

KOENIG SOLUTIONS • COURSE OUTLINE

MB-280T03: Design and Deliver Powerful Customer Experiences with Dynamics 365 Customer Insights

Learn to ingest and unify customer data, build audiences and emails, and create triggered marketing journeys with Dynamics 365 Customer Insights.

1 Day

8 HOURS A DAY

12

MODULES

COURSE OVERVIEW

This course teaches Learners how to use Dynamics 365 Customer Insights to understand and target customers, create unified customer profiles, and build impactful marketing assets.

WHO THIS COURSE IS FOR

This course is designed for IT or marketing professionals who want to learn how to leverage model-driven applications, Dynamics 365 Sales, Dynamics 365 Customer Insights, and Microsoft 365 Copilot for Sales for their organizations

PREREQUISITES

- Participants should be familiar with Microsoft Power Apps and basic data modelling principles and Dynamics 365 customer experience suite, including Dynamics 365 Sales and Dynamics 365 Customer Insights.
- They should also have basic model-driven application configuration experience.

LEARNING OBJECTIVES

- In this course, students will learn to leverage Dynamics 365 Customer Insights to unify customer data, create segments, and build personalized experiences through data-driven insights and targeted marketing journeys

12 Modules

01

Get to Know the Customer Insights Apps

02

Get Started with Dynamics 365 Customer Insights - Data

03

Ingest Data into Customer Insights - Data

04

Manage Data Sources

01

Build a Unified Customer Profile

02

Find Customers and Configure Search and Filter Indexes

03

Manage External Connections

01

Manage Your Audience

02

Build Emails and Text Messages

01

Create a Journey and Work with Triggers

02

Add Elements to a Journey

03

Publish Journeys

NOTES

- Lab exercises - Detailed, step-by-step instructions are provided for each lab and presented as part of the UI experience within your lab environment.

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

✉ info@koenig-solutions.com