



Enterprise Computing Solutions - Education Services

## TRAINING OFFERING

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**Sie erreichen uns hier**

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# Microsoft Dynamics 365 Fundamentals (CRM)

CODE:	LÄNGE:	PREIS:
MCS_MB-910T00	8 Hours (1 day)	€920.00

## Description

Möchten Sie mehr über den Dynamics 365 erfahren?

In diesem Training erhalten Sie eine umfassende Einführung in die Customer Engagement-Funktionen von Dynamics 365. Sie werden sich mit dem Konzept der Kundenbindung (Customer Engagement), den wichtigsten Funktionen der Customer Engagement-Apps sowie mit den einzelnen Customer Engagement-Apps vertraut machen, einschließlich Dynamics 365 Marketing, Dynamics 365 Sales, Dynamics 365 Customer Service und Dynamics 365 Field Service.

Dieses Training umfasst Lektionen und praktische Übungen.

## Zielgruppe

Das Training „Microsoft Dynamics 365 Fundamentals (CRM)“ richtet sich an Personen, die sich mit den Marketing-, Vertriebs-, Kundendienst- und Außendienstfunktionen von Dynamics 365 vertraut machen und einen umfassenden Einblick dazu erhalten möchten.

Diese Zielgruppe möchte die Features und Funktionen von Microsoft Dynamics 365 Marketing, Dynamics 365 Sales, Dynamics 365 Customer Services und Dynamics 365 Field Service erkunden.

Von diesem Grundlagentraining profitieren Personen in verschiedenen Rollen und verschiedenen Karrierephasen. Der Kurs richtet sich an IT-Expert\*innen, Geschäftsbeteiligte, Unternehmer\*innen, Studierende und Personen, die Ihre Karriere beginnen oder einen neuen Karriereweg einschlagen oder die die Marketing-, Vertriebs-, Kundendienst- und Außendienstfunktionen von Dynamics 365 kennenlernen möchten

## Voraussetzungen

Keine. Kenntnisse zu Cloud Computing sind zwar hilfreich, aber nicht unbedingt erforderlich.

## Inhalt

Describe the foundations of Dynamics 365 customer engagement apps

- Describe customer relationship management

- Describe Microsoft Power Platform and Dynamics 365 customer engagement apps

- Describe Microsoft Dataverse and Dynamics 365 customer engagement apps

- Describe use cases for Dynamics 365 customer engagement apps

- Describe Copilot in Dynamics 365 customer engagement apps

- Navigate to and within Dynamics 365 customer engagement apps

Describe shared activities and integration options in Dynamics 365 customer engagement apps

- Describe customers and activities

- Describe search criteria and filters

- Describe reporting capabilities including charts, dashboards, and views

- Describe Excel integrations

- Describe Microsoft Teams integration

- Describe Outlook integration

Explore Dynamics 365 Customer Insights - Journeys

- Describe use cases for Dynamics 365 Customer Insights - Journeys

- Explore a Dynamics 365 Customer Insights - Journeys business scenario

- Describe email marketing

- Describe how to target customers by using marketing lists and segments

- Describe customer journeys

- Describe lead generation and qualification

- Describe use cases for marketing forms

- Describe event management features and capabilities

Describe Dynamics 365 Customer Insights - Data

Describe the core capabilities of Dynamics 365 Customer Insights-Data  
 Explore a Dynamics 365 Customer Insights - Data business scenario  
 Describe unified customer profiles  
 Describe measures, segments, and predictions  
 Describe consuming Dynamics 365 Customer Insights - Data in other apps Explore Dynamics 365 Sales  
 Describe use cases for Dynamics 365 Sales  
 Review the sales lifecycle  
 Explore a Dynamics 365 Sales business scenario  
 Describe leads and the process for qualifying leads  
 Describe the opportunity management process  
 Describe sales order processing  
 Describe Dynamics 365 Sales business process flows  
 Describe Sales Accelerator Describe Dynamics 365 Sales capabilities and related apps  
 Identify additional Dynamics 365 Sales capabilities and related apps  
 Explore a Dynamics 365 Sales related apps business scenario  
 Describe sales pipeline and forecasting concepts  
 Describe use cases for and capabilities of Sales Insights  
 Describe use cases for and capabilities of LinkedIn Sales Navigator  
 Describe the Dynamics 365 Sales mobile app  
 Describe Microsoft Sales Copilot Explore Dynamics 365 Customer Service  
 Describe use cases for Dynamics 365 Customer Service  
 Explore a Dynamics 365 Customer Service business scenario  
 Describe the case lifecycle including service-level agreements (SLAs) and entitlements  
 Describe the functionality for workload management  
 Describe Dynamics 365 Customer Service business process flows  
 Describe knowledge management in Dynamics 365 Customer Service  
 Describe Dynamics 365 Customer Service capabilities and related apps  
 Explore a Dynamics 365 Customer Service-related apps business scenario  
 Describe Omnichannel for Customer Service  
 Describe Omnichannel Supervisor Experiences  
 Describe Dynamics Customer Voice use cases for customer service  
 Describe reporting and data visualization options in Dynamics 365 Customer Service Explore Dynamics 365 Field Service  
 Describe use cases for Dynamics 365 Field Service  
 Explore a Dynamics 365 Field Service business scenario  
 Describe the work order lifecycle  
 Describe the Dynamics 365 Field Service app for Outlook for work order creation and scheduling  
 Describe inspections in Dynamics 365 Field Service  
 Describe the Dynamics 365 Field Service mobile app  
 Describe Dynamics 365 Field Service scheduling capabilities and related apps  
 Describe resource and scheduling processes  
 Explore a Dynamics 365 Field Service-related apps business scenario  
 Describe asset management and customer assets  
 Describe Connected Field Service for Dynamics 365

## Kurstermine

Datum	Lokation	Time Zone	Sprache	Type	Durchführungsgarantie	PREIS
09 Oct 2024	Wien	CEDT	German	Instructor Led Online		€920.00
22 Jan 2025	Wien	CET	German	Instructor Led Online		€920.00
09 Apr 2025	Wien	CEDT	German	Instructor Led Online		€920.00
09 Jul 2025	Wien	CEDT	German	Instructor Led Online		€920.00
08 Oct 2025	Wien	CEDT	German	Instructor Led Online		€920.00

## Zusätzliche Information

[Diese Schulung ist auch als Vor-Ort-Schulung verfügbar. Bitte kontaktieren Sie uns, um mehr zu erfahren.](#)