

Microsoft

Exam Questions MB-280

Microsoft Dynamics 365 Customer Experience Analyst



NEW QUESTION 1

- (Topic 1)

You need to ensure the active stage of the business process flow is visible in the view. Which two actions should you perform? Each correct answer presents a complete solution. Choose two. NOTE: Each correct selection is worth one point.

- A. Add a page for the Onboard new pet table to the Sales Professional app.
- B. Add columns from the stable to the Active Onboard new pet view.
- C. Add columns from the Pet table to the All Onboard new pet view.
- D. Create a new column on the Pet table named "Onboarding stage" and add it to the Active pets view.

Answer: BD

Explanation:

? Adding Columns to the Active Onboard New Pet View (Option B):

? Creating and Adding a New "Onboarding Stage" Column (Option D):

? Other Options:

References from Microsoft Documentation:

? For configuring views and columns in Dynamics 365, refer to [Create and edit views](#).

NEW QUESTION 2

- (Topic 1)

You need to configure search to ensure the administrators can find all records which reference Corgis. Which action must you perform?

- A. Within system settings, select up to 10 relevant tables.
- B. Within the solution, ensure all relevant tables are indexed.
- C. For all relevant tables, ensure that the Can enable sync to external search index setting is False.
- D. Add columns to be searched to the Lookup view for each relevant table.

Answer: B

Explanation:

? To enable comprehensive search capabilities for administrators to find all records referencing specific terms (such as ??Corgis??), it is essential to ensure that all relevant tables are indexed.

? In Dynamics 365, configuring search functionality for specific tables involves setting up the tables to be searchable, which can be done by indexing them within the solution.

? Indexing relevant tables makes them accessible in the search feature and ensures all fields within those tables can be searched, allowing for quick retrieval of records that reference specific terms.

? System settings (Option A) is limited to selecting up to 10 tables and is more about quick search rather than full indexing. The sync to external search index setting (Option C) is for integration with external search tools and does not directly impact internal search capabilities.

? Adding columns to the Lookup view (Option D) affects how lookups work but does not influence full-text search results.

References from Microsoft Documentation:

? For configuring search indexing, refer to [Configure relevance search in Dynamics 365](#) for more information on indexing tables to enhance search capabilities.

NEW QUESTION 3

- (Topic 1)

You need to configure the required audit settings.

Which two actions should you perform? Each correct answer presents part of the solution. Choose two. NOTE: Each correct selection is worth one point.

- A. Enable auditing on the Dietary requirements column.
- B. Enable auditing on the Pet table.
- C. Enable auditing on the Contact table.
- D. Enable auditing on the Email address column.
- E. Enable Start read auditing in system settings.
- F. Enable Audit user access in system settings.

Answer: AB

Explanation:

? Enable Auditing on Columns (Options A and D):

? Enable Auditing on Pet and Contact Tables (Options B and C):

? Enable Audit User Access (Option F):

? Option E (Start Read Auditing):

References from Microsoft Documentation:

? For setting up auditing, see [Auditing overview for Dynamics 365](#).

NEW QUESTION 4

DRAG DROP - (Topic 2)

You need to configure a new Customer Insights - Journeys form to satisfy the digital sales team lead's request.

Which five required actions should you perform in sequence? To answer, move the five appropriate actions from the list of actions to the answer area. Arrange the five actions in the correct order.

Actions

Order

- ☰ Set the form duplicate records strategy to the audience default strategy.
- ☰ Set the form target audience to leads.
- ☰ Create a custom matching strategy.
- ☰ Create a new form.
- ☰ Set the form target audience to contacts.
- ☰ Select a form template.
- ☰ Set the form duplicate records strategy to the custom form matching strategy.
- ☰ Publish the form.

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Here??s the correct sequence to configure a new Customer Insights - Journeys form to handle lead duplicates automatically, as per the requirements:

Create a new form:

Start by creating a new form within Customer Insights - Journeys. This is the initial step to set up a form that will capture new leads.

Select a form template:

Choose a template that best fits the purpose of the form. This provides a structure for the form fields and layout, streamlining the setup process.

Set the form target audience to leads:

Since the form will be capturing lead information, specify that the form??s target audience is ??leads.?? This will ensure that the data is processed and stored as lead records.

