



# MB-910<sup>Q&As</sup>

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps  
(CRM)

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**QUESTION 1**

DRAG DROP

A company is implementing Dynamics 365 Customer Service.

The company wants to enable chat and SMS channels for customers. The company also wants to implement knowledge articles to support resolution of common issues.

You need to recommend which apps the company should implement.

Which app should you recommend? To answer, drag the appropriate apps to the correct features. Each app 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:

**Answer Area**

Apps	Feature	App
Omnichannel for Customer Service	Connect with customers by using text messages.	
Unified Service Desk	Allow customers to start live conversation sessions with customer support agents.	
Dynamics 365 Field Service		

Correct Answer:

**Answer Area**

Apps	Feature	App
Omnichannel for Customer Service	Connect with customers by using text messages.	Omnichannel for Customer Service
Unified Service Desk	Allow customers to start live conversation sessions with customer support agents.	Omnichannel for Customer Service
Dynamics 365 Field Service		

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

**QUESTION 2**

HOTSPOT

You are creating segments in Dynamics 365 Marketing.

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

Statements	Yes	No
You can set up dynamic segments to include contacts, leads, and accounts.	<input type="radio"/>	<input type="radio"/>
When you are using a static segment, you must manually pick the members to be included or select by query.	<input type="radio"/>	<input type="radio"/>
The scope of a segment determines if the segment is dynamic or static.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

## Answer Area

Statements	Yes	No
You can set up dynamic segments to include contacts, leads, and accounts.	<input checked="" type="radio"/>	<input type="radio"/>
When you are using a static segment, you must manually pick the members to be included or select by query.	<input type="radio"/>	<input checked="" type="radio"/>
The scope of a segment determines if the segment is dynamic or static.	<input type="radio"/>	<input checked="" type="radio"/>

Box 1: Yes

Segments let you create groups of related contacts that you can target with customer journeys. Segments are created using the segment designer. One way to build segments is by querying across related entities including contacts, leads, accounts, events, marketing lists, and more.

Note: Dynamic segments are set up by using logical expressions, such as "all contacts from New York" or "all contacts who like The Mets." Membership in dynamic segments changes constantly to reflect new or removed contacts and



updated contact information. Both demographic and firmographic segments are examples of dynamic segments.

Box 2: No

Static segments establish a static list of contacts who are selected on a per-contact basis rather than created logically based on field values. Marketers and salespeople might create and populate a static list based on private knowledge or offline interactions.

Static segment: Creates a segment where you manually select each member rather than creating a logical query that automatically adds them.

Box 3: No

Segment type, not scope decides:

Create and go live with a new segment

Read this section to get a basic overview of how to create a segment and start it running so you can see its members and use it to target a customer journey.

Go to Marketing >Customers > Segments to open a list of current segments.

Select New to start creating your new segment, and select the type of segment you would like to create: Dynamic segment: Creates a dynamic segment that can query contact records and interaction records, as well as include, intersect, or exclude contacts in existing segments. While querying contact records, you can add relations as needed to create a more complex query. Static segment: Creates a segment where you manually select each member rather than creating a logical query that automatically adds them.

Etc.

Reference: <https://learn.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions>  
<https://learn.microsoft.com/en-us/dynamics365/marketing/segmentation-lists-subscriptions>

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### QUESTION 3

#### HOTSPOT

You plan to implement Dynamics 365 Customer Service.

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

NOTE: Each correct selection is worth one point.

Hot Area:



## Answer Area

Statement	Yes	No
You must install the knowledge base solution before the knowledge base feature is available in Dynamics 365 Customer Service.	<input type="radio"/>	<input type="radio"/>
Omnichannel for Customer Service is automatically installed when you install Dynamics 365 Customer Service.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

## Answer Area

Statement	Yes	No
You must install the knowledge base solution before the knowledge base feature is available in Dynamics 365 Customer Service.	<input type="radio"/>	<input checked="" type="radio"/>
Omnichannel for Customer Service is automatically installed when you install Dynamics 365 Customer Service.	<input type="radio"/>	<input checked="" type="radio"/>

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-service/omnichannel-provision-license>

### QUESTION 4

#### HOTSPOT

A customer purchases Microsoft 365 and Dynamics 365 Sales.

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
Salespeople can only use Microsoft Teams to call customers who also use Teams.	<input type="radio"/>	<input type="radio"/>
Executives must have Power BI desktop installed to view Power BI reports shared with them.	<input type="radio"/>	<input type="radio"/>
Salespeople can share notes within Dynamics 365 Sales using OneNote.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

## Answer Area

Statement	Yes	No
Salespeople can only use Microsoft Teams to call customers who also use Teams.	<input type="radio"/>	<input checked="" type="radio"/>
Executives must have Power BI desktop installed to view Power BI reports shared with them.	<input type="radio"/>	<input checked="" type="radio"/>
Salespeople can share notes within Dynamics 365 Sales using OneNote.	<input checked="" type="radio"/>	<input type="radio"/>

Reference: <https://docs.microsoft.com/en-us/dynamics365/sales-enterprise/configure-microsoft-teams-dialer>

<https://docs.microsoft.com/en-us/power-platform/admin/set-up-onenote-integration-in-dynamics-365>

### QUESTION 5

A potential customer delays their decision to commit to a big multi-year contract.



You want to find other colleagues who have interacted with the potential customer to discuss strategies.

Which app should you recommend?

- A. Customer Service Insights
- B. Sales Insights
- C. Power Virtual Agents
- D. Market Insights

Correct Answer: B

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