

## Get started with Dynamics 365 Commerce

### COURSE OVERVIEW

Dynamics 365 Commerce is built on the proven Dynamics 365 Retail capabilities and known as a call-center application specialized for commerce-related workflows. It enables the organizations in building brand loyalty through personalized customer engagements and increasing revenue with improved employee productivity. Its omnichannel solution unifies back-office, in-store, call center, and digital experiences. Hence, it increases employee productivity, optimizes operations, and delivers better business outcomes. However, Dynamics 365 Fraud Protection is designed for e-commerce, brick-and-mortar stores, and omnichannel merchants. This cloud-based solution provides tools and capabilities to decrease fraud, reduce operational expenses, and increase acceptance rates.

### WHO SHOULD ATTEND?

The Get Started with Dynamics 365 Commerce course is recommended for Business professionals, functional consultants, retail managers, e-commerce administrators, IT support staff, and anyone responsible for implementing or managing retail operations using Microsoft Dynamics 365 Commerce. It is also suitable for individuals seeking to understand the core capabilities of Dynamics 365 Commerce and how it supports omnichannel retail experiences.

### COURSE OUTCOMES

Delegates will gain the skills and knowledge on:

- How to build brand loyalty through personalized customer engagements.
- How to increase revenue with improved employee productivity.
- How to unify back-office, in-store, call center, and digital experiences.
- How to increase employee productivity and optimize operations.
- How to provide tools and capabilities to decrease fraud and abuse.
- How to reduce operational expenses and increase acceptance rates.

### KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Overview of Dynamics 365 Commerce capabilities.
- Setting up and configuring a Commerce environment.
- Managing channels: online, in-store, and call center.
- Product and catalog management.
- Pricing, discounts, and promotions setup.
- Customer and loyalty program management.
- Order processing and fulfillment workflows.
- Integration with Dynamics 365 ecosystem.
- Introduction to e-commerce site management.
- Basic reporting and analytics features.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded