger settings in the campaign that you created to send abandoned cart email notifications.

*

Etc.

Reference:

https://learn.microsoft.com/en-us/dynamics365/commerce/dev-itpro/abandoned-cart-sample-app

QUESTION 6

A company uses Dynamics 365 Customer Service. The customer service department for a retailer hires temporary employees to work during peak seasons.

Temporary employees take much longer to resolve cases than seasoned employees.

You need to recommend features that will help employees find information needed to resolve cases.

Which two options should you recommend? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Knowledge base with Relevance search

B. Parent and Child case settings

C. Case management with Related Similar cases

D. Routing rule sets

Correct Answer: AC

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-service/suggest-similar-cases-for-a-case

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QUESTION 7

You need to explain to the manager which features are available to meet the requirement.

Which feature should you use?

A. Connected Field Service

B. Inspections

C. Microsoft Customer Voice

D. Scheduling

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/field-service/inspections

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QUESTION 8

You work as a technician and receive your work assignments by using cases in Dynamics 365 Sales.

You need to review the timeline for a case that you are managing.

Which type of activity appears in the case timeline?

A. Project task

B. Task

C. Entitlement

D. Work order

Correct Answer: C

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-service/customer-service-hub-user-guide-create-a-case

QUESTION 9

HOTSPOT

A company plans to implement new support software.

You need to recommend solutions for the company.

What should you recommend to meet each requirement? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Requirement	Solution
Support automated webchat.	Power Virtual Agents Dynamics 365 Field Service Customer Service Insights
Send senior technicians a notification when a case moves to an escalated status.	SMS – text message Webchat Power Platform portal
Combine all customer and employee inquires into a single interface.	Omnichannel for Customer Service Power BI Customer Service Insights

Correct Answer:

Answer Area

Requirement	Solution
Support automated webchat.	Power Virtual Agents Dynamics 365 Field Service Customer Service Insights
Send senior technicians a notification when a case moves to an escalated status.	SMS – text message Webchat Power Platform portal
Combine all customer and employee inquires into a single interface.	Omnichannel for Customer Service Power BI Customer Service Insights

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-service/omnichannel-agent-overview

QUESTION 10

DRAG DROP

A company implements Dynamics 365 Sales.

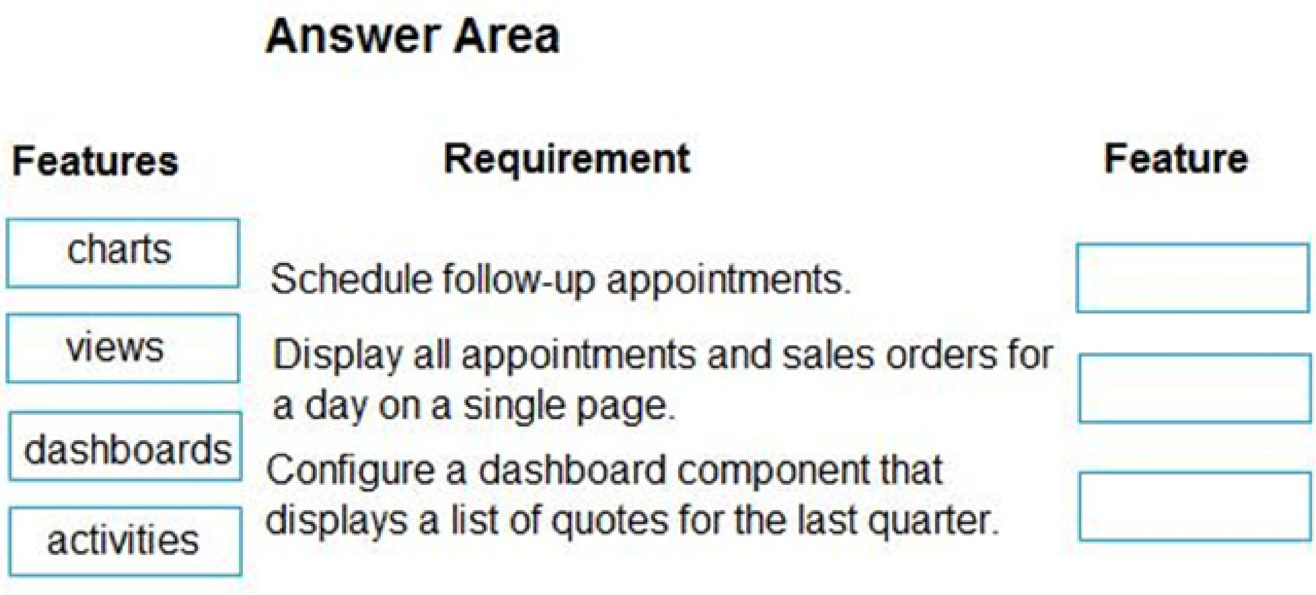
Users are unsure how to perform various tasks.