Set the form duplicate records strategy to the audience default strategy:

Define how duplicate records are managed. First, apply the default duplicate record strategy for leads. This sets an initial strategy for managing duplicates.

Publish the form:

After completing the setup and configuring the necessary options, publish the form to make it available for use.

Additional Context:

The Create a custom matching strategy and Set the form duplicate records strategy to the custom form matching strategy steps are optional and can be used for further refinement if the default strategy does not meet specific requirements for matching leads based on certain criteria.

By following these steps, you ensure the form is configured for capturing leads and manages duplicates effectively based on the default duplicate record strategy. Microsoft Dynamics 365 References:

Set up a Customer Insights - Journeys form Duplicate Detection Rules in Dynamics 365

NEW QUESTION 5

- (Topic 3)

One of the data sources being ingested into Dynamics 365 Customer Insights - Data is Microsoft Dataverse. During the unification process, you need to identify the primary key.

Which three data types can you use as a primary key attribute? Each correct answer presents a complete solution. Choose three. NOTE: Each correct selection is worth one point.

- A. Integer
- B. Whole Number
- C. String
- D. Boolean
- E. GUID

Answer: BCE

Explanation:

In Dynamics 365 Customer Insights - Data,primary key attributesmust uniquely identify records and be consistent across the data source.

Whole NumberandGUIDare commonly used data types for primary keys because they can uniquely identify records and are natively supported for primary keys in databases. Stringcan also be used as a primary key if it uniquely identifies each record (e.g., an email address).

IntegerandBooleanare generally not used as primary keys in Customer Insights because they may not provide unique identifiers suitable for all scenarios.

Reference:Microsoft Documentation - Configure Primary Key in Dynamics 365 Customer Insights

NEW QUESTION 6

- (Topic 3)

The remote sales workforce of your organization has been using the integrated Teams chat to collaborate internally. To save time, you indicate to the sales leader that suggested contacts can be displayed when a seller starts a new connected chat.

The sales leader asked you to configure the ability to use suggested contacts.

Which three users can you use as a rule for suggesting contacts? Each correct answer presents a complete solution. Choose three.
NOTE: Each correct selection is worth one point.

- A. The user assigned as your manager on your system user record.
- B. The Record Owner of your linked business unit.
- C. The Record Owner of the initiating record.
- D. The Created By of the initiating record.
- E. The Last Modified By of the initiating record.
- F. The system user who updated a timeline activity on the initiating record.

Answer: ACD

Explanation:

? Manager on System User Record:

? Record Owner of the Initiating Record:

? Created By of the Initiating Record:

Reference:Microsoft Documentation - Configure Suggested Contacts for Dynamics 365 and Teams

These selections align with the rules typically used for suggesting contacts in integrated Teams chats, ensuring relevant parties are automatically suggested based on record associations and user relationships.

NEW QUESTION 7

- (Topic 3)

You created and published lead scoring models in the Dynamics 365 Customer insights - Journeys application.

Your marketing team members inform you that they are NOT able to view the lead scoring insights. You confirm the lead scoring models are published and are Live.

You need the marketing team to be able to view the lead scoring insights.

- A. Re-publish the lead scoring models to allow the system to capture the insights.
- B. Assign the Lead Score Viewer security role to the users.
- C. Set all leads to Active state to capture the insights.
- D. Set automatic lead scores cleanup to No to capture the scoring.

Answer: B

Explanation:

For team members to view lead scoring insights, they must have appropriate permissions, specifically the Lead Score Viewer role in Dynamics 365 Customer Insights - Journeys.

Even though the lead scoring models are published and live, without the correct security role, users will not have access to view the insights.

Assigning the Lead Score Viewer role ensures that the users have the necessary access rights to review the lead scoring insights generated by the models.

Reference:Microsoft Documentation - Configure Security Roles for Lead Scoring

NEW QUESTION 8

- (Topic 3)

You are the Dynamics 365 administrator at an organization that uses both Dynamics 365 Customer Insights - Journeys and Dynamics 365 Sales.

You have configured Customer Insights - Journeys to create leads from web form submissions. You also allow your sales users to create leads using the user interface.

Your organization has recently hosted an event at a conference.

