

MB-910^{Q&As}

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps
(CRM)

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QUESTION 1

HOTSPOT

An online drone retailer uses Dynamics 365 Customer Service. The company uses Customer Service Hub and cases to manage their product warranty and return policies.

Customers that purchase a one-year extended warranty for a drone can exchange it twice for another model. To qualify, an exchange must occur within 30 days, on the condition that the drone has less than 100 hours of flight.

You need to configure the system.

Which setting should you use? To answer, select the appropriate options in the answer area.

Hot Area:

Answer Area

Parameter	Setting										
Allocation type	<table border="1"><tr><td></td><td>▼</td></tr><tr><td colspan="2">Number of cases</td></tr><tr><td colspan="2">Hours</td></tr><tr><td colspan="2">360</td></tr></table>		▼	Number of cases		Hours		360			
	▼										
Number of cases											
Hours											
360											
End date	<table border="1"><tr><td></td><td>▼</td></tr><tr><td colspan="2">Purchase date + 360</td></tr><tr><td colspan="2">Purchase date + 30</td></tr></table>		▼	Purchase date + 360		Purchase date + 30					
	▼										
Purchase date + 360											
Purchase date + 30											
Total term	<table border="1"><tr><td></td><td>▼</td></tr><tr><td colspan="2">2</td></tr><tr><td colspan="2">30</td></tr><tr><td colspan="2">100</td></tr><tr><td colspan="2">360</td></tr></table>		▼	2		30		100		360	
	▼										
2											
30											
100											
360											

Correct Answer:

Answer Area

Parameter	Setting										
Allocation type	<table border="1"> <tr> <td></td> <td>▼</td> </tr> <tr> <td>Number of cases</td> <td></td> </tr> <tr> <td>Hours</td> <td></td> </tr> <tr> <td>360</td> <td></td> </tr> </table>		▼	Number of cases		Hours		360			
	▼										
Number of cases											
Hours											
360											
End date	<table border="1"> <tr> <td></td> <td>▼</td> </tr> <tr> <td>Purchase date + 360</td> <td></td> </tr> <tr> <td>Purchase date + 30</td> <td></td> </tr> </table>		▼	Purchase date + 360		Purchase date + 30					
	▼										
Purchase date + 360											
Purchase date + 30											
Total term	<table border="1"> <tr> <td></td> <td>▼</td> </tr> <tr> <td>2</td> <td></td> </tr> <tr> <td>30</td> <td></td> </tr> <tr> <td>100</td> <td></td> </tr> <tr> <td>360</td> <td></td> </tr> </table>		▼	2		30		100		360	
	▼										
2											
30											
100											
360											

Box 1: Number of cases

Allocation Type: Choose whether the entitlement is for number of hours or number of cases.

Note: Customers that purchase a one-year extended warranty for a drone can exchange it twice for another model. To qualify, an exchange must occur within 30 days, on the condition that the drone has less than 100 hours of flight.

Box 2: Purchase date + 360

End Date: Choose the date after which the customer will no longer be entitled for support.

Box 3: 2

Total Term: Specify the total amount of support the customer is entitled to with respect to the allocation type. For example, if the allocation type is number of cases and you specify 100 in Total Term, the customer is entitled to support up to

100 cases.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/customer-service/create-entitlement-define-support-terms-customer?tabs=customerserviceadmincenter>

QUESTION 2

HOTSPOT

A company plans to implement Omnichannel for Customer Service.

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Statement	Yes	No
You must purchase a third-party ISV solution to use the chat feature within OmniChannel for Customer Service	<input type="checkbox"/>	<input type="checkbox"/>
You can use text messaging to communicate with customers when you implement Omnichannel for Customer Service	<input type="checkbox"/>	<input type="checkbox"/>
When you purchase licensing for Dynamics 365 Customer Service you can use all OmniChannel options without additional costs	<input type="checkbox"/>	<input type="checkbox"/>

Correct Answer:

Answer Area

Statement	Yes	No
You must purchase a third-party ISV solution to use the chat feature within OmniChannel for Customer Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>
You can use text messaging to communicate with customers when you implement Omnichannel for Customer Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>
When you purchase licensing for Dynamics 365 Customer Service you can use all OmniChannel options without additional costs	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-service/introduction-omnichannel>

QUESTION 3

HOTSPOT

Which features are available in Dynamics 365 Marketing?

