Question 1

You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team.

You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact. These leads will be processed by Contoso's Sales team.

The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app.

What should you do to achieve this goal?

Options:

A) 1. Install the "Send Customer Voice survey from Dynamics 365 app" in the Sales Hub app.
2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.

B) 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.
2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.

C) 1. Click on "Enable Customer Voice on Sales Hub".

2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.

D) 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.

2. Create a Power Automate flow to send a survey automatically every time a lead is qualified.

Answer:

D

Explanation:

https://docs.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365

Question 2

Question Type: DragDrop

When creating customer journeys the correct steps must be followed in order to ensure the results you receive are as expected.

Which five actions are required, in sequence, to create a complete customer journey? (Choose five.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Answer:

Explanation:

References:

https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/create-simple-customerjourney

Question 3

Question Type: **MultipleChoice**

You are setting up a small workshop event. The event will have one session and one speaker.

After you create the event, session and speaker engagement record, you want to publish the event to the event portal.
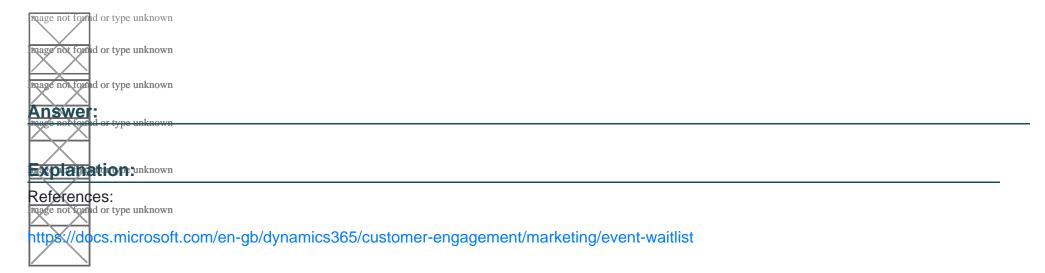
Hoe should you publish the event?

Options:

A) Publish the event. The session and speaker will publish automatically.

B) Publish the session. The event and speaker will publish automatically.

C) Publish the event, session and speaker manually.

D) Publish the event and session separately. Speaker will publish automatically.

Answer:

D

Explanation:

References:

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

Question 4

Question Type: **DragDrop**

You are setting up a conference event that will have a capacity of 500 people.

You want to enable a waitlist for the event so that if more than 500 people register and someone cancels their registration, the event will automatically register the next available person on the list.

Which three steps should you take, in sequence, to complete your task? (Choose three.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

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Answer:

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Explanation: Image not found or type unknown

References:

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https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/event-waitlist

Question 5

You have been tasked with creating a customer journey for leads located in the Northwestern United States.

Which two conditions must be true in order for the lead to receive your customer journey? (Choose two.) Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

Options:

A) The lead must be associated with a contact record.

B) Follow Email must be set to "Allow".

C) The lead must be associated with an account record.

D) Bulk Email must be set to "Allow".

Answer:

A, D

Question 6

Question Type: **MultipleChoice**

You create a customer survey. Contoso wants to make sure that the survey is accessible to their sales team.

You use the survey as part of a customer journey, where you have written conditional logic to create leads based on the survey responses from each contact. These leads will be processed by Contoso's Sales team.

The sales team wants to send out surveys whenever they qualify a Lead. Contoso does not want the sales team to have access to the Dynamics 365 Customer Voice app.

What should you do to achieve this goal?

Options:

A) 1. Install the "Send Customer Voice survey from Dynamics 365 app" in the Sales Hub app.
2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.

B) 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all licensed Dynamics 365 applications.
2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.

C) 1. Click on "Enable Customer Voice on Sales Hub".
2. Members of the Sales team can send the survey manually from a Sales Hub app by clicking on the "Send Survey" button on the Lead record.

D) 1. Enable the Dynamics 365 Customer Voice application from the environment in Microsoft Dataverse to enable the feature for all

licensed Dynamics 365 applications.

2. Create a Power Automate flow to send a survey automatically every time a lead is qualified.

Answer:

D

Explanation:

https://docs.microsoft.com/en-us/dynamics365/customer-voice/send-survey-from-dynamics-365

Question 7

Question Type: DragDrop

Your boss has asked you to send out a simple email campaign using a Customer Journey.

Which four activities must you perform in sequence? (Choose four.) To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Answer:

Question 8

Question Type: **MultipleChoice**

You are a marketer for Contoso Ltd. You plan to create a survey asking how much people like Contoso's products.

You need to ask a series of single answer questions and have a rating scale for the answers, so the respondent can select a value from the scale to answer each question,

Which type of question should you add to your survey?

Options:

A) Net Promoter Score

B) Rating

C) Choice

D) Likert

Answer:

D

Explanation:

https://docs.microsoft.com/en-us/dynamics365/customer-voice/available-question-types