

## **MB-280T03: Design and deliver powerful customer experiences with Dynamics 365 Customer Insights**

**Course Duration: 8 Hours**

**Course code: MB-280T03**

### **1. Course Overview**

This comprehensive course—MB-280T03—empowers learners to harness the full potential of Dynamics 365 Customer Insights to design and deliver data-driven, personalized customer experiences. Participants will learn how to unify customer data from multiple sources, generate actionable insights, and create engagement strategies that enhance customer satisfaction and loyalty. The course covers both the technical configuration and strategic application of Customer Insights, making it ideal for professionals seeking to bridge the gap between customer data and impactful business outcomes.

### **2. What you'll learn?**

By the end of this course, you will be able to:

- **Unify customer data:** Connect and standardize data from multiple sources for a holistic customer view.
- **Segment audiences:** Create dynamic and static segments for targeted marketing and engagement.
- **Build and use measures:** Define key business metrics to monitor customer behavior and performance.
- **Generate insights:** Leverage AI-driven recommendations, predictions, and enrichment for smarter decision-making.
- **Personalize experiences:** Integrate insights with marketing, sales, and service tools for tailored customer journeys.
- **Ensure data security and compliance:** Apply governance, consent management, and privacy controls.
- **Monitor and optimize:** Use analytics dashboards to track campaign effectiveness and refine engagement strategies.

### 3. Target Audience

This course is ideal for:

- Functional consultants and solution architects working on customer engagement projects.
- Marketing, sales, and service managers aiming to leverage customer insights for personalization.
- Business analysts and data specialists integrating customer data across systems.
- IT professionals implementing Dynamics 365 Customer Insights solutions.

### 4. Pre-Requisites

Learners should have:

- A basic understanding of CRM concepts and customer engagement processes.
- Familiarity with data structures, relationships, and common data integration practices.
- Prior exposure to Dynamics 365 applications and the Power Platform is beneficial but not mandatory.
- Access to a Dynamics 365 Customer Insights environment (trial or licensed) for hands-on practice.

### 5. Course content

#### **Module 1: Introduction to Dynamics 365 Customer Insights**

- Overview, key capabilities, and business benefits.

#### **Module 2: Data Ingestion and Unification**

- Connecting data sources, mapping fields, and standardizing records.

### **Module 3: Creating and Managing Segments**

- Building dynamic and static segments based on customer attributes and behaviors.

### **Module 4: Defining Measures and KPIs**

- Configuring calculated metrics to track customer interactions and performance.

### **Module 5: Generating AI-Driven Insights**

- Using AI models for recommendations, churn predictions, and enrichment.

### **Module 6: Activating and Personalizing Experiences**

- Integrating insights with marketing, sales, and service for tailored journeys.

### **Module 7: Data Governance and Compliance**

- Applying consent management, security roles, and privacy controls.

### **Module 8: Monitoring and Optimization**

- Using dashboards and analytics for performance tracking and continuous improvement.