For each of the following features, select Yes if the feature is available. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area	Feature	Yes	No
Create graphical email messages.		<input type="radio"/>	<input type="radio"/>
Design dynamic content in email messages.		<input type="radio"/>	<input type="radio"/>
Configure a website for an event.		<input type="radio"/>	<input type="radio"/>

Correct Answer:

Answer Area

Feature	Yes	No
Create graphical email messages.	<input checked="" type="radio"/>	<input type="radio"/>
Design dynamic content in email messages.	<input checked="" type="radio"/>	<input type="radio"/>
Configure a website for an event.	<input checked="" type="radio"/>	<input type="radio"/>

Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/create-marketing-email>

<https://docs.microsoft.com/en-gb/dynamics365/marketing/set-up-event-portal>

QUESTION 4

HOTSPOT

You are teaching a Dynamics 365 Sales course to app makers.

You explain the following data configuration:

The customer's name is the company name.

Phone calls and appointments with companies and their employees can be associated with the appropriate records.

You need to specify where customer and phone call data are stored.

In which tables is the data stored?

To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Hot Area:

Data

Customer

Table

	▼
Users	
Contact	
Account	
Team	

Phone calls

	▼
Activity	
Subject	
Annotation	
Account	

Correct Answer:

Data

Customer

Table

	▼
Users	
Contact	
Account	
Team	

Phone calls

	▼
Activity	
Subject	
Annotation	
Account	

Explanation:

Box 1: Accounts

Customer

Account and contact records store much of the information that you and your team collect from your customers.

You store data about companies you do business with in accounts.

Box 2: Activity

Phone calls

The activity and notes area helps you keep track of all the interactions with your customers. Record all important conversations with the customer or the communication with your team members regarding a record in Dynamics 365 Customer

Engagement (on-premises). Add a phone call, task, notes, email, or appointments right within the case, account, contact, lead, or opportunity records without navigating to a different area and opening another form.

All activities that you add from within a record appear in the Activities area.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/customerengagement/on-premises/basics/how-data-organized> <https://learn.microsoft.com/en-us/dynamics365/customerengagement/on-premises/basics/add-phone-call-task-email-appointment-activity-case-record>

QUESTION 5

HOTSPOT

A company plans to implement Dynamics 365 Marketing.

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Statement	Yes	No
You can only query across accounts, leads, and marketing lists when building segments.	<input type="radio"/>	<input type="radio"/>
You can use quick campaigns with both marketing lists and marketing segments.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Answer Area

Statement	Yes	No
You can only query across accounts, leads, and marketing lists when building segments.	<input type="radio"/>	<input checked="" type="radio"/>
You can use quick campaigns with both marketing lists and marketing segments.	<input type="radio"/>	<input checked="" type="radio"/>

QUESTION 6

HOTSPOT

A company is evaluating Dynamics 365 Field Service.

The company must be able to manage technicians that perform onsite repairs at client offices.

You need to understand which product features are available to meet the requirements.

Which feature should you use? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Requirement

Feature

Relate an account to a pending job.

	▼
Inspection	
Work order	
Bookable resource	

Diagnose a problem by using a list of questions.

	▼
Inspection	
Work order	
Characteristics	

Correct Answer:

Answer Area

Requirement

Feature

Relate an account to a pending job.

	▼
Inspection	
Work order	
Bookable resource	

Diagnose a problem by using a list of questions.

	▼
Inspection	
Work order	
Characteristics	

Explanation:

Box 1: Work order

Relate an account to a pending job.

The Work Order entity contains the details of the job that needs to be completed, such as work order type, status, duration, and priority.

Work orders are related to an Account entity. Specifying a Service Account on the work order adds related account information like territory, address, and service and billing defaults.

Incorrect:

* A bookable resource in Field Service is anything that needs to be scheduled. This most commonly includes people, equipment, and physical spaces (facilities).

Box 2: Inspection Diagnose a problem by using a list of questions

Field Service inspections are digital forms that technicians use to quickly and easily answer a list of questions as part of a work order. The list of questions can include safety protocols, pass-and-fail tests for a customer asset, an interview with a customer, or other audits and assessments.

