

## MB-901T00A: Microsoft Dynamics 365 Fundamentals (CRM)

### COURSE OVERVIEW

This course will provide you with a broad introduction to the customer engagement capabilities of Dynamics 365. You will become familiar with the concept of customer engagement, as well as each of the customer engagement apps, including Dynamics 365 Marketing, Dynamics 365 Sales, Dynamics 365 Customer Service, Dynamics 365 Field Service, and the customer relationship management (CRM) capabilities of Dynamics 365 Project Operations. This course will include lecture as well as hands-on labs.

### WHO SHOULD ATTEND?

People in different roles and at various stages in their careers can benefit from this fundamentals course. This includes IT professionals, business stakeholders and others who want to be exposed to the customer engagement capabilities of Dynamics 365, students, recent graduates, and people changing careers who want to leverage Dynamics 365 to move to the next level.

### COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the core capabilities and components of Microsoft Dynamics 365, particularly within Customer Engagement (CRM) apps
- Navigate the Dynamics 365 ecosystem and identify how the CRM applications work together
- Explore the functionality of key apps such as Dynamics 365 Sales, Customer Service, Field Service, and Marketing
- Recognize the integration between Dynamics 365, Microsoft 365, and the Power Platform
- Evaluate how Dynamics 365 can improve business processes and customer relationship strategies
- Make informed decisions about CRM solution adoption and implementation within their organization

### KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Overview of Microsoft Dynamics 365
- Core Customer Engagement Features
- Sales and Marketing Applications
- Customer Service and Field Service Applications
- Use of Power Platform (Power Apps, Power Automate, Power Virtual Agents)
- Security and Compliance
- Integrations and Extensibility
- Navigating Dynamics 365 Interface

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