



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

ID MB-280T03 **Price** 690.— €(excl. tax) **Duration** 1 day

Course 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.

Who should attend

This course is designed for IT or marketing professionals who want to learn how to leverage Dynamics 365 Customer Insights for their organizations.

Prerequisites

- 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.

Course Content

- Work with real-time features in Dynamics 365 Customer Insights - Journeys
- Unlock customer intent with Dynamics 365 Customer Insights - Data

About Fast Lane



Fast Lane is a global, award-winning specialist in technology and business training as well as consulting services for digital transformation. As the only global partner of the three cloud hyperscalers- Microsoft, AWS and Google- and partner of 30 other leading IT vendors, Fast Lane offers qualification solutions and professional services that can be scaled as needed. More than 4,000 experienced Fast Lane professionals train and advise customers in organizations of all sizes in 90 countries worldwide in the areas of cloud, artificial intelligence, cyber security, software development, wireless and mobility, modern workplace, as well as management and leadership skills, IT and project management.

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Training Methods

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- ✓ Blended & Hybrid Learning
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