

Microsoft Dynamics 365

The Complete Business Computing Solution



MB – 220

Microsoft Dynamics 365 Customer Insights (Journeys) Functional Consultant

Overview

As a candidate for this exam, you're a Microsoft Dynamics 365 Customer Insights - Journeys functional consultant.

You're responsible for implementing solutions that:

- Engage with and convert leads.
- Orchestrate marketing experiences.
- Personalize marketing messaging.
- Deliver marketing insights.

You're responsible for:

- Configuring the core marketing application to include segmentation, email and text message marketing, and interactive journeys.
- Lead nurturing with personalized experiences, events, surveys, lead scoring, and analytics.
- Maintaining compliance and consent policies.

As a candidate, you should have some knowledge of marketing principles and the Dynamics 365 Customer Insights - Journeys application's role in relationship to the Dynamics 365 suite of applications, including interoperability with:

- Dynamics 365 Customer Insights - Data
- Microsoft Power Platform
- Dynamics 365 Customer Voice
- Dynamics 365 Sales
- Microsoft Teams

You should understand:

- Industry terminology
- Industry processes
- Best practices

This exam certification is scheduled to retire on November 30, 2024, at 11:59 PM Central Standard Time.

Prerequisites

- Familiarity with the general navigation, basic functionalities, and purpose of Dynamics 365 applications.
- Knowledge of fundamental marketing concepts and strategies for engaging and retaining customers.
- Understanding of basic IT principles and business processes, particularly those related to customer relationship management (CRM) and data management.

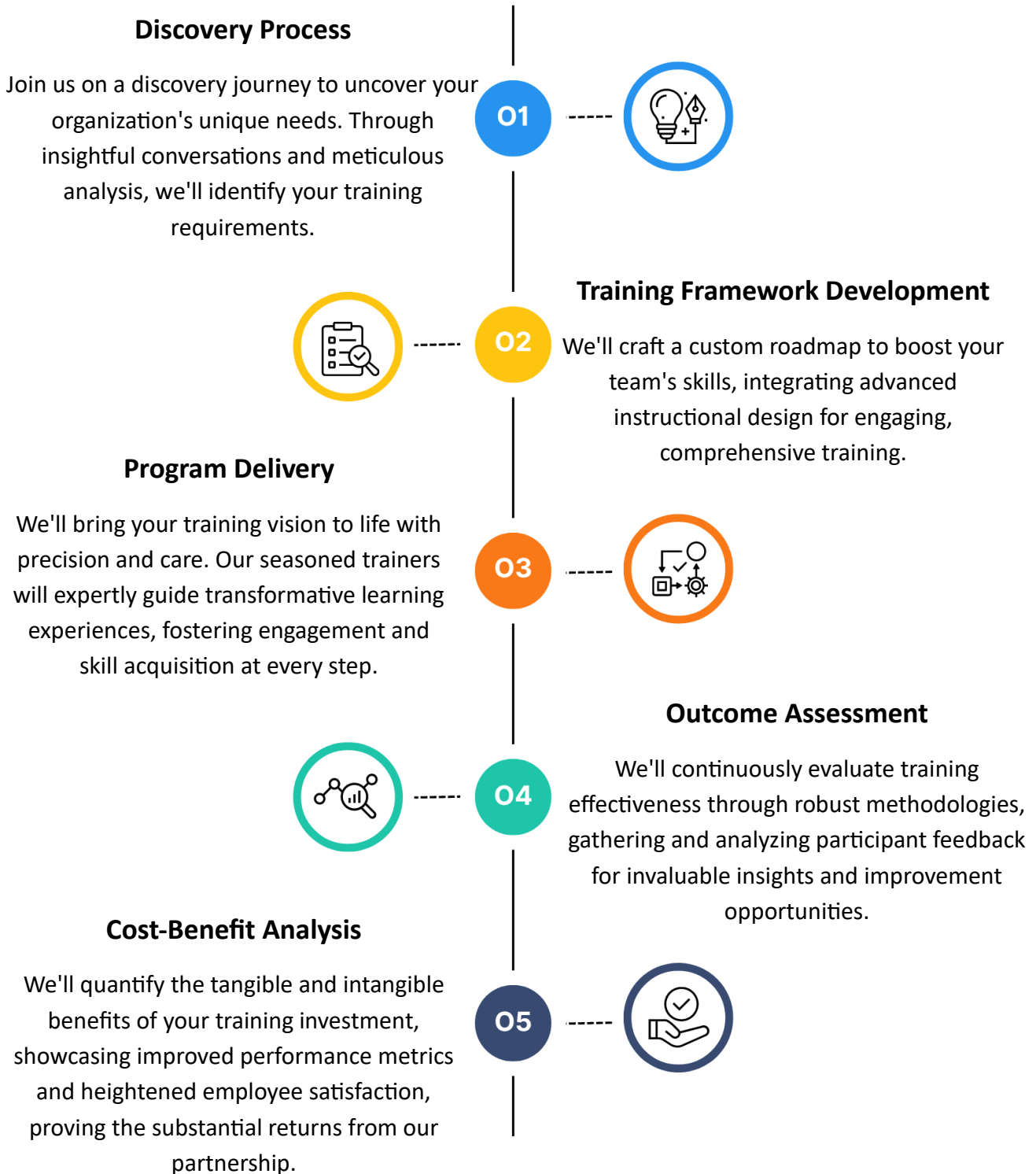
Course Level

- Intermediate

Course Duration

- 4 Day – 32 Hours

Creating Tailor - Made Training Programs to Meet Your **Specific Goals**



Course Outline

This course will review the Dynamics 365 Customer Insights - Journeys application configuration needed to drive business growth. It will also dive into lead management, marketing forms and pages, segmentation, real-time marketing, and email marketing messages. All these pieces are tied together through interactive customer journey design, including event and survey configuration.

Module 1: Configure Dynamics 365 Customer Insights - Journeys

- Lesson: Set up and manage Dynamics 365 Customer Insights - Journeys
- Lesson: Configure marketing settings
- Lesson: Review email settings and best practices
- Lesson: Manage assets and content settings

Module 2: Manage your audience in Dynamics 365 Customer Insights - Journeys

- Lesson: Get to know your audience
- Lesson: Manage leads and lead scoring

Module 3: Create emails, forms, text messages, and push notifications

- Lesson: Create emails
- Lesson: Create forms
- Lesson: Create text messages and push notifications

Module 4: Create segments and journeys

- Lesson: Create and manage segments
- Lesson: Create a journey and work with triggers
- Lesson: Add elements to a journey
- Lesson: Publish journeys
- Lesson: Extend real-time capabilities with Dataverse triggers

Module 5: Manage Events

- Lesson: Create an on-site event
- Lesson: Create a webinar event
- Lesson: Promote and manage events

Module 6: Create surveys with Dynamics 365 Customer Voice

- Lesson: Create a survey project
- Lesson: Create surveys with Dynamics 365 Customer Voice
- Lesson: Send Dynamics 365 Customer Voice surveys

Module 7: Analyze insights with Dynamics 365 Customer Insights - Journeys

- Lesson: Evaluate marketing initiatives with analytics
- Lesson: View aggregate analytics

Indus Tech Services

Who We Are....

Indus Tech Services is an IT company that specializes in providing comprehensive training, consulting & implementation services for software solutions designed to address the diverse business challenges faced by organizations today. With a passion for technology and a deep understanding of business processes, Indus Tech is committed to empowering businesses to optimize their operations, boost productivity, and drive sustainable growth.

Why Choose Us...

From time to time, life serves up a profound nudge, urging us to step beyond our routines and make a difference in the world. Indus Tech Services emerged from one such compelling wake-up call. We are not just a company; we are a dedicated force with a belief in providing solutions to organizations, regardless of their size, and we infuse a human touch into everything we do.

Our Expertise

With over 25 years of collective experience navigating the intricacies of daily business transactions, irrespective of geographical, cultural, time zone, or language barriers, our team has honed their expertise to meet any challenge head-on. This wealth of experience has armed our resources with an unparalleled understanding and skill set to tackle a broad spectrum of obstacles.

Training

With two decades of unwavering commitment and a global footprint, our company is a true pioneer in the fields of linguistic, transactional, technical, and behavioural training for some of the world's largest corporate entities. Our unparalleled expertise has been refined through years of dedication and innovation, making us the go-to choice for businesses seeking transformative training solutions.

Consulting

Our company has been at the forefront of providing world-class IT consulting services to organizations spanning the globe. With an extensive and proven track record, we have honed our expertise to meet the ever-evolving technological needs and challenges faced by businesses, regardless of their scale or industry.

Implementation

Our experience covers a broad spectrum of IT implementation services, including system integration, software deployment, network architecture, cloud migration, and infrastructure setup. We understand that the successful execution of IT projects is pivotal to an organization's growth and efficiency. Therefore, we bring a depth of knowledge and a commitment to delivering results that set us apart.

To know more contact us at info@industechservices.com or call us at +91 - 99961 61170.