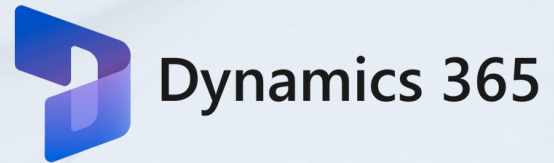


MB-910 MICROSOFT DYNAMICS 365 FUNDAMENTALS (CRM)