Reference: <https://learn.microsoft.com/en-us/dynamics365/field-service/field-service-architecture>
<https://learn.microsoft.com/en-us/dynamics365/field-service/inspections>

QUESTION 7

Which two components are included in Dynamics 365 Marketing?

Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Customer Voice survey
- B. Customer Service Hub
- C. Enterprise Asset Management
- D. Event management

Correct Answer: AD

Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/overview>

QUESTION 8

HOTSPOT

A company uses Dynamics 365 Customer Service.

A customer service agent needs to understand how knowledge search works.

How should you explain this feature?

Select the answer that correctly completes the sentence.

Hot Area:

Answer Area

The Knowledge search feature uses

	▼
Similar cases	
Subjects	
Smart assist	
Microsoft Dataverse search	

Correct Answer:

Answer Area

The Knowledge search feature uses

	▼
Similar cases	
Subjects	
Smart assist	
Microsoft Dataverse search	

Explanation:

Box: Microsoft Dataverse search

The following are the search options that you can use to search the knowledge base on the portal:

Lucene.Net search: Searches within multiple tables and fields at once.

Progressive search: Lets you search without any mismatch between the results count and the number of records returned in the search results.

*-> Dataverse search: Lets you search across multiple tables sorted by relevance.

Faceted search: Lets you search content on portals through filters based on content.

Incorrect:

* Use smart assist

In Customer Service workspace and Omnichannel for Customer Service, smart assist suggests knowledge articles in real-time based on the ongoing conversation with your customer.

In the app side pane, select the Smart assist (light bulb) icon to view knowledge article suggestions that are related to your case.

Reference: <https://learn.microsoft.com/en-us/dynamics365/customer-service/knowledge-base-search-methods>

QUESTION 9

HOTSPOT

A company plans to synchronize LinkedIn Campaign Manager with Dynamics 365 Marketing to determine who is looking at their LinkedIn advertisements.

What happens during synchronization? To answer, select the appropriate option in the answer area.

Hot Area:

Answer Area

If a sales lead that is synchronized from LinkedIn already exists,

Dynamics 365 Marketing

- creates a new lead that uses the LinkedIn data.
- updates the current lead with the LinkedIn data.
- overwrites the current lead with the LinkedIn data.
- updates the current contact with the LinkedIn data.
- creates a new lead with the LinkedIn data.

Correct Answer:

Answer Area

If a sales lead that is synchronized from LinkedIn already exists,

Dynamics 365 Marketing

- creates a new lead that uses the LinkedIn data.
- updates the current lead with the LinkedIn data.
- overwrites the current lead with the LinkedIn data.
- updates the current contact with the LinkedIn data.
- creates a new lead with the LinkedIn data.

Reference: <https://docs.microsoft.com/en-gb/dynamics365/marketing/linkedin-lead-gen-integration>

QUESTION 10

HOTSPOT

A company uses Dynamics 365 Field Service.

Employees need to schedule bookings while viewing work order details.

Which feature should you recommend?

Select the answer that correctly completes the sentence.

Hot Area:

Answer Area

To schedule, use the

	▼
Quick scheduling	
Schedule board	
Schedule assistant	
Booking requirements	

 feature.

Correct Answer:

Answer Area

To schedule, use the

	▼
Quick scheduling	
Schedule board	
Schedule assistant	
Booking requirements	

 feature.

Explanation:

Box: Quick scheduling Quickly schedule work orders and requirements Quick scheduling (sometimes referred to as "quick book") simplifies the schedule assistant experience.

Without leaving a record, use a scheduling pane to see available booking time slots.

Reference: <https://learn.microsoft.com/en-us/dynamics365/field-service/quick-scheduling>

QUESTION 11

DRAG DROP

A company manufactures environmental sensors that can be monitored remotely.

Match each component to its definition.

Instructions: To answer, drag the appropriate component from the column on the left to its definition on the right. Each component may be used once, more than once, or not at all. Each correct match is worth one point.

NOTE: Each correct selection is worth one point.

