



MB-910^{Q&As}

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps
(CRM)

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QUESTION 1

A company uses Dynamics 365 Sales.

The company plans to use LinkedIn Sales Navigator to increase sales productivity and assist salespersons in their daily duties.

You need to identify potential decision makers for a sale.

Which LinkedIn Sales Navigator feature should you use?

- A. Top Card
- B. Auto Capture
- C. Related Leads

Correct Answer: A

Reference: <https://docs.microsoft.com/en-us/dynamics365/linkedin/integrate-sales-navigator>

QUESTION 2

A company is considering implementing products and the product catalog in Dynamics 365 Sales.

Sales transactions can occur in multiple currencies. The company wants to manage exchange rates. You need to explain to the company how Dynamics 365 Sales handles currency.

Which two statements describe how Dynamics 365 Sales handles currency? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. By default, all available currencies can be used.
- B. By default, a base currency is available and other currencies can be added as needed.
- C. Exchange rates are automatically updated.
- D. Exchange rates need to be updated manually.

Correct Answer: BD

Reference: <https://themscrmexpert.wordpress.com/2016/12/29/understanding-organizations-base-currency-in-dynamics-365-crm/>

QUESTION 3

HOTSPOT

A company plans to implement a solution to send a survey after a case is closed.



The survey tool must send the survey with the case number, contact name, and results linked to the case record.

You need to create the survey.

Which tools or components should you use for each requirement? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Hot Area:

Requirement

Tool or component

Select the survey tool.

	▼
Dynamics 365 Customer Voice	
Dynamics 365 Customer Insights	
Omnichannel for Customer Service	

Create the name and case number fields.

	▼
Action	
Variable	
Expression	
Advanced option	

Correct Answer:

Requirement

Tool or component

Select the survey tool.

	▼
Dynamics 365 Customer Voice	
Dynamics 365 Customer Insights	
Omnichannel for Customer Service	

Create the name and case number fields.

	▼
Action	
Variable	
Expression	
Advanced option	

QUESTION 4

DRAG DROP



A company purchases Dynamics 365 Sales and Dynamics 365 Marketing. The company wants to be able to host webinars and events but is concerned about controlling costs.

You need to recommend solutions to meet the company's requirements.

Which products should you recommend? To answer, drag the appropriate products to the correct features. Each product may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view

content.

NOTE: Each correct selection is worth one point.

Select and Place:

Products

Dynamics 365 Marketing

Customer Insights

Dynamics 365 Sales

Dynamics 365 Sales Insights

Requirement

View costs associated with speakers.

Create waitlists for events.

Product

Product

Product

Correct Answer:



Products

Dynamics 365 Marketing

Customer Insights

Dynamics 365 Sales

Dynamics 365 Sales Insights

Requirement

View costs associated with speakers.

Create waitlists for events.

Product

Dynamics 365 Marketing

Dynamics 365 Marketing

QUESTION 5

DRAG DROP

A company purchases Dynamics 365 Sales and Dynamics 365 Marketing. The company wants to be able to host webinars and events but is concerned about controlling costs.

You need to recommend solutions to meet the company's requirements.

Which products should you recommend? To answer, drag the appropriate products to the correct features. Each product may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view

content.

NOTE: Each correct selection is worth one point.

Select and Place:



Products

- Dynamics 365 Marketing
- Customer Insights
- Dynamics 365 Sales
- Dynamics 365 Sales Insights

Answer Area

Requirement

Product

View costs associated with speakers

Create waitlists for events

Correct Answer:



Products

Dynamics 365 Marketing

Customer Insights

Dynamics 365 Sales

Dynamics 365 Sales Insights

Answer Area

Requirement

Product

View costs associated with speakers

Dynamics 365 Marketing

Create waitlists for events

Dynamics 365 Marketing

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/event-financials> <https://docs.microsoft.com/en-us/dynamics365/marketing/event-waitlist>

QUESTION 6

HOTSPOT

A company implements Dynamics 365 Customer Service.

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

NOTE: Each correct selection is worth one point.

Hot Area:



Statement	Yes	No
Microsoft Excel templates can be used to update row information.	<input type="radio"/>	<input type="radio"/>
Changes that are saved in Microsoft Excel Online update rows in Dynamics 365 Customer Service.	<input type="radio"/>	<input type="radio"/>
Data can be exported only by using a system view.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Statement	Yes	No
Microsoft Excel templates can be used to update row information.	<input checked="" type="radio"/>	<input type="radio"/>
Changes that are saved in Microsoft Excel Online update rows in Dynamics 365 Customer Service.	<input checked="" type="radio"/>	<input type="radio"/>
Data can be exported only by using a system view.	<input checked="" type="radio"/>	<input type="radio"/>

QUESTION 7

You work as a technician and receive your work assignments by using cases in Dynamics 365 Sales.

You need to review the timeline for a case that you are managing.

Which type of activity appears in the case timeline?

- A. Project task
- B. Task
- C. Entitlement
- D. Work order

Correct Answer: C

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-service/customer-service-hub-user-guide-create-a-case>



QUESTION 8

Which three capabilities are included in Dynamics 365 Marketing?

Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. Qualify leads
- B. Case management
- C. Dynamics 365 Connector for LinkedIn
- D. Project quote management
- E. Event management

Correct Answer: ACE

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/event-management> <https://docs.microsoft.com/en-us/dynamics365/marketing/linkedin-lead-gen-integration> <https://docs.microsoft.com/en-us/dynamics365/marketing/lead-lifecycle>

QUESTION 9

A customer needs a cost-effective sales solution that can display current news about a lead or an account.

You recommend Microsoft Relationship Sales.