- You have a Customer Insights - Journeys web form to capture leads immediately at the conference.
- You expect sales users to enter lead information for prospects they meet at the event in the week after the conference.

You need to keep your data clean while also capturing all the valid leads from the event. What should you do?

- A. Go to the classic editor and remove Create permissions from the security group for sales users.
- B. Go to the form in Customer Insights - Journeys and update the form so that it can either create new leads or update existing leads.
- C. Go to The settings area in Customer Insights - Journeys and ensure the default form matching strategy is selected.
- D. Go to business management settings and enable duplicate detection on leads based on email.

Answer: D

Explanation:

? Requirement Analysis:

? Solution - Enabling Duplicate Detection:

? Steps to Enable Duplicate Detection for Leads Based on Email:

Reference:Microsoft Documentation - Configure Duplicate Detection Rules in Dynamics 365

Benefits of Using Duplicate Detection:

This approach does not restrict users from creating leads but ensures that duplicate entries are flagged, allowing users to review and decide whether to proceed.

It maintains data cleanliness by preventing unnecessary duplicates while ensuring all valid leads are captured from different sources.

By implementing this solution, the organization can effectively manage potential duplicate leads, keeping the data clean and accurate across both Customer Insights - Journeys and Dynamics 365 Sales.

NEW QUESTION 9

- (Topic 3)

A company uses Microsoft SharePoint document management in Dynamics 365 Sales to store contracts.

The company wants only the contracts team to have access to the documents. The contracts team has a custom security role.

You need to restrict privileges to secure the documents. What should you do?

- A. Create a new security role in Dynamics 365 Sales.
- B. Update the users list in the SharePoint site.
- C. Update privileges in the Dynamics 365 Sales security role of the contract team.
- D. Create a new group in the SharePoint site.

Answer: B

Explanation:

Since the company uses Microsoft SharePoint for document storage, access to documents is controlled through SharePoint permissions rather than Dynamics 365 security roles.

To restrict document access to only the contracts team, you should update the users list in the SharePoint site where the documents are stored. This involves configuring SharePoint permissions to ensure that only the contracts team (or a specific SharePoint group associated with them) has access to the document library where contracts are stored.

Reference: Microsoft Documentation - Manage SharePoint Permissions for Document Management in Dynamics 365

NEW QUESTION 10

- (Topic 3)

An organization is using Microsoft Power Query when connecting to data sources in Dynamics 365 Customer Insights - Data. You need to load contacts to Customer Insights - Data using Power Query. Which is an appropriate action to take when using Power Query to ingest data?

- A. You must create a separate Power Query data source for each table you wish to ingest.
- B. You can only add additional columns to the dataset in Power Query before the data source is created in Customer Insights - Data.
- C. After you save a Power Query data source, you have to manually trigger the initial refresh process.
- D. You can add additional tables to the data source using Get Data functionality in the Power Query.

Answer: D

Explanation:

In Dynamics 365 Customer Insights - Data, when using Power Query to ingest data, the Get Data functionality allows users to add multiple tables from various data sources.

This flexibility enables users to enrich the dataset by pulling in additional tables that may be related or necessary for the data unification process.

Power Query in Customer Insights supports creating robust data flows by allowing multiple tables to be added within a single data source setup, providing a comprehensive data modeling environment.

Reference: Microsoft Documentation - Use Power Query in Customer Insights

NEW QUESTION 10

HOTSPOT - (Topic 3)

A company is using Dynamics 365 Sales to track their sales pipeline.

Sales managers require their forecasting to include reasons why opportunities were lost, including losses to competitors.

You need to configure the sales process WITHOUT using custom code.

What should you do? To answer, select the appropriate options in the answer area. NOTE: Each correct selection is worth one point.

Answer Area

Requirement	Action
Add the type of loss.	<ul style="list-style-type: none"> Modify the Status Reason option set. Modify the Status Reason option set. Modify the Forecast category option set. Create a new Choices column.
Record the loss for forecasting.	<ul style="list-style-type: none"> Modify the Opportunity Close form. Modify the Opportunity Close form. Modify the Opportunity Sales Process business process flow. Modify the Opportunity Forecast Category Mapping process Dataverse classic workflow.