You need to recommend features to help the company configure the system.

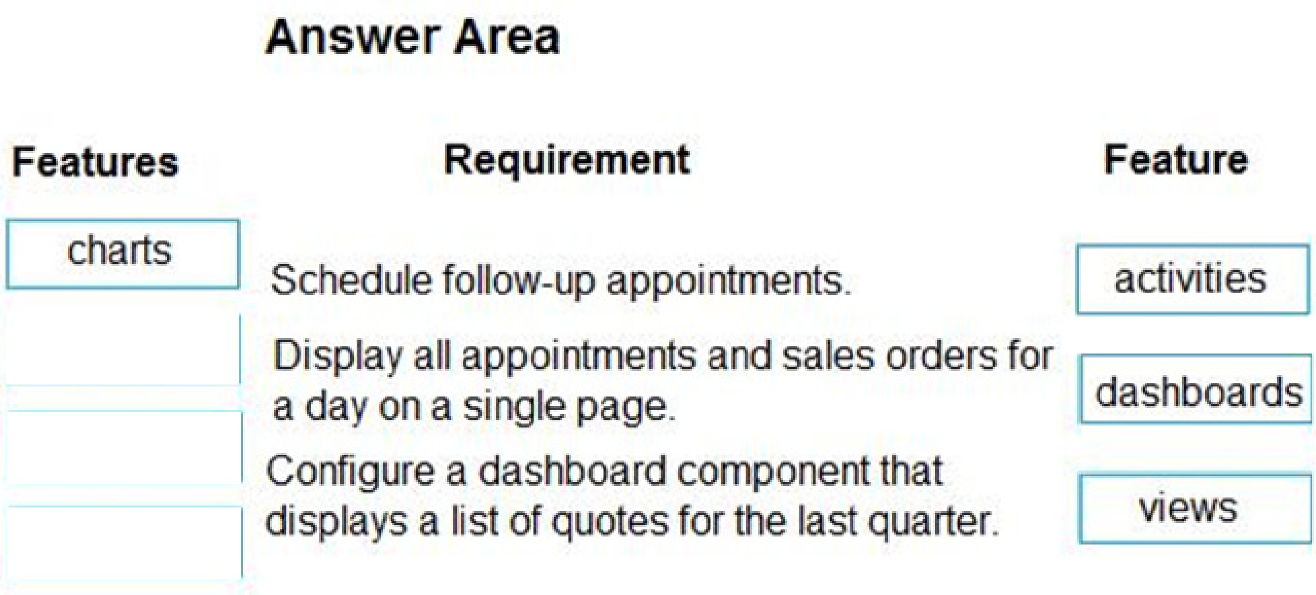
What should you recommend? To answer, drag the appropriate features to the correct requirements. Each feature may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:



Correct Answer:



Reference: https://docs.microsoft.com/en-us/dynamics365/sales-enterprise/manage-activities

QUESTION 11

DRAG DROP

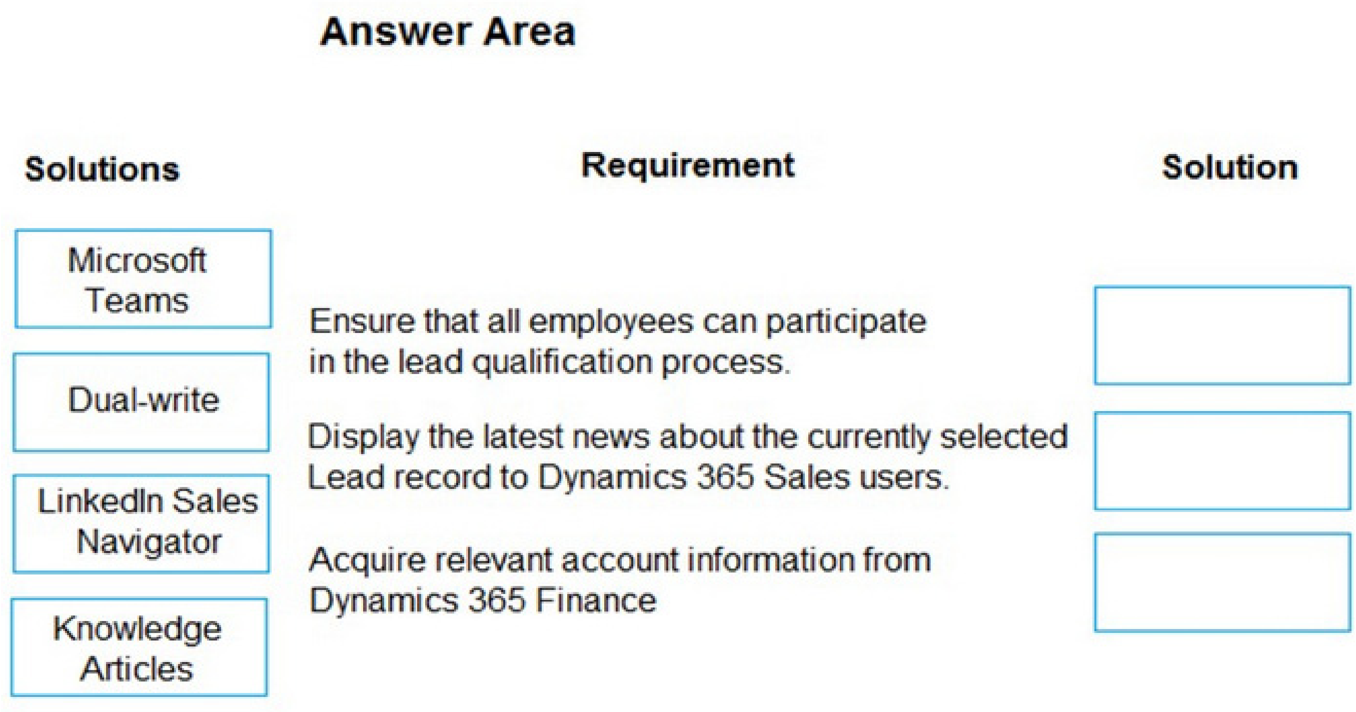
All employees at a company use Office 365. You are setting up Dynamics 365 Sales for the company. Only some employees will have licenses for Dynamics 365 Sales.

You need to recommend solutions for the company.