Which two products are included in Microsoft Relationship Sales? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Dynamics 365 Customer Insights
- B. Dynamics 365 Sales Enterprise
- C. Dynamics 365 Sales Insights
- D. LinkedIn Sales Navigator

Correct Answer: BD

QUESTION 10

HOTSPOT

A company plans to implement Omnichannel for Customer Service.

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

NOTE: Each correct selection is worth one point.



Hot Area:

Answer Area

Statement	Yes	No
Omnichannel for Customer Service allows you to integrate chatbots that can communicate with customers.	<input type="radio"/>	<input type="radio"/>
Agents can only participate in one session at a time.	<input type="radio"/>	<input type="radio"/>
Supervisors can monitor agent conversations only when an agent invites the supervisor to the conversation.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Answer Area

Statement	Yes	No
Omnichannel for Customer Service allows you to integrate chatbots that can communicate with customers.	<input checked="" type="radio"/>	<input type="radio"/>
Agents can only participate in one session at a time.	<input type="radio"/>	<input checked="" type="radio"/>
Supervisors can monitor agent conversations only when an agent invites the supervisor to the conversation.	<input type="radio"/>	<input checked="" type="radio"/>

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-service/configure-bot> <https://docs.microsoft.com/en-us/dynamics365/customer-service/oc-manage-sessions> <https://docs.microsoft.com/en-us/dynamics365/customer-service/monitor-conversations>

QUESTION 11

DRAG DROP

You plan to use Dynamics 365 Customer Voice to gather customer feedback for three different lines of business.

You need to determine how each requirement will be fulfilled.

Which objects should you use? To answer, drag the appropriate objects to the correct requirements. Each object may



be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

Objects

- Project
- Report
- Metric
- Branching rule

Answer Area

Requirement

- Keep survey responses from each line of business separate from one another.
- Calculate the effectiveness of a survey.

Object

- Object
- Object

Correct Answer:

Objects

- Report
- Branching rule

Answer Area

Requirement

- Keep survey responses from each line of business separate from one another.
- Calculate the effectiveness of a survey.

Object

- Project
- Metric

Explanation:

Box 1: Project

Keep survey responses from each line of business separate from one another.

A project is a container that consists of surveys, satisfaction metrics, email templates, Power Automate flows, and reports. You can create, distribute, and analyze a survey by creating a project. You can create a project by using a ready-to-use template or by using a blank template to create the project from scratch.

Dynamics 365 Customer Voice offers ready-to-use survey feedback project templates. Each project template includes survey questions, preconfigured satisfaction metrics, email templates, and Power Automate flows for Dynamics 365 business applications.

Box 2: Metric

Calculate the effectiveness of a survey.

Add and configure satisfaction metrics

Organizations use various metrics to determine the effectiveness of the experiences they provide to their customers.



They track a subset of these metrics daily, and this forms the basis for measuring their performance. These metrics, called

satisfaction metrics, are measurement systems you can use to measure your customer experience. This ensures that the data you collect through surveys can be analyzed successfully, and you can make decisions accordingly.

Dynamics 365 Customer Voice includes support for adding the following standardized satisfaction metrics and mapping them to survey questions:

Net Promoter Score (NPS)

Sentiment

Etc.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/customer-voice/create-project>

<https://learn.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

QUESTION 12

DRAG DROP

You use Dynamics 365 Customer Service. You plan to configure service-level agreements (SLAs) for cases.

Which feature should you use? To answer, drag the appropriate features to the correct scenarios. Each feature may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content

NOTE: Each correct selection is worth one point.

Select and Place:



Actions

SLA key performance indicator (KPI)

SLA actions

Business Hours

Allow Pause and Resume

Answer Area

Scenario

Prevent enforcement of the SLA terms while waiting for additional information from a customer

Send an email when a case is at risk for non-compliance with an SLA

Feature

Correct Answer:



Actions

SLA key performance indicator (KPI)
Business Hours

Answer Area

Scenario

Prevent enforcement of the SLA terms while waiting for additional information from a customer

Send an email when a case is at risk for non-compliance with an SLA

Feature

Allow Pause and Resume

SLA actions

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-service/define-service-level-agreements>

QUESTION 13

A company uses Dynamics 365 Sales and Dynamics 365 Customer Service.

The management team wants to understand the benefits of the Dynamics 365 App for Outlook.

You need to explain the available features.

Which two features should you explain?

Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Track an email from Outlook to an existing sales order in Dynamics 365 Sales.
- B. Create a Dynamics 365 email template.
- C. Synchronize an appointment created in Dynamics 365 Sales to Outlook.
- D. Synchronize a custom field in the contact table to a user-defined field in Outlook.

Correct Answer: AD



Explanation:

A: You can use Microsoft Dynamics 365 for Outlook to track email messages, contacts, tasks, and appointments. When you track an email message, contact, task, or appointment record, a copy of that record is saved as an activity in Dynamics 365 for Customer Engagement and synchronized with the Outlook record. You can then view and edit that record in Dynamics 365 for Outlook or Customer Engagement. If you sync Outlook on your mobile device, you can also access these records on that device.

With Dynamics 365 App for Outlook, you can:

Link email messages, meetings, and appointments to a row in your app. For example, link an email message to a specific account, opportunity, or case.

View information in the context of an email message, meeting, or appointment.

(D) Synchronize contacts and related information so that Exchange and your app is always up to date.

Add email templates, knowledge articles, and sales literature when you create an email message or set up a meeting.

Note: Use Dynamics 365 App for Outlook and tap the power of Dynamics 365 apps while using Outlook on the desktop, web, or mobile. You can view information about an email or appointment or link it to an opportunity, account, or case in your app.

Reference: <https://learn.microsoft.com/en-us/dynamics365/outlook-addin/user-guide/overview-tracking-records>
<https://learn.microsoft.com/en-us/dynamics365/outlook-app/overview>

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