



MB-910^{Q&As}

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps
(CRM)

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QUESTION 1

HOTSPOT

Which features are available in Dynamics 365 Marketing?

For each of the following features, select Yes if the feature is available. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

| Feature | Yes | No |
|---|-----------------------|-----------------------|
| Create graphical email messages. | <input type="radio"/> | <input type="radio"/> |
| Design dynamic content in email messages. | <input type="radio"/> | <input type="radio"/> |
| Configure a website for an event. | <input type="radio"/> | <input type="radio"/> |

Correct Answer:



Answer Area

| Feature | Yes | No |
|---|----------------------------------|-----------------------|
| Create graphical email messages. | <input checked="" type="radio"/> | <input type="radio"/> |
| Design dynamic content in email messages. | <input checked="" type="radio"/> | <input type="radio"/> |
| Configure a website for an event. | <input checked="" type="radio"/> | <input type="radio"/> |

Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/create-marketing-email>

<https://docs.microsoft.com/en-gb/dynamics365/marketing/set-up-event-portal>

QUESTION 2

An online retail company uses Dynamics 365 Marketing.

Customers abandon carts with items after shopping on the company's website. The marketing manager must send an email to these customers to ask if they want to complete the purchase.

You need to select a feature to send the mail.

Which feature should you use?

- A. Segment-based journey
- B. Trigger-based journey
- C. Power Automate desktop flow
- D. Email campaign
- E. Customer interactions timeline

Correct Answer: C

You can customize the Microsoft Dynamics 365 Commerce abandoned cart connector sample app to detect abandoned carts and send reminder email notifications to customers.

Abandoned cart connector sample

A connector model that Microsoft provides through the Retail software development kit (SDK) enables abandoned cart



information to be retrieved and sent to a third-party email marketing provider. This connector handles communication with

Retail Server, uses Azure Key Vault for security, handles scheduling of cart retrieval for a specified time window, and retrieves order and product data. It also provides a sample implementation for an integration with a third-party email

marketing provider. The connector is built to communicate with Emarsys out of the box. However, it can easily be customized to integrate with other solutions, such as Constant Contact, Mailchimp, and SendGrid.

EmarsysClientOptions

Note: If you're integrating with an email marketing provider other than Emarsys, you must extend the IEmailProvider interface as appropriate to communicate with that provider.

Properties include:

*

ApiUrl

<https://api.emarsys.net/api/v2/event/{0}/trigger>

*

ExternalEventId

The ID of the external event record that is created in Emarsys. You can find the value under Trigger settings in the campaign that you created to send abandoned cart email notifications.

*

Etc.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/commerce/dev-itpro/abandoned-cart-sample-app>

QUESTION 3

HOTSPOT

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 |
|--|-----------------------|-----------------------|
| Knowledge management sources are limited to the current Dynamics 365 Customer Service organization. | <input type="radio"/> | <input type="radio"/> |
| A copy of a knowledge base article can be sent using email from the Dynamics 365 Customer Service app. | <input type="radio"/> | <input type="radio"/> |
| Knowledge base article content is limited to text with basic formatting. | <input type="radio"/> | <input type="radio"/> |

Correct Answer:

Answer Area

| Statements | Yes | No |
|--|----------------------------------|----------------------------------|
| Knowledge management sources are limited to the current Dynamics 365 Customer Service organization. | <input type="radio"/> | <input checked="" type="radio"/> |
| A copy of a knowledge base article can be sent using email from the Dynamics 365 Customer Service app. | <input checked="" type="radio"/> | <input type="radio"/> |
| Knowledge base article content is limited to text with basic formatting. | <input type="radio"/> | <input checked="" type="radio"/> |

Box 1: No

You can search for knowledge content in external sources.

Business value

Knowledge in organizations is typically spread across multiple sources like SharePoint sites, OneDrive, third-party knowledge management systems, and so on. The ability to quickly find and share knowledge from as many sources as possible helps agents be more productive and resolve issues for customers more quickly.



Box 2: Yes

You can insert knowledge articles into an email.

Business value

Email is a critical communication channel that support agents use to communicate with customers and a vehicle for sharing knowledge articles. This feature provides agents on Unified Interface with an easy way to insert one or more

knowledge articles while working on an email.

Feature details

The legacy web client allows agents working on emails to search for knowledge articles and insert them into the email without losing context. This feature brings this capability into the Unified Interface client. While working on an email, an

agent can search and select a knowledge article to include in the email.

