

# Microsoft Dynamics 365 Customer Insights data Specialist



## Online Course

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## Course Modules

### 1: Introduction to Dynamics 365 Customer Insights:

- Overview of the Dynamics 365 Customer Insights app
- Enhancing customer relationships

### 2: Navigating Dynamics 365 Customer Insights:

- User interface & navigation within the Customer Insights app
- Accessing and managing customer data and insights

### 3: Data Integration:

- Connecting and integrating data from various sources
- Configuring data connectors and pipelines

### 4: 360-Degree Customer View:

- Creating a unified view of customer data
- Understanding customer profiles and segments



### 5: Customer Segmentation:

- Creating and managing customer segments
- Utilizing segments for targeted marketing and engagement

### 6: Data Enrichment and Cleansing:

- Enhancing customer data quality
- Utilizing data enrichment tools and processes

### 7: Predictive Analytics:

- Leverage predictive analytics for customer behavior forecast
- Creating predictive models





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## 8: Customer Journeys:

- Mapping and analyzing customer journeys
- Optimizing customer engagement based on journey insights

## 9: Personalization and Recommendations:

- Implementing personalized customer experiences
- Utilizing recommendation engines

## 10: Customer Metrics and KPIs:

- Defining and tracking key customer metrics
- Creating custom Key Performance Indicators (KPIs)

## 11: Analytics and Reporting:

- Generating reports and dashboards for customer insights
- Analyzing trends and patterns in customer data

## 12: Integration with Other Dynamics 365 Applications:

- Customer Insights with other Dynamics 365 modules
- Collaborate with Dynamics 365 Sales, Customer Service, etc.

## 13: Security and Data Privacy:

- Ensuring data security and compliance
- Managing user roles and permissions

## 14: Customization and Configuration:

- Customizing views, dashboards, and reports
- Configuring business processes and workflows

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