

MB-280T03: Design and deliver powerful customer experiences with Dynamics 365 Customer Insights

Course Duration: 1 day (8 hours)

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.

Audience Profile:

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.

Course 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.

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Module 1: Get to know the Customer Insights apps

Module 2: Get started with Dynamics 365 Customer Insights – Data

Module 3: Ingest data into Customer Insights – Data Module 4: Manage data sources

Learning Path 2: Work with unified customer profiles in Dynamics 365 Customer Insights – Data

Module 1: Build a unified customer profile

Module 2: Find customers and configure search and filter indexes

Module 3: Manage external connections

Learning Path 3: Manage customers and assets in Dynamics 365 Customer Insights – Journeys

Module 1: Manage your audience

Module 2: Build emails and text messages

Learning Path 4: Create journeys

Module 1: Create a journey and work with triggers

Module 2: Add elements to a journey

Module 3: Publish journeys

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