

MICROSOFT OFFICIAL CURRICULUM

Microsoft

Dynamics 365 Customer Experience Analyst Associate

MB-280

Warning This certification, related exam, and renewal assessments will retire on July 31, 2026.

Microsoft Dynamics 365 & Power Platform Solutions

Intermediate

Dynamics, Dynamics 365, Dynamics Customer Engagement

RETIREMENT NOTICE

This certification, related exam, and renewal assessments will retire on July 31, 2026.

DURATION

5 days

LEVEL

Intermediate

FORMAT

Virtual, On-site, or Hybrid

CERTIFICATION

**Microsoft Certified:
Dynamics 365 Customer
Experience Analyst
Associate**

AUDIENCE PROFILE

Built for these roles

This course is designed for IT or marketing professionals who want to learn how to leverage model-driven applications, Dynamics 365 Sales, Dynamics 365 Customer Insights, and Microsoft 365 Copilot for Sales for their organizations. Students should be familiar with Microsoft Power Apps and basic data modeling principles. Students should also be familiar with the Dynamics 365 customer experience suite, including Dynamics 365 Sales and Dynamics 365 Customer Insights.

OVERVIEW

Executive overview

PROGRAM OUTCOMES

Capabilities your teams will gain

- Implement Dynamics 365 Sales
- Configure and customize Dataverse and model-driven apps
- Demonstrate Dynamics 365 Customer Insights capabilities
- Extend and enhance Dynamics 365 Sales capabilities

TRAINING PROVIDER

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ENTERPRISE CUSTOMIZATION

Enterprise customization

Tailor this program to your organization's priorities: Builds current Microsoft credential readiness for Dynamics 365 Customer Experience Analyst Associate using the official Microsoft Learn skill outline.

Customization options

- Align labs to your Microsoft tenant and workload scenarios
- Add readiness checks and exam preparation reviews
- Extend delivery with role-specific implementation workshops

CURRICULUM

Curriculum roadmap

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MODULE 1

Get started using Dataverse

Do you want to learn how to build solutions that can use a standardized data structure, and work with other solutions sharing the same data model? Do you want to extend the standard model to support custom solutions? This learning path explains the concepts behind and benefits of Dataverse. Creating an environment, entities, fields and options sets are also discussed.

- Create and manage environments in Dataverse
- Create tables in Dataverse
- Manage tables in Dataverse
- Create and manage columns within a table in Dataverse
- Work with choices in Dataverse
- Load/export data and create data views in Dataverse
- Connect to other data in a Power Apps canvas app

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MODULE 2

Create relationships, business rules, calculations, and rollups in Dataverse

Do you need to create data relationships, business rules, calculations, and rollups in Dataverse? These modules help you use Dataverse to build powerful business solutions to transform your operations, processes, and your entire organization. The learning path Get started with Dataverse introduces you to Dataverse and many of the key concepts which include environment, entities, fields, and options sets. This learning path continues and expands the exploration of Dataverse with an overview how to form relationships between entities, how to build business rules to perform logic based upon your organization's needs, and how to add calculations and rollup fields.

- Create a relationship between tables in Dataverse
- Define and create business rules in Dataverse
- Create and define calculation or rollup columns in Dataverse

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MODULE 3

Create a model-driven application in Power Apps

This learning path introduces you to creating a model-driven app in Power Apps that uses Microsoft Dataverse.

- How to build your first model-driven app with Dataverse
- Create tables in Dataverse
- Get started with model-driven apps in Power Apps
- Configure forms, charts, and dashboards in model-driven apps

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MODULE 4

Customize the command bar in Power Apps

Power Apps model-driven apps implement a consistent user experience. A key component of that experience is how users are presented and can interact with available commands. As part of designing the model-driven app, a maker can customize the bars to add commands, hide commands and modify their behavior. This learning path introduces you to how to customize the command bar. We also cover common scenarios and advanced concepts.

- Customize the command bar
- Common command bar scenarios
- Advanced command bar concepts

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MODULE 5

Visualize, import, and export Microsoft Dataverse data

This learning path will show you how to use various Dataverse views, explore how Power Query can load data into Dataverse tables, and how to use Dataverse with third-party tools.

- Visualize data with Dataverse views
- Use Power Query to load data in Dataverse
- Use Microsoft Word and Excel templates with Dataverse
- Export data from Dataverse and use Microsoft Excel to edit records
- Use Azure and external tools to manipulate data

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MODULE 6

Work with Dynamics 365 Sales

Generate leads, create opportunities, and utilize embedded intelligence with Microsoft Dynamics 365 Sales. This learning path covers the key elements of the Sales app.

