Microsoft Customer Data Platform Specialty (MB-260) Training

COURSE CONTENT

GET IN TOUCH

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About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

About Course

The Microsoft Customer Data Platform Specialty (MB-260) training offered by Multisoft Systems is designed to equip professionals with the expertise needed to effectively implement and manage a customer data platform. This course focuses on teaching participants how to harness the power of data to create personalized customer experiences and improve business outcomes.

Module 1: Get started with Dynamics 365 Customer Insights

- ✓ Introduction to the customer data platform
- ✓ Administer Dynamics 365 Customer Insights
- ✓ Explore user permissions in Dynamics 365 Customer Insights

Module 2: Ingest data into Dynamics 365 Customer Insights

- ✓ Import and transform data
- ✓ Connect to data sources
- ✓ Work with data

Module 3: Create a unified customer profile in Dynamics 365 Customer Insights

- ✓ Map data
- ✓ Match data
- ✓ Merge data
- ✓ Find customers

Module 4: Work with Dynamics 365 Customer Insights

- ✓ Explore Audience insights
- ✓ Define relationships and activities
- ✓ Work with measures
- ✓ Work with segments

Module 5: Enrich data and predictions with Audience insights

- ✓ Enrich data
- ✓ Use predictions
- ✓ Use machine learning models

Module 6: Manage external connections with Customer Data Platform

- ✓ Export Customer Insights data
- ✓ Use Customer Insights with Microsoft Power Platform
- ✓ Display Customer Insights data in Dynamics 365 apps
- ✓ More ways to extend Customer Insights