



MB-901^{Q&As}

Microsoft Dynamics 365 Fundamentals

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**QUESTION 1****HOTSPOT**

A company plans to implement Omnichannel for Customer 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 |
|---|-----------------------|-----------------------|
| You must purchase a third-party ISV solution to use chat in Omnichannel for Customer Service. | <input type="radio"/> | <input type="radio"/> |
| You can use text messaging to communicate with customers when you implement Omnichannel for Customer Service. | <input type="radio"/> | <input type="radio"/> |
| You automatically receive all Omnichannel options when you purchase Dynamics 365 Customer Service. | <input type="radio"/> | <input type="radio"/> |

Correct Answer:

Answer Area

| Statement | Yes | No |
|---|----------------------------------|----------------------------------|
| You must purchase a third-party ISV solution to use chat in Omnichannel for Customer Service. | <input type="radio"/> | <input checked="" type="radio"/> |
| You can use text messaging to communicate with customers when you implement Omnichannel for Customer Service. | <input checked="" type="radio"/> | <input type="radio"/> |
| You automatically receive all Omnichannel options when you purchase Dynamics 365 Customer Service. | <input type="radio"/> | <input checked="" type="radio"/> |

Box 1: No



Chat is an engagement channel that is available in Omnichannel for Customer Service. There is thus no need to purchase a third-party ISV solution to use chat in Omnichannel for Customer Service.

Box 2: Yes

SMS is an engagement channel that supports asynchronous mode of communication, and allows your organization to connect to customers by using text messages. The SMS channel is available in Omnichannel for Customer Service.

Box 3: No

Omnichannel for Customer Service is a paid add-on to Dynamics 365 Customer Service apps. It is available only when you purchase a subscription to Chat for Dynamics 365 Customer Service or Dynamics 365 for Digital Messaging.

Reference:

<https://docs.microsoft.com/en-us/dynamics365/omnichannel/introduction-omnichannel>

QUESTION 2

HOTSPOT

A company uses Dynamics 365 Marketing. The company wants an automated solution to test two email designs before launching the entire email campaign.

You need to recommend a solution for the company.

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

NOTE: Each correct selection is worth one point.

Hot Area:



Answer Area

What is the automated solution?

| | |
|-----------------|---|
| | ▼ |
| A/B test | |
| Market Insights | |
| Enhanced email | |

Which testing process is used?

| | |
|--|---|
| | ▼ |
| Separate emails are simultaneously sent to two sample groups. The email with the most response is then sent to the rest of the group. | |
| An email is sent to a sample group. If there are enough responses, the email is sent to the others. Otherwise, the second email is sent. | |
| An email is sent to a sample group. A summary of responses is sent to the creator. | |

Correct Answer:

Answer Area

What is the automated solution?

| | |
|-----------------|---|
| | ▼ |
| A/B test | |
| Market Insights | |
| Enhanced email | |

Which testing process is used?

| | |
|--|---|
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| Separate emails are simultaneously sent to two sample groups. The email with the most response is then sent to the rest of the group. | |
| An email is sent to a sample group. If there are enough responses, the email is sent to the others. Otherwise, the second email is sent. | |
| An email is sent to a sample group. A summary of responses is sent to the creator. | |

Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/email-a-b-testing>

QUESTION 3



A customer needs a cost-effective sales solution that can display current news about a lead or an account.

You recommend Microsoft Relationship Sales.

Which two products are included in Microsoft Relationship Sales? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Dynamics 365 Sales Insights
- B. Dynamics 365 Sales Enterprise
- C. Dynamics 365 Customer Insights
- D. LinkedIn Sales Navigator

Correct Answer: BD

Microsoft Relationship Sales includes the following components:

1.
Dynamics 365 Sales Enterprise
2.
LinkedIn Sales Navigator

Reference: <https://dynamics.microsoft.com/en-gb/sales/relationship-sales/>

QUESTION 4

A company manufactures custom medications.

You need to recommend a Dynamics 365 app that allows the company to manage the concentration of specific active ingredients, provide traceability of ingredients from supplier to customer, and substitute ingredients based on compound

type.

What should you recommend?

- A. Dynamics 365 Supply Chain Management
- B. Dynamics 365 Product Insights
- C. Dynamics 365 Customer Service
- D. Dynamics 365 Asset Management

Correct Answer: A

Reference: <https://docs.microsoft.com/en-us/dynamics365/supply-chain/production-control/batch-balancing>



QUESTION 5

A medical clinic uses Dynamics 365 Sales. The clinic wants to rapidly implement a solution that optimizes coordination of care for patients.

You need to recommend a solution for the clinic.

What should you recommend?

- A. Canvas app
- B. Portal
- C. Healthcare Accelerator
- D. Insights

Correct Answer: C

Reference: <https://docs.microsoft.com/en-us/common-data-model/health-accelerator>

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