- Transform customer experiences with AI in Dynamics 365 apps
- Discover Dynamics 365 Sales as an AI-powered sales solution
- Set up and configure Dynamics 365 Sales
- Nurture and generate leads in Dynamics 365 Sales
- Manage opportunities and process sales orders in Dynamics 365 Sales
- Set up the product catalog in Dynamics 365 Sales
- Process sales orders with Dynamics 365 Sales
- Configure forecasts in Dynamics 365 Sales
- Manage relationships with relationship selling in Dynamics 365 Sales
- Analyze Dynamics 365 sales data

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MODULE 7

Set up and use the sales accelerator capabilities in Dynamics 365 Sales

Learn how to set up and configure Dynamics 365 Sales to use sales accelerator features. Use the Sales accelerator so sellers can sell build a sales pipeline, using automated recommendations throughout a sales sequence that helps accelerate the sales process.

- Set up Sales accelerator in Dynamics 365 Sales
- Create sales sequences with Sales Insights
- Work with segments in Dynamics 365 Sales accelerator
- Work with assignment rules in Dynamics 365 Sales accelerator
- Engage with customers through text messages in Dynamics 365 Sales

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MODULE 8

Implement goal management in Dynamics 365 Sales and Customer Service

Learn how to create goals for Microsoft Dynamics 365 Sales and Customer Service.

- Define and track individual goals in Dynamics 365 Sales and Customer Service
- Use goal metrics in Dynamics 365 Sales and Customer Service

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MODULE 9

Enhance Dynamics 365 Sales with tools and apps

Tools like Microsoft 365 apps, embedded intelligence features, and the Dynamics 365 Sales mobile app empower your salespeople to use Dynamics 365 Sales to its fullest potential. This learning path covers the additional tools and applications that allow your sales team to create cohesive customer experiences, even on the go.

- Use Microsoft 365 services with model-driven apps and Microsoft Dataverse
- Get started with the Dynamics 365 Sales mobile app

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MODULE 10

Use Dynamics 365 Copilot for Sales

This learning path helps identify features and functionality of Dynamics 365 Copilot for Sales, and how to set up and deploy the app.

- Boost sales performance with Sales in Microsoft 365 Copilot
- Deploy and configure Sales in Microsoft 365 Copilot

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MODULE 11

Work with real-time features in Dynamics 365 Customer Insights - Journeys

Dynamics 365 Customer Insights - Journeys real-time marketing features enable organizations to orchestrate personalized journeys across all touchpoints to strengthen relationships and earn loyalty.

- Create emails in Dynamics 365 Customer Insights - Journeys
- Create text messages and push notifications in Dynamics 365 Customer Insights - Journeys
- Create forms in Dynamics 365 Customer Insights - Journeys
- Manage consent in Dynamics 365 Customer Insights - Journeys
- Build journeys with Dynamics 365 Customer Insights - Journeys
- Manage leads and scoring in Customer Insights - Journeys
- Extend real-time marketing capabilities within Dynamics 365 Customer Insights - Journeys

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MODULE 12

Unlock customer intent with Dynamics 365 Customer Insights - Data

Gain insight to your customer with Dynamics 365 Customer Insights - Data.

- Get started with Dynamics 365 Customer Insights - Data
- Ingest data into Customer Insights - Data
- Create a unified customer profile in Dynamics 365 Customer Insights - Data
- Work with Dynamics 365 Customer Insights - Data
- Data enrichment in Dynamics 365 Customer Insights - Data
- Predictions in Dynamics 365 Customer Insights - Data
- Manage external connections with Customer Insights - Data
- Configure and administer Customer Insights - Data

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MODULE 13

Validate your Dynamics 365 customer experience analyst skills

Validate your implementation skills in Dynamics 365 Sales and Dynamics 365 Customer Insights in this learning path that culminates in a challenge project.

- Nurture and generate leads in Dynamics 365 Sales
- Manage opportunities and process sales orders in Dynamics 365 Sales
- Set up the product catalog in Dynamics 365 Sales
- Create emails in Dynamics 365 Customer Insights - Journeys
- Build journeys with Dynamics 365 Customer Insights - Journeys
- Challenge project - Configure a Dynamics 365 customer experience solution

PRIVATE DELIVERY

Plan a private cohort for your team

Scope delivery format, role mix, and rollout timeline with our solutions team.

Plan Private Delivery

Book advisory call

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