



# MB-230<sup>Q&As</sup>

Microsoft Dynamics 365 Customer Service

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### QUESTION 1

You are employed as an administrator for your company's Dynamics 365 for Customer Service environment.

You have been tasked with setting up Twilio SMS for the customer service division.

Which of the following is required for this configuration? (Choose two.)

- A. A Customer ID
- B. An Account ID
- C. An Auth Token
- D. An API Key

Correct Answer: BC

Reference: <https://neilparkhurst.com/2020/11/06/omnichannel-for-customer-service-twilio-for-sms/>

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### QUESTION 2

#### DRAG DROP

A company implements Dynamics 365 Customer Voice. The company sends out customer satisfaction surveys. The service team creates one survey from a blank project and others from a predefined project template.

When the company receives all the survey responses, a member of the service team must analyze the results. The member must calculate satisfaction scores to help the service manager identify required efficiency changes for the department.

You need to determine which type of satisfaction metrics to use.

Which metrics should you use? To answer, drag the appropriate metrics to the correct scores. Each metric 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:



### Metrics

Net Promoter Score

Customer Satisfaction Score

Sentiment

### Answer Area

**Score**

**Metric**

Calculate a score of 64 percent.

Calculate a score of 5.

Correct Answer:



### Metrics

Sentiment

### Answer Area

#### Score

Calculate a score of 64 percent.

Calculate a score of 5.

#### Metric

Net Promoter Score

Customer Satisfaction Score

Box 1: Net Promoter Score

Net Promoter Score (NPS): NPS is a metric used to measure customer loyalty. The score is calculated from the NPS-type question by using a scale from 0 through 10. The respondents are grouped as follows:

Detractors are those who respond with a score from 0 through 6. Passives are those who respond with a score of 7 or 8. Promoters are those who respond with a score of 9 or 10. NPS is calculated by subtracting the percentage of detractors from the percentage of promoters. The score is a number that can range from -100 to 100.

Box 2: Customer Satisfaction Score

Customer Satisfaction (CSAT): CSAT is a metric used to measure the level of satisfaction customers have with a product or a service. CSAT is measured by responses to rating-type questions. The CSAT score is calculated on a scale of 1 to 5.

5. If you create a question on a scale other than 1 to 5, the CSAT score is normalized as per the 1 to 5 scale. This helps in comparing various CSAT scores.

Incorrect:

Sentiment: Sentiment is a metric used to identify customer sentiment toward a product or a service. Sentiment groups the responses to a text-based question as positive, negative, or neutral.

### QUESTION 3



A company must standardize the management of web leads and leads generated across their internal and external sales teams.

You need to create an entitlement.

Which type of entitlement should you create?

- A. Multi-channel
- B. Omnichannel
- C. Teams channel

Correct Answer: B

Omni-channel: An omni-channel solution offers two or more channel experiences to customers, and the customer experience is consistent across channels. The context of the case and customer is used to streamline the experience across apps. For example, a customer starts on a self-service portal but then starts a chat conversation. All the pages that the customer has opened are available to the agent.

By providing multi-channel or omni-channel solutions to your customer, you help guarantee that each customer can interact with your organization by using the option that's best for him or her. When you provide multi-channel or omni-channel solutions, you must also consider the effect on the organization. Although it's important to make sure that customers have a consistent experience when they work with the different channels, it's also important to remember that each channel is different.

Reference:

<https://www.globalits.bh/how-customer-service-can-handle-entitlement-channels-in-dynamics-365/>

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#### QUESTION 4

A customer's entitlement is not available to assign to a case.

You need to determine the cause of the customer's issue.

What are two possible reasons for the issue? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. The entitlement is active
- B. The entitlement is in waiting status
- C. The entitlement is expired
- D. The entitlement was renewed
- E. The entitlement is set as the default

Correct Answer: BC

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-service/create-entitlement-define-support-terms-customer>

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**QUESTION 5**

You are implementing Dynamics 365 for Customer Service.