Box 3: No

Use the rich text editor to create knowledge articles, format your content, or embed videos and images.

Reference: <https://docs.microsoft.com/en-us/dynamics365-release-plan/2020wave2/service/dynamics365-customer-service/search-knowledge-content-external-sources> <https://docs.microsoft.com/en-us/dynamics365-release-plan/2020wave2/service/dynamics365-customer-service/insert-knowledge-articles-into-email> <https://docs.microsoft.com/en-us/dynamics365/customer-service/customer-service-hub-user-guide-knowledge-article?tabs=customerserviceadmincenter>

QUESTION 4

HOTSPOT

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 |
|--|-----------------------|-----------------------|
| The schedule assistant gives preference to specific resources over requirements. | <input type="radio"/> | <input type="radio"/> |
| Requirements trigger the creation of work orders. | <input type="radio"/> | <input type="radio"/> |
| Booking alerts display on the Field Service (Dynamics 365) mobile app. | <input type="radio"/> | <input type="radio"/> |



Correct Answer:

Answer Area

| Statements | Yes | No |
|--|----------------------------------|----------------------------------|
| The schedule assistant gives preference to specific resources over requirements. | <input checked="" type="radio"/> | <input type="radio"/> |
| Requirements trigger the creation of work orders. | <input type="radio"/> | <input checked="" type="radio"/> |
| Booking alerts display on the Field Service (Dynamics 365) mobile app. | <input checked="" type="radio"/> | <input type="radio"/> |

Explanation:

Box 1: Yes

The schedule assistant is a semi-automated feature that helps dispatchers assign requirements to ideal resources.

The schedule assistant recommends resources that match criteria, like availability or skills, for requirements. The system also estimates travel time for the recommended resources, which helps dispatchers plan work accordingly.

When the dispatcher identifies the right resource for the job, they book the resource.

Box 2: No

Schedule a work order using the scheduling assistant

From the main menu, select Field Service > Work Orders.

Select a work order from the list, or select the work order number.

On the command bar, select Schedule Assistant.

When the schedule assistant opens, choose the constraints that you will use to query the system to find available resources and time slot options.

Duration: Pulled from the estimated duration on the work order, which is driven by the incidents.

Radius Constraint: Select the radius for the available resources. This defaults from a Field Service setting.

Start and End Days: Choose the date ranges. This is driven from the date window fields on the work order.

Box 3: Yes

Enable push notifications

In the Field Service (Dynamics 365) mobile app, push notifications allow you to send updates to technicians through their mobile phones or tablets. Push notifications use Microsoft Power Automate and can be triggered by many scenarios.



Push notifications can be used to:

Notify technicians they have been assigned a booking.

Remind technicians to enter important business data.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/field-service/schedule-assistant>

<https://learn.microsoft.com/en-us/dynamics365/field-service/schedule-work-order>

<https://learn.microsoft.com/en-us/dynamics365/field-service/mobile-power-app-push-notifications>

QUESTION 5

HOTSPOT

A company uses Dynamics 365 Customer Voice.

You need to distribute surveys to different groups of anonymous users by using built-in tools.

Which distribution methods should you use? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Hot Area:

Group

People walking by a booth at a trade show.

Anonymous visitors to a Microsoft Power Pages portal.

Distribution method

| | |
|---------------------|---|
| | ▼ |
| Email | |
| QR code | |
| Dynamics 365 record | |
| | ▼ |
| Power Automate | |
| Dynamics 365 record | |
| Embed in a web page | |

Correct Answer:



Group

People walking by a booth at a trade show.

Anonymous visitors to a Microsoft Power Pages portal.

Distribution method

| | |
|---------------------|---|
| | ▼ |
| Email | |
| QR code | |
| Dynamics 365 record | |
| | ▼ |
| Power Automate | |
| Dynamics 365 record | |
| Embed in a web page | |

Explanation:

Box 1: QR code

Send a survey by using QR code

A QR (Quick Response) code is a type of matrix barcode. You can print the QR code or display it on your website. A QR code stores information such as a URL for a website. A QR code can be scanned by using any smartphone or tablet.

A QR code for your survey contains a direct link to your survey. You can include the QR code on receipts, posters, or any print media to reach your recipients and collect feedback. Recipients can scan the QR code to access the survey.

Box 2: Embed in a web page

You can embed your survey in a webpage by pasting the survey's embed code into your webpage's source code.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/customer-voice/send-survey-qr-code>

<https://learn.microsoft.com/en-us/dynamics365/customer-voice/embed-web-page>

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