

# MB-910<sup>Q&As</sup>

Microsoft Dynamics 365 Fundamentals Customer Engagement Apps  
(CRM)

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## QUESTION 1

An online retail company uses Dynamics 365 Marketing.

Customers abandon carts with items after shopping on the company's website. The marketing manager must send an email to these customers to ask if they want to complete the purchase.

You need to select a feature to send the mail.

Which feature should you use?

- A. Segment-based journey
- B. Trigger-based journey
- C. Power Automate desktop flow
- D. Email campaign
- E. Customer interactions timeline

Correct Answer: C

You can customize the Microsoft Dynamics 365 Commerce abandoned cart connector sample app to detect abandoned carts and send reminder email notifications to customers.

Abandoned cart connector sample

A connector model that Microsoft provides through the Retail software development kit (SDK) enables abandoned cart information to be retrieved and sent to a third-party email marketing provider. This connector handles communication with

Retail Server, uses Azure Key Vault for security, handles scheduling of cart retrieval for a specified time window, and retrieves order and product data. It also provides a sample implementation for an integration with a third-party email

marketing provider. The connector is built to communicate with Emarsys out of the box. However, it can easily be customized to integrate with other solutions, such as Constant Contact, Mailchimp, and SendGrid.

EmarsysClientOptions

Note: If you're integrating with an email marketing provider other than Emarsys, you must extend the IEmailProvider interface as appropriate to communicate with that provider.

Properties include:

\*

ApiUrl

<https://api.emarsys.net/api/v2/event/{0}/trigger>

\*

ExternalEventId

The ID of the external event record that is created in Emarsys. You can find the value under Trigger settings in the campaign that you created to send abandoned cart email notifications.

\*

Etc.

Reference:

<https://learn.microsoft.com/en-us/dynamics365/commerce/dev-itpro/abandoned-cart-sample-app>

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## QUESTION 2

A company uses Dynamics 365 Sales with out-of-the-box forms. Users must view logged phone calls and meetings for contacts. Which feature includes phone calls and meetings?

- A. Timeline
- B. Contact information
- C. Controls
- D. Attachments

Correct Answer: A

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## QUESTION 3

A potential customer delays their decision to commit to a big multi-year contract.

You want to find other colleagues who have interacted with the potential customer to discuss strategies.

Which app should you recommend?

- A. Customer Service Insights
- B. Market Insights
- C. Power Virtual Agents
- D. Sales Insights

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/ai/sales/relationship-analytics#analyze-the-health-and-activity-history-of-a-customer-or-opportunity>

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## QUESTION 4

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 5

You need to explain to the manager which features are available to meet the requirement.

Which feature should you use?

- A. Connected Field Service
- B. Inspections
- C. Microsoft Customer Voice
- D. Scheduling

Correct Answer: B

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

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