

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

**Category:** Application & Infrastructure | **Vendor:** Microsoft Technical

**Duration:** 8.00 hours (1 days)

**6.5 CPD Hours**

**Rating:** ★ 4.6 (5,878 reviews)

## Course Information

**Language:** English

**Delivery Format:** Instructor Led - Online

## Course Overview

Dynamics 365 Customer Insights helps organizations deliver exceptional experiences personalized to every customer. In this course, students will learn how to work with key features of Customer Insights <sup>®</sup> Data and Customer Insights <sup>®</sup> Journeys. First, students will learn about the business value of using a customer data platform. They will ingest data into Customer Insights <sup>®</sup> Data, create unified customer profiles, and create segments to help target specific audiences. Then, students will build impactful and personal experiences using Customer Insights <sup>®</sup> Journeys. They will create marketing assets like emails and text messages and deliver them via segment- and trigger-based journeys. This course is part of a four-course series (MB-280T01-T04) aligning to the MB-280 certification exam.

## About This Course

Dynamics 365 Customer Insights helps organizations deliver exceptional experiences personalized to every customer. In this course, students will learn how to work with key features of Customer Insights ® Data and Customer Insights ® Journeys. First, students will learn about the business value of using a customer data platform. They will ingest data into Customer Insights ® Data, create unified customer profiles, and create segments to help target specific audiences. Then, students will build impactful and personal experiences using Customer Insights ® Journeys. They will create marketing assets like emails and text messages and deliver them via segment- and trigger-based journeys. This course is part of a four-course series (MB-280T01-T04) aligning to the MB-280 certification exam.

## Who Should Attend

This course is designed for IT or marketing professionals who want to learn how to leverage Dynamics 365 Customer Insights for their organizations. Students should have knowledge in basic marketing principles. Students should be familiar with the Dynamics 365 customer experience suite, including Dynamics 365 Sales and Dynamics 365 Customer Insights. They should also have basic model-driven application configuration experience.



## Additional Course Details

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Nexus Humans, MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights training program is a workshop that presents an invigorating mix of sessions, lessons, and masterclasses meticulously crafted to propel your learning expedition forward.

This immersive bootcamp-style experience boasts interactive lectures, hands-on labs, and collaborative hackathons, all strategically designed to fortify fundamental concepts.

Guided by seasoned coaches, each session offers priceless insights and practical skills crucial for honing your expertise. Whether you're stepping into the realm of professional skills or a seasoned professional, this comprehensive course ensures you're equipped with the knowledge and prowess necessary for success.

While we feel this is the best course for the ITS Data Analytics course and one of our Top 10 we encourage you to read the course outline to make sure it is the right content for you.

Additionally, private sessions, closed classes or dedicated events are available both live online and at our training centres in Dublin and London, as well as at your offices anywhere in the UK, Ireland or across EMEA.

# Frequently Asked Questions

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## **Q: What delivery options are available for MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights?**

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
  - Traditional Instructor-Led Classroom Training (ILT)
  - On-site delivery at your offices anywhere in United Kingdom
  - Private dedicated courses customized for your team
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## **Q: How many CPD hours does this course provide?**

The 1-day MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights course provides up to 6.5 CPD hours of structured learning. CPD certificates can be provided upon request.

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## **Q: What is the duration of the MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights training?**

The training takes place over 1 day(s), with each day lasting approximately 8.00 hours including breaks for lunch and refreshments.

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## **Q: Do you provide corporate training for MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights?**

Yes, we provide corporate training, dedicated training, and closed classes for MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights. Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

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## Q: Why choose Nexus Human for MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

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## Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your MB-280T03 Design and deliver powerful customer experiences with Dynamics 365 Customer Insights training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

# Nexus Human

## Professional Training & Development

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