DESIGN AND DELIVER POWERFUL CUSTOMER EXPERIENCES WITH DYNAMICS 365 CUSTOMER INSIGHTS (MB-280T03)

Course Code: 834078

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.

What You'll Learn

Students will learn to,

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

Who Needs to Attend

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

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CLASSROOM LIVE	$675 CAD	1 Day

Classroom Live Outline

Module 1: Work with real-time features in Dynamics 365 Customer Insights - Journeys

- Create emails in Dynamics 365 Customer Insights - Journeys
- Create text messages and push notifications in Dynamics 365 Customer Insights - Journeys
- Create forms in Dynamics 365 Customer Insights - Journeys
- Manage consent in Dynamics 365 Customer Insights - Journeys
- Build journeys with Dynamics 365 Customer Insights - Journeys
- Manage leads and scoring in Customer Insights - Journeys
- Extend real-time marketing capabilities within Dynamics 365 Customer Insights – Journeys

Module 2: Unlock customer intent with Dynamics 365 Customer Insights - Data

- Get started with Dynamics 365 Customer Insights - Data
- Ingest data into Customer Insights - Data
- Create a unified customer profile in Dynamics 365 Customer Insights - Data
- Work with Dynamics 365 Customer Insights - Data
- Enrich data and predictions with Customer Insights - Data
- Manage external connections with Customer Insights - Data
- Configure and administer Customer Insights - Data

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VIRTUAL CLASSROOM LIVE	$675 CAD	11 Day

Virtual Classroom Live Outline

Module 1: Work with real-time features in Dynamics 365 Customer Insights - Journeys

- Create emails in Dynamics 365 Customer Insights - Journeys
- Create text messages and push notifications in Dynamics 365 Customer Insights - Journeys
- Create forms in Dynamics 365 Customer Insights - Journeys
- Manage consent in Dynamics 365 Customer Insights - Journeys
- Build journeys with Dynamics 365 Customer Insights - Journeys
- Manage leads and scoring in Customer Insights - Journeys
- Extend real-time marketing capabilities within Dynamics 365 Customer Insights – Journeys

Module 2: Unlock customer intent with Dynamics 365 Customer Insights - Data

- Get started with Dynamics 365 Customer Insights - Data
- Ingest data into Customer Insights - Data
- Create a unified customer profile in Dynamics 365 Customer Insights - Data
- Work with Dynamics 365 Customer Insights - Data
- Enrich data and predictions with Customer Insights - Data
- Manage external connections with Customer Insights - Data
- Configure and administer Customer Insights - Data

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PRIVATE GROUP TRAINING	1 Day

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Date created: 8/31/2025 6:51:46 PM
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