You need to set up available working hours to help desk representatives who have varying schedules.

What should you do? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Hot Area:

**Answer Area**

**Requirement**

**Action**

Set up individual working hours.

▼
Configure security settings and define hours for each user account
Configure service management and all customer service calendars
Configure administration settings and system settings

Set up new weekly schedule and recurring work hours.

▼
Configure days off to vary by day
Configure a fiscal year schedule
Configure individual days off

Correct Answer:

**Answer Area**

**Requirement**

**Action**

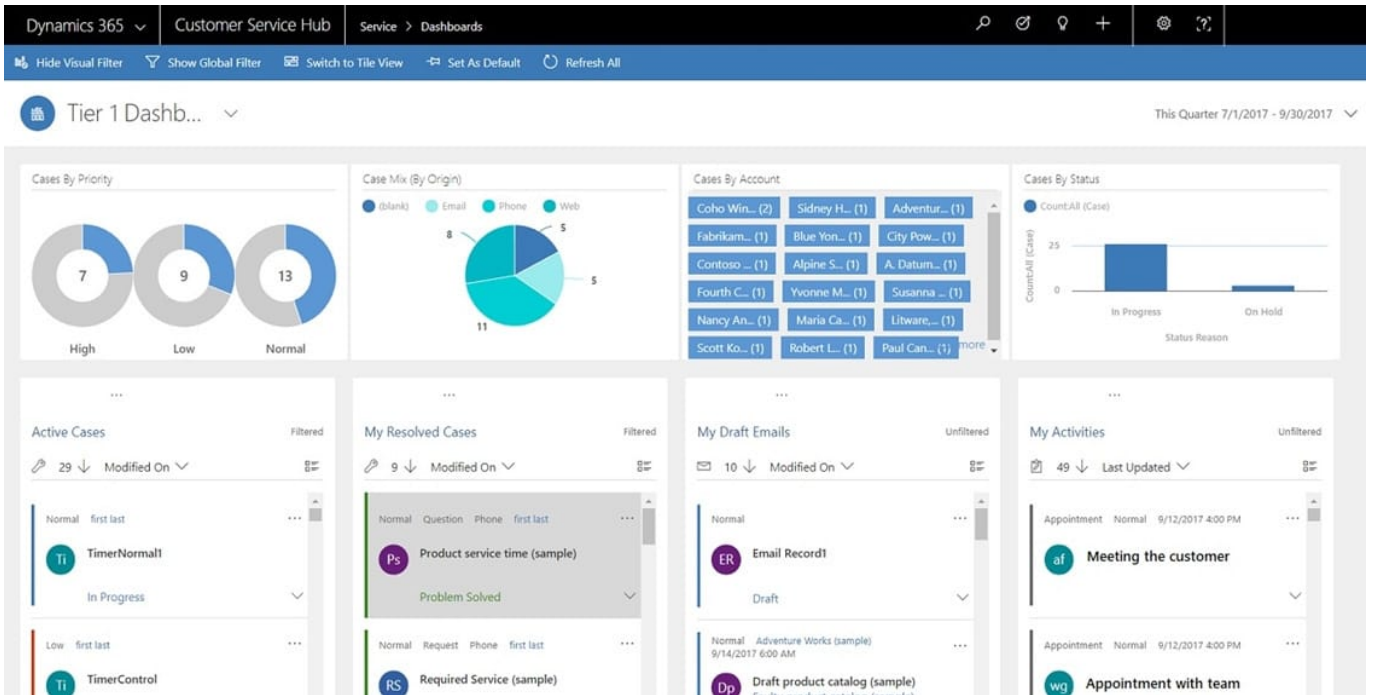
Set up individual working hours.

▼
Configure security settings and define hours for each user account
Configure service management and all customer service calendars
Configure administration settings and system settings

Set up new weekly schedule and recurring work hours.

▼
Configure days off to vary by day
Configure a fiscal year schedule
Configure individual days off

You view the interactive dashboard in the Microsoft Dynamics 365 Customer Service Hub.



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