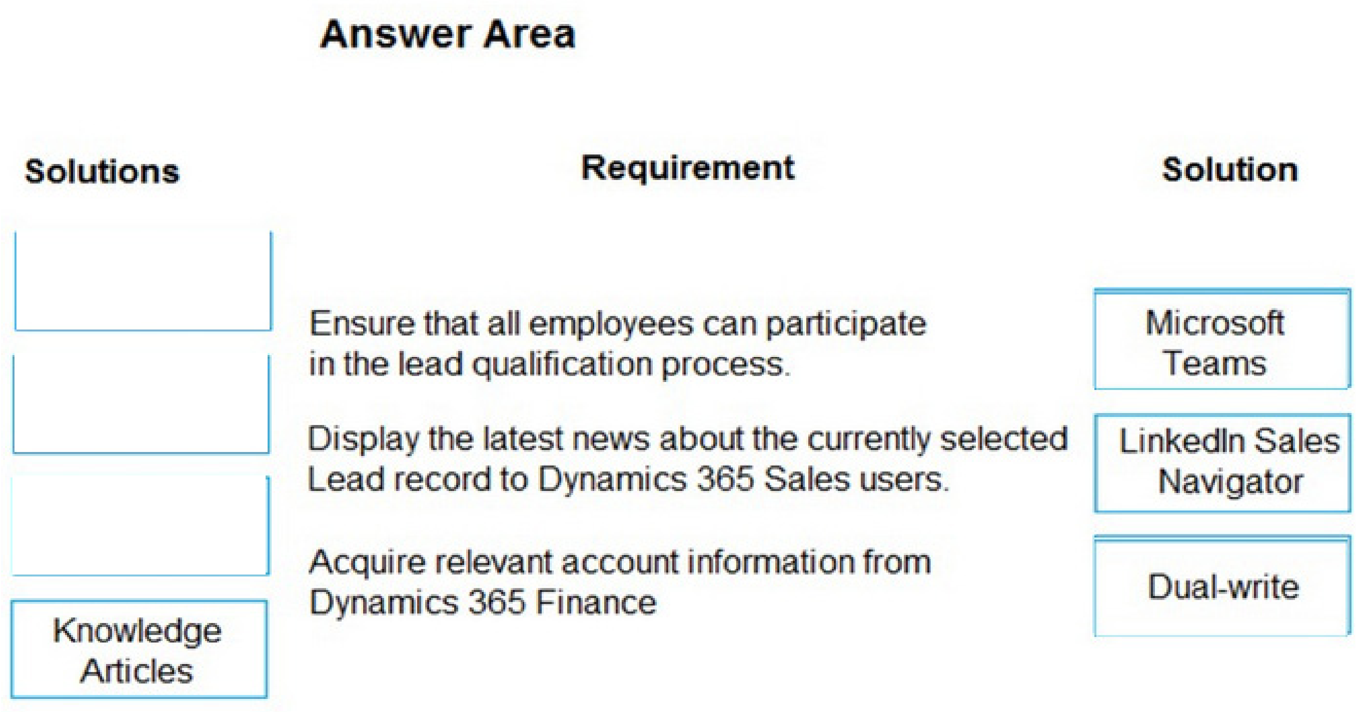
What should you recommend? To answer, drag the appropriate solutions to the correct requirements. Each solution may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:



Correct Answer:



Box 1: Microsoft Teams

Box 2: LinkedIn Sales Navigator

Integrate LinkedIn Sales Navigator solutions for Dynamics 365 Sales, Unified Interface apps: Sales Navigator Controls for Unified Interface

Two flavors of LinkedIn Sales Navigator controls are available and can be placed on any desktop Unified Interface application form.

The LinkedIn Sales Navigator Lead control shows information about a LinkedIn member profile.

The LinkedIn Sales Navigator Account control shows information about a LinkedIn company profile.

Box 3: Dual-write

Dual-write provides tightly coupled, bidirectional integration between finance and operations apps and Dataverse. Any data change in finance and operations apps causes writes to Dataverse, and any data change in Dataverse causes writes

to finance and operations apps. This automated data flow provides an integrated user experience across the apps.

Note: Application

Dual-write creates a mapping between concepts in finance and operations apps and concepts in customer engagement apps. This integration supports the following scenarios:

Integrated customer master

Access to customer loyalty cards and reward points

Unified product mastering experience

Awareness of organization hierarchy

Integrated vendor master

Access to finance and tax reference data

On-demand price engine experience

Integrated prospect-to-cash experience

Ability to serve both in-house assets and customer assets through field agents

Integrated procure-to-pay experience

Integrated activities and notes for customer data and documents

Ability to look up on-hand inventory availability and details

Project-to-cash experience

Ability to handle multiple addresses and roles through the party concept

Reference: https://learn.microsoft.com/en-us/dynamics365/fin-ops-core/dev-itpro/data-entities/dual-write/dual-write-overview

QUESTION 12

HOTSPOT

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

Hot Area:

Answer Area

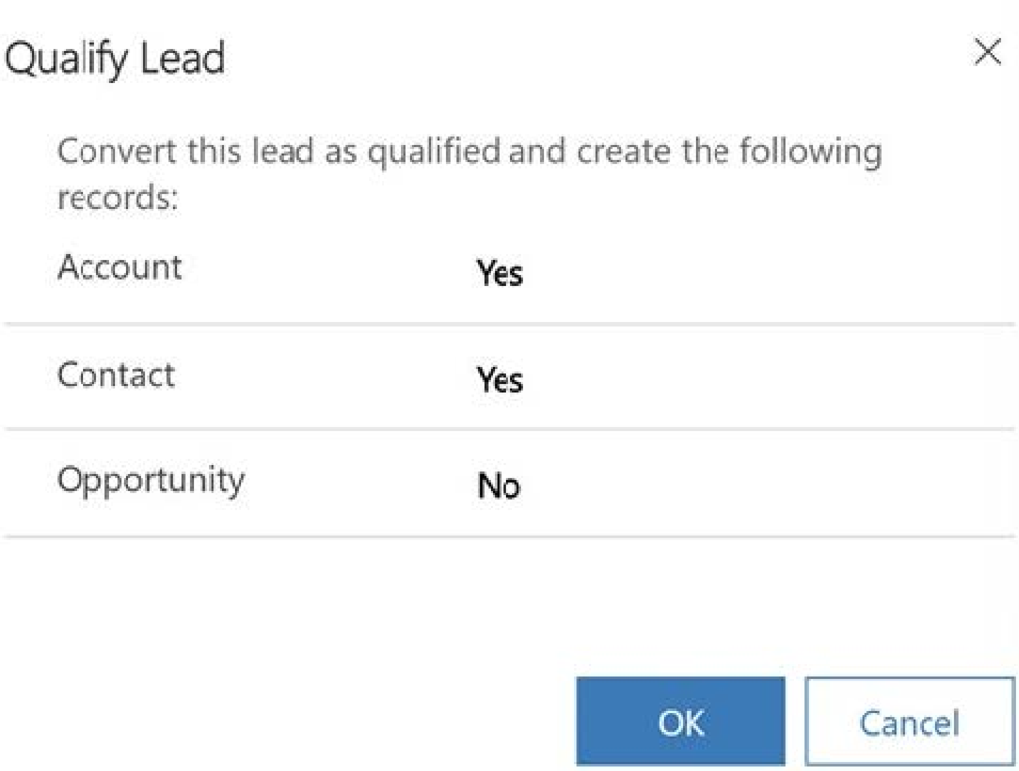
Statements	Yes	No
When you qualify a lead, you must manually add the contact if it does not exist.	○	○
When you qualify a lead, you cannot create a new contact if a contact with the same name already exists, and duplicate detection is turned on.	○	○
You must save notes and attachments from a lead and attach them to an opportunity when the opportunity is created.	○	○

Correct Answer:

Answer Area

Statements	Yes	No
When you qualify a lead, you must manually add the contact if it does not exist.	○	○
When you qualify a lead, you cannot create a new contact if a contact with the same name already exists, and duplicate detection is turned on.	○	○
You must save notes and attachments from a lead and attach them to an opportunity when the opportunity is created.	○	○

Box 1: No On the command bar, select Qualify. Depending the lead qualification experience chosen by your administrator, you\\'ll either see a prompt for creating the contact, lead, and opportunity records or you\\'ll see a Processing message and the records will be automatically created.



Box 2: No

What happens when duplicates are found while qualifying leads?

When qualifying a lead, if a duplicate account or contact is detected while creating new records, a duplicate warning is shown to you. Depending on whether your system administrator has enabled the improved duplicate detection and merge

experience, you will see the options to resolve duplicates.

Box 3: No

What happens to notes and attachments when leads are qualified?

When salespeople work on a lead, they use notes to store key information on the things they have researched about the lead. This could be information like new contacts at the site, current value of the contract, vendor information and so on.

When a lead is qualified, these notes are displayed in the Opportunity record so that the information is not lost.

