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Microsoft Dynamics 365 Fundamentals Customer Engagement Apps (CRM)

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QUESTION 1

HOTSPOT

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

Hot Area:

Answer Area

Export options

Export options	User group	Export option
Dynamic worksheet		
	GroupA	Static worksheet
	GroupB	Excel Online

Correct Answer:

Answer Area

Products	Feature	Product
	Who knows whom	
Dynamics 365 Sales	Quotes	
Dynamics 365 Sales Insights	Invoicing	

Box 1: Yes

All journeys start with the participants:

Select Set audience (or, alternatively, select +). The Audience properties pane will appear on the right side of the page.

Leave the default settings there (for example, Segment selected as the audience source type). Select the segment that

you want to target with your campaign in the segment lookup field.

Box 2: No

Customer journeys can only target contacts, not accounts or leads, so be sure to create contact records for everyone you want to include in your customer journeys, and then associate each of them with any relevant accounts or leads.

Box 3: Yes

Customer journey audience receive email form submitted

Reference: https://docs.microsoft.com/en-us/dynamics365/marketing/manage-customer-information

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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

Statements	Yes	No
The schedule assistant gives preference to specific resources over requirements.	●	○
Requirements trigger the creation of work orders.	○	●
Booking alerts display on the Field Service (Dynamics 365) mobile app.	●	○

Correct Answer:

Answer Area

Requirement	Feature
Relate an account to a pending job.	▼
	Inspection
	Work order
	Bookable resource
Diagnose a problem by using a list of questions.	▼
	Inspection
	Work order
	Characteristics

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

QUESTION 3

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:

Answer Area

Statement	Yes	No
You must purchase a third-party ISV solution to use the chat feature within OmniChannel for Customer Service	◯	◯
You can use text messaging to communicate with customers when you implement Omnichannel for Customer Service	◯	◯
When you purchase licensing for Dynamics 365 Customer Service you can use all OmniChannel options without additional costs	◯	◯

Correct Answer:

Answer Area

Statements	Yes	No
You can determine the color of a manufactured product	○	○
You can schedule an inspection on a machine when the number of hours of operation has hit a major milestone	○	○
You can use current and historical data produced by sensors on a machine to identify a part that could be failing so that it can be examined during next maintenance window	○	○

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

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QUESTION 4

HOTSPOT

A company calibrates and services medical equipment for customers across the United States. The company employs a large number of service technicians.

The company often does not assign service jobs to the technician that is geographically closest to the customer.

The company wants to use location auditing in Dynamics 365 Field Service to display each technician\\'s location on a map.

You enable location tracking.

Where should you navigate to see the technician locations on a map? To answer, select the appropriate option in the answer area.

Hot Area:

Answer Area

Statements	Yes	No
Once prerequisite segments are set up, a customer journey starts by defining the audience.	○	○
The audience in a customer journey can contain contacts and leads.	○	○
Using a customer journey, an audience member can receive an email immediately after a form is submitted. The audience member can receive another email one week later without a separate trigger.	○	○

Correct Answer:

Answer Area

Statements	Yes	No
Once prerequisite segments are set up, a customer journey starts by defining the audience.	⊙	○
The audience in a customer journey can contain contacts and leads.	○	⊙
Using a customer journey, an audience member can receive an email immediately after a form is submitted. The audience member can receive another email one week later without a separate trigger.	⊙	○

Reference: https://docs.microsoft.com/en-us/dynamics365/field-service/mobile-powerapp-location-auditing

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

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