



# GTech Learn

*"Our focus is your Success"*



## Course Contents

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

|                                 |   |   |
|---------------------------------|---|---|
| <b>Duration:</b> 1 day          | <b>Level:</b> Intermediate                          | <b>Role:</b> Business Analyst                     |
| <b>Certification:</b> Available | <b>Public Schedules:</b> <a href="#">View Dates</a> | <b>Private Delivery:</b> <a href="#">Reach Us</a> |

### What's included?

- ✓ Learn from Microsoft Certified Trainer (MCT's)
- ✓ 24x7 Lab Access
- ✓ Official Courseware
- ✓ Exam Preps / Practice Tests
- ✓ Badges & Completion Certificate
- ✓ Discounted Exam Vouchers



Business Applications

Training Services

Email: [info@gtechlearn.com](mailto:info@gtechlearn.com)

## Overview

Dynamics 365 Customer Insights helps organizations deliver exceptional experiences personalized to every customer. In this course, students will learn how to work with key features of Customer Insights – Data and Customer Insights – Journeys. First, students will learn about the business value of using a customer data platform. They will ingest data into Customer Insights – Data, create unified customer profiles, and create segments to help target specific audiences. Then, students will build impactful and personal experiences using Customer Insights – Journeys. They will create marketing assets like emails and text messages and deliver them via segment- and trigger-based journeys. This course is part of a four-course series (MB-280T01-T04) aligning to the MB-280 certification exam.

## Audience Profile

This course is designed for IT or marketing professionals who want to learn how to leverage Dynamics 365 Customer Insights for their organizations. Students should have knowledge in basic marketing principles. Students should be familiar with the Dynamics 365 customer experience suite, including Dynamics 365 Sales and Dynamics 365 Customer Insights. They should also have basic model-driven application configuration experience.

## Contents

### Learning Path 1: Get started with Dynamics 365 Customer Insights – Data

- Get to know the Dynamics 365 Customer Insights apps
- Get started with Dynamics 365 Customer Insights – Data
- Ingest data into Dynamics 365 Customer Insights – Data
- Manage data sources

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

- Build a unified customer profile
- Find customers and configure search and filter indexes
- Manage external connections

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

- Manage your audience
- Build emails, text messages, and push notifications

### Learning Path 4: Create journeys

- Create a journey and work with triggers
- Add elements to a journey
- Publish journeys

## About GTech Learn

Established in 2011 in the USA, GTech Learn is one of the leading IT training organizations in North America & South East Asia. Driven by its unique USPs, GTech Learn is spurring competition, meeting the unmet needs of customers, assisting in skills upgrade, and supplementing talent pools with its presence in the USA, Canada, Singapore and India. This is consistent with our vision to help our Learners with skills upgrade for enhanced career opportunities.







As a Microsoft Learning Partner, we offer a broad range of learning solutions across the full Microsoft technology stack that can be customized.

Since 2011, GTech Learn has been developing custom-fit learning solutions that involve creating and delivering maximum results.

We have successfully helped all types of businesses, government entities, and individuals. For this reason, GTech has chosen by Microsoft to deliver comprehensive learning programs around the globe.

With flexible learning options, state-of-the-art delivery methods, numerous language preferences, experienced instructors, and complete dedication to our students, GTech Learn has the capabilities to help students develop their Microsoft skill sets and achieve increasingly high standards of productivity while organizations of all sizes realize the full potential of their technology investments.

## Our Accreditations with Microsoft

|   |   |   |
|---|---|---|
| <br>Security<br>Training Services                | <br>Modern Work<br>Training Services                       | <br>Business Applications<br>Training Services |
| <br>Infrastructure<br>Azure<br>Training Services | <br>Digital & App Innovation<br>Azure<br>Training Services | <br>Data & AI<br>Azure<br>Training Services    |