



MB-910^{Q&As}

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps
(CRM)

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QUESTION 1

A company uses Dynamics 365 Marketing.

You must choose a real-time marketing customer journey type to start the journey.

Which two journey types you can use? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Event-based
- B. Audience-based
- C. Scheduled
- D. Customer onboarding

Correct Answer: AB

A: Triggering a custom event allows you to use activate a custom event at any point in the customer journey.

B: Segment-based journey Audience: The audience property lets you specify the segment of people that will start the journey. Segment-based journeys support segments from outbound marketing as well as segments created in Dynamics 365 Customer Insights. The journey will use audience data based upon the segment selected.

Reference: <https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-tile-reference>

QUESTION 2

HOTSPOT

A company plans to implement Dynamics 365 Customer Voice.

Instructions: 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

Yes

No

Data from Dynamics 365 Customer Voice is available to Dynamics 365 Marketing.

You can present specific survey questions based on responses to previous questions.

Correct Answer:

Answer Area

Yes

No

Data from Dynamics 365 Customer Voice is available to Dynamics 365 Marketing.

You can present specific survey questions based on responses to previous questions.

Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/customer-voice>

QUESTION 3

HOTSPOT

A company plans to implement new support software.

You need to recommend solutions for the company.

What should you recommend to meet each requirement? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Hot Area:



Answer Area

Requirement

Solution

Support automated webchat.

	▼
Power Virtual Agents	
Dynamics 365 Field Service	
Customer Service Insights	

Send senior technicians a notification when a case moves to an escalated status.

	▼
SMS – text message	
Webchat	
Power Platform portal	

Combine all customer and employee inquiries into a single interface.

	▼
Omnichannel for Customer Service	
Power BI	
Customer Service Insights	

Correct Answer:



Answer Area

Requirement

Solution

Support automated webchat.

	▼
Power Virtual Agents	
Dynamics 365 Field Service	
Customer Service Insights	

Send senior technicians a notification when a case moves to an escalated status.

	▼
SMS – text message	
Webchat	
Power Platform portal	

Combine all customer and employee inquiries into a single interface.

	▼
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Power BI	
Customer Service Insights	

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

QUESTION 4

All employees at a company work eight hours each day Monday through Friday. A resource named Resource1 has 40 hours available for a specific week.

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	0	0	5

You need to schedule Resource1 to work on a project during that week. The resource must work the hours detailed below: Which allocation method should you use?

- A. Remaining capacity
- B. Percentage capacity
- C. Full capacity
- D. Front-load hours

Correct Answer: D



You would have to create separate bookings for each of the working days.

Reference: <https://docs.microsoft.com/en-us/dynamics365/project-operations/psa/faq-allocation-methods>

QUESTION 5

DRAG DROP

A company uses Dynamics 365 Marketing.

Marketing team members must be able to group related customers for campaigns, market research, and surveys.

What should you recommend? To answer, drag the appropriate features to the correct requirements. 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:

Answer Area

Features

- Marketing list only
- Marketing segment only
- Marketing segment or marketing list

Requirement

- Create a single campaign activity geared to a targeted audience.
- Create groups of related customers for use in customer journeys.

Feature

Correct Answer:



Answer Area

Features	Requirement	Feature
<div style="border: 1px solid black; height: 40px; width: 100%;"></div> <div style="border: 1px solid black; padding: 5px; text-align: center;">Marketing segment only</div> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	<p>Create a single campaign activity geared to a targeted audience.</p> <p>Create groups of related customers for use in customer journeys.</p>	<div style="border: 1px solid black; padding: 5px; text-align: center;">Marketing list only</div> <div style="border: 1px solid black; padding: 5px; text-align: center;">Marketing segment or marketing list</div>

Box 1:

You cannot use marketing segments in a campaign.

Box 2:

You can only use one type of marketing list (a subscription list) for customer journeys. You can use any type of marketing segment for customer journeys.

Reference:

<https://docs.microsoft.com/en-gb/dynamics365/marketing/segments-vs-lists>

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