

MB-910T00: Microsoft Dynamics 365 Fundamentals (CRM)

Course Duration: 8 Hours

Course code: MB-910T00

1. Course Overview

The MB-910T00: Microsoft Dynamics 365 Fundamentals (CRM) course introduces you to the core capabilities of Microsoft Dynamics 365 customer engagement applications. It provides a foundational understanding of the CRM components such as Sales, Customer Service, Marketing, and Field Service, along with their integration capabilities. This course is ideal for professionals looking to explore how Dynamics 365 can help businesses manage customer relationships, improve sales processes, enhance customer satisfaction, and drive marketing success.

2. What you'll learn?

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

- Understand the fundamentals of Microsoft Dynamics 365 and its customer engagement applications.
- Explore the functionalities of Dynamics 365 Sales, Marketing, Customer Service, and Field Service.
- Learn how Dynamics 365 integrates with Microsoft Power Platform and other Microsoft services.
- Understand basic security, reporting, and customization capabilities.
- Identify common business scenarios where Dynamics 365 CRM can add value.

3. Target Audience

This course is ideal for:

- Business stakeholders and decision-makers exploring CRM solutions.
- IT professionals and developers who want to understand Dynamics 365 capabilities.

- Sales, marketing, and customer service professionals looking to modernize their workflows.
- Students or beginners seeking foundational knowledge of Dynamics 365 CRM.

4. Pre-Requisites

Learners should have:

- Basic understanding of business processes like sales, marketing, and customer service.
- Familiarity with general IT concepts is helpful but not mandatory.
- No prior experience with Dynamics 365 is required.

5. Course content

Module 1: Introduction to Microsoft Dynamics 365

- Overview of Dynamics 365 applications
- Customer engagement and CRM fundamentals

Module 2: Dynamics 365 Sales Overview

- Lead and opportunity management
- Sales lifecycle and pipeline tracking

Module 3: Dynamics 365 Marketing Overview

- Campaign creation and management
- Customer segmentation and targeting

Module 4: Dynamics 365 Customer Service Overview

- Case management
- Service level agreements (SLAs) and knowledge base

Module 5: Dynamics 365 Field Service Overview

- Work order management
- Resource scheduling and optimization

Module 6: Integration with Microsoft Power Platform

- Power BI, Power Automate, and Power Apps integration
- Extending CRM capabilities

Module 7: Security, Reporting & Customization

- Role-based security model
- Basic reporting and dashboards
- Customizing forms and fields