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

Answer Area

Requirement	Action
Add the type of loss.	<ul style="list-style-type: none"> Modify the Status Reason option set. Modify the Status Reason option set. Modify the Forecast category option set. Create a new Choices column.
Record the loss for forecasting.	<ul style="list-style-type: none"> Modify the Opportunity Close form. Modify the Opportunity Close form. Modify the Opportunity Sales Process business process flow. Modify the Opportunity Forecast Category Mapping process Dataverse classic workflow.

NEW QUESTION 11

DRAG DROP - (Topic 3)

You have enabled Dynamics 365 App for Outlook for your sales team.

Users report that they are dissatisfied that they must track the emails manually, so you propose folder-level tracking.

You need to enable folder-level tracking in your environment in order for your users to configure the rules.

Which three actions should you perform in sequence before saving your changes? To answer, move the three appropriate actions from the list of actions to the answer area. Arrange the three actions in the correct order.

Actions	Order
:: Select Server Profiles.	
:: Turn tracking "On."	
:: Disable Use tracking token.	
:: Access Environment Settings in the Power Platform Admin Center.	
:: Select Email Tracking settings.	
:: Enable Use folder-level tracking from Exchange folders.	

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

? Access Environment Settings in the Power Platform Admin Center:

NEW QUESTION 12

- (Topic 3)

A company created a new table named Locations.

The sales team needs your help to make the Locations table visible in the Sales Hub. What should you do?

- A. Create a Location Sub Area.
- B. Add Location as an Area.
- C. Create a Location Group.
- D. Add Location to the App Designer.

Answer: D

Explanation:

To make a new table, like Locations, visible within the Sales Hub, you need to add it to the App Designer. This involves updating the Sales Hub app module to include the Locations table as a new entity that users can access.

By adding the table in the App Designer, you ensure it becomes part of the navigation and is available within the Sales Hub application.

Reference: Microsoft Documentation - Configure Apps Using App Designer in Dynamics 365

NEW QUESTION 15

- (Topic 3)

You are implementing Dynamics 365 Customer Insights - Data as the company's Customer Data Platform. You set up the data sources and start the unification process. You need to identify the primary table within the Matching conditions page.

Which two criteria should you use to determine the primary table? Each correct answer presents a complete solution. Choose two. NOTE: Each correct selection is worth one point.

- A. Choose the table with the most complete and reliable profile data about your customers.
- B. Choose the table that has the most related tables.
- C. Choose the Dynamics 365 contact table when this is available as the data source.
- D. Choose the table that has several attributes in common with other tables.

Answer: AC

Explanation:

When determining the primary table in Customer Insights during the unification process, the goal is to choose the table that provides the most robust and accurate customer profile information.

Criterion A is crucial because having complete and reliable customer profile data ensures that the unified profile is accurate and comprehensive.

Criterion C is recommended by Microsoft when using Dynamics 365 data, as the contact table often serves as the primary source of customer information within the Dynamics 365 ecosystem.

While tables with many related tables or common attributes with other tables may provide supplementary information, they do not necessarily constitute the primary source for reliable customer data.

Reference: Microsoft Documentation - Data Unification Process in Customer Insights

NEW QUESTION 19

- (Topic 3)

You are a marketing automation consultant.

Your customer wants to understand the benefits of using the query assist feature in Dynamics 365 Customer Insights - Journeys. Why might your customer want to use this feature?

- A. Using the natural language feature allows marketers to build segments using simple words to specify what audience they want to target.
- B. When looking at a marketing journey created by another user, the natural language feature makes it easier to understand the logic of the journey and decide whether it meets the campaign goals.
- C. Using the natural language feature allows marketers to search Dataverse to retrieve single records using a right-hand pane on the model-driven app
- D. When looking at a segment created by another user, the natural language feature makes it easier to identify which journeys the segment is used in.

Answer: A

Explanation:

The Query Assist feature in Dynamics 365 Customer Insights - Journeys utilizes natural language processing to help marketers easily build segments. By using simple language, marketers can describe their target audience without needing to know complex query syntax, making segmentation more accessible. This feature is designed to streamline segment creation, allowing marketers to quickly define their audience with natural language inputs, which is particularly useful for users who may not be familiar with technical query building.
Reference: Microsoft Documentation - Use Query Assist for Segmentation in Customer Insights

NEW QUESTION 24

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