Reference: https://docs.microsoft.com/en-us/dynamics365/sales/qualify-lead-convert-opportunity-sales https://docs.microsoft.com/en-us/dynamics365/sales/qualify-lead-convert-opportunity-sales#what-happens-when-duplicates-are-found-while-qualifying-leads

QUESTION 13

HOTSPOT

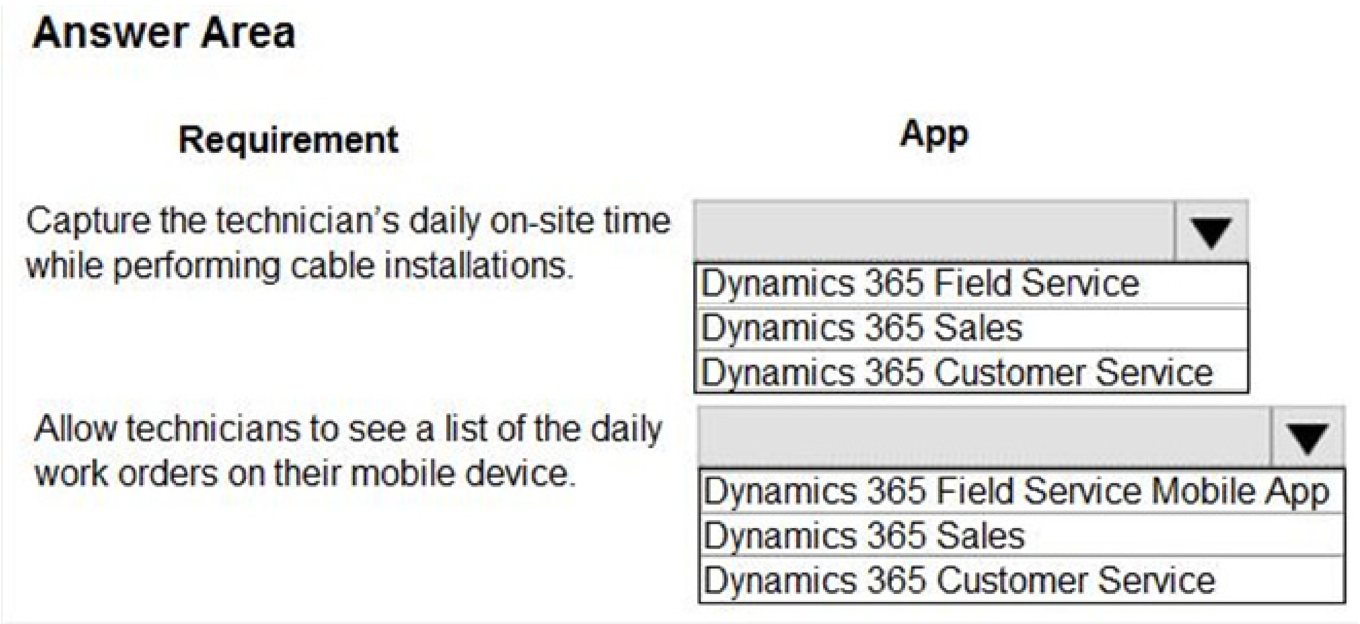
A cable installation company is implementing Dynamics 365.

You need to recommend Dynamics 365 applications for the company.

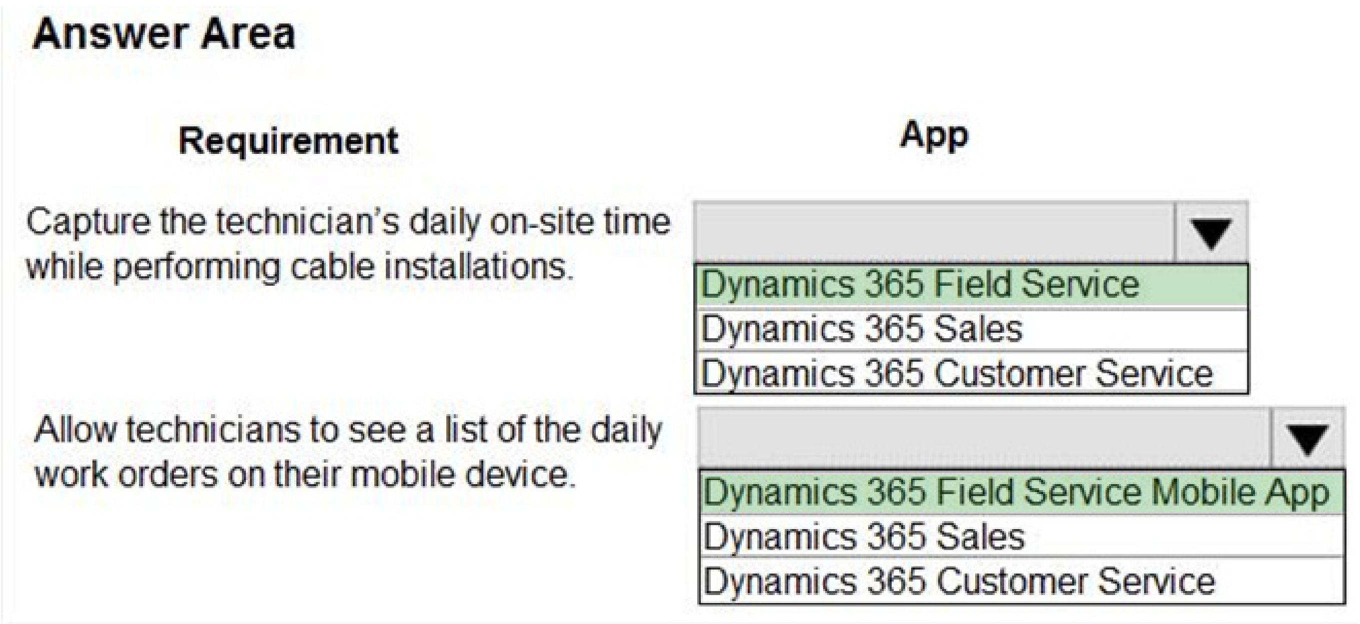
Which app should you recommend? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Hot Area:



Correct Answer:



Reference: https://docs.microsoft.com/en-us/dynamics365/field-service/field-service-time-entry

https://docs.microsoft.com/en-us/dynamics365/field-service/mobile-power-app-use

QUESTION 14

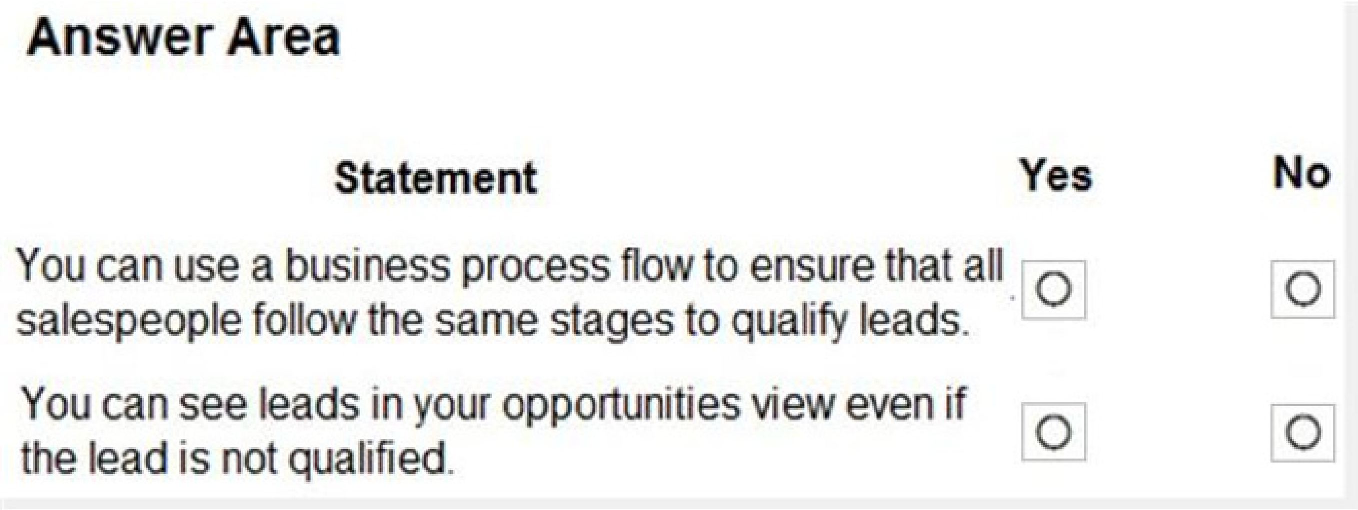
HOTSPOT

A company plans to implement Dynamics 365 Sales to manage sales pipelines.

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

NOTE: Each correct selection is worth one point.

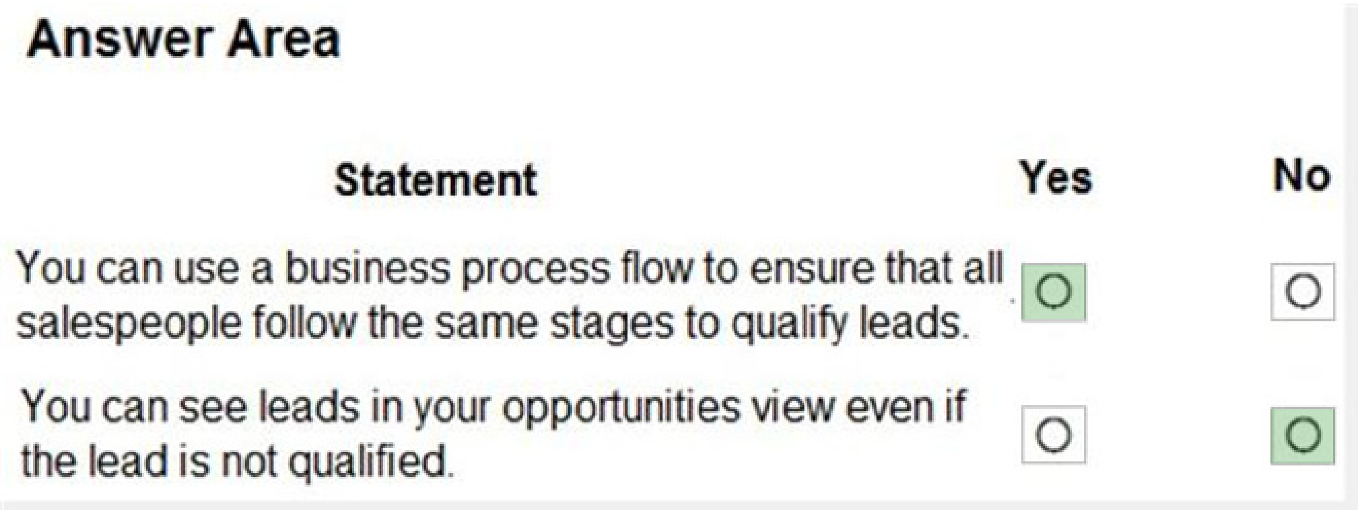
Hot Area:



Answer Area

Statement	Yes	No
You can use a business process flow to ensure that all salespeople follow the same stages to qualify leads.	○	○
You can see leads in your opportunities view even if the lead is not qualified.	○	○

Correct Answer:



Answer Area

Statement	Yes	No
You can use a business process flow to ensure that all salespeople follow the same stages to qualify leads.	○	○
You can see leads in your opportunities view even if the lead is not qualified.	○	○

Reference: https://docs.microsoft.com/en-us/dynamics365/sales-professional/customize-business-process-flows

QUESTION 15

A repair company offers five types of service-level agreements (SLAs). Customers can choose an SLA when they purchase a service contract. You define routing and assignment rules to support the SLAs.

A service manager observes that outstanding service requests are not being automatically assigned by the routing rules.

You need to resolve the issue.

What should you do?

A. Configure queue item views.

B. Configure the queue.

C. Create five new queues.

D. Create a view for the outstanding requests.

Correct Answer: C

One queue for each SLA.

Note: Use routing rules in Customer Service to route cases to the right agents at the right time without any manual intervention. You can also use routing rules to route cases that are escalated to specific queues.

Reference:

https://learn.microsoft.com/en-us/dynamics365/customer-service/create-rules-automatically-route-cases