Microsoft Dynamics 365 Fundamentals (CRM): MB-910

EXAM DESIGN

Audience Profile

This exam covers the customer engagement features and capabilities of Dynamics 365 apps. Candidates of this exam should have a fundamental understanding of customer engagement principles, business operations, and general computer skills.

Objective Domains

SKILLS MEASURED

- NOTE: The bullets that appear below each of the skills measured are intended to illustrate how we are assessing that skill. This list is NOT definitive or exhaustive.
- NOTE: Most questions cover features that are General Availability (GA). The exam may contain questions on Preview features if those features are commonly used.

Describe Dynamics 365 Marketing (15-20%)

Identify Dynamics 365 Marketing capabilities

- Describe the process for generating and scoring leads by using marketing forms and pages
- Describe how to target customers by using segments and subscription lists
- Describe email marketing concepts and processes
- Describe the process of automating marketing activities by using customer journeys
- Describe event management features and capabilities including Microsoft Teams webinars

Describe related marketing apps

- Describe the capabilities of Dynamics 365 Customer Voice
- Describe the capabilities of Dynamics 365 Customer Insights including Audience Insights and Engagement Insights

Describe Dynamics 365 Sales (15-20%)

Describe the Dynamics 365 Sales lifecycle

- Describe leads and the process for qualifying leads
- Describe the opportunity management process
- Describe the quote lifecycle
- Describe sales pipeline forecasting concepts

Dynamics 365 Fundamentals

Describe related sales apps

- Describe capabilities of Dynamics 365 Sales Insights
- Describe capabilities of LinkedIn Sales Navigator

Describe Dynamics 365 Customer Service (15-20%)

Describe Dynamics 365 Customer Service components

- Describe Knowledge Management
- Describe the case lifecycle including service-level agreements and entitlements
- Describe how to use queues to manage work

Describe Dynamics 365 Field Service (15-20%)

Describe the work order lifecycle

- Describe the work order lifecycle
- Describe capabilities of the Inspections feature
- Describe customer asset management and preventive maintenance processes

Describe scheduling capabilities

- Describe resource and scheduling processes
- Describe scheduling options including Schedule Assistant and Resource Schedule Optimization (RSO)
- Describe how to enable proactive customer asset management by using Connected Field Service

Describe shared features (20–25%)

Identify common customer engagement features

- Describe Microsoft Dataverse as the foundation for Dynamics 365 apps
- Describe customers and activities
- Describe built-in reporting capabilities including dashboards, charts, and views

Describe reporting capabilities

- Describe Microsoft Teams integration capabilities
- Describe email capabilities including App for Outlook
- Describe how Microsoft Excel and Microsoft Word can be used with Dynamics 365 apps
- Describe options for analyzing data by using Power BI