Select and Place:

Answer Area

Components	Definition	Component
Azure IoT Hub	Service for integration environmental sensors with Dynamics 365 Customer Service.	
Azure IoT Central	Service for configuring integrations between the Customer Service app and environmental sensors.	
Service-level agreement	Rules that trigger on actions in the Customer Service app.	
Power Automate	Rules and actions that execute the integration between environmental sensors and the Customer Service app.	

Correct Answer:

Answer Area

Components	Definition	Component
Azure IoT Hub	Service for integration environmental sensors with Dynamics 365 Customer Service.	Azure IoT Hub
Azure IoT Central	Service for configuring integrations between the Customer Service app and environmental sensors.	Azure IoT Central
Service-level agreement	Rules that trigger on actions in the Customer Service app.	Power Automate
Power Automate	Rules and actions that execute the integration between environmental sensors and the Customer Service app.	Azure IoT Central

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-service/cs-iot-overview>

QUESTION 12

A new salesperson has user access in Microsoft 365 and salesperson privileges in Dynamics 365 Sales.

The salesperson cannot recall the Dynamics 365 Sales app URL.

You need to provide a location where the user can access the app.

Which URL should you provide?

- A. make.powerapps.com
- B. portal.azure.com
- C. office.com
- D. admin.powerplatform.com

Correct Answer: C

Explanation:

Access the Sales Hub app

Visit the Apps page on office.com (<https://office.com/apps>), select Business Apps, and then select Sales Hub.

If you don't see the app, contact your administrator to grant you access.

Note: Use the Sales Hub app to access Dynamics 365 Sales features

Sales Hub is a free app from Microsoft that's preinstalled. It comes with several core and premium features to help you quickly get started with Dynamics 365 Sales. From the Sales Hub app, you can access Sales Premium features—such as

sales accelerator, conversation intelligence, and predictive scoring—even if you have a Sales Enterprise license. Premium features are subject to monthly capacity limits for Sales Enterprise customers. For more information, go to Digital

selling capabilities in Sales Enterprise.

We recommend you use the Sales Hub app unless your organization follows unique sales practices that warrant a custom app.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/sales/intro-saleshub>

QUESTION 13

HOTSPOT

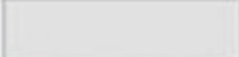
You work for a home decorating company.

You need to ensure that qualifying leads can become project-based opportunities.

What should you do? To answer, select the appropriate option in the answer area.

Hot Area:

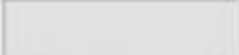
Answer Area

You must assign a value to the  for each lead record

Type
Topic
Last name
Stakeholder

Correct Answer:

Answer Area

You must assign a value to the  for each lead record

Type
Topic
Last name
Stakeholder

Reference: <https://docs.microsoft.com/en-us/dynamics365/project-operations/sales/manage-leads>

QUESTION 14

A company uses Dynamics 365 Customer Service.

The company plans to use support queues to organize and monitor the progress of cases. Customer support agents will select cases from queues in which they are members.

Agents release case items if they are not able to continue working on a case.

Which statement describes what happens when a case item is released from the queue?

- A. The case continues to remain in the agent's personal queue until someone else selects the item from the queue.
- B. The case is removed from all queues.
- C. The case is removed from the agent's personal queue and returned to the original support queue.

Correct Answer: C

Reference: <https://docs.microsoft.com/en-us/learn/modules/using-dynamics-365-queues-to-manage-case-workloads/4-working-with-queues>

QUESTION 15

HOTSPOT

A company plans to implement Dynamics 365 Field Service.

For each of the following statements, select Yes if the statement is true. Otherwise, select No.

NOTE: Each correct selection is worth one point.

Hot Area:

Answer Area

Statement	Yes	No
Images can be added to an inspection when using the mobile app.	<input type="radio"/>	<input type="radio"/>
Inspections can be completed without internet connectivity.	<input type="radio"/>	<input type="radio"/>

Correct Answer:

Answer Area

Statement	Yes	No
Images can be added to an inspection when using the mobile app.	<input checked="" type="radio"/>	<input type="radio"/>
Inspections can be completed without internet connectivity.	<input checked="" type="radio"/>	<input type="radio"/>

Reference: <https://docs.microsoft.com/en-us/dynamics365/field-service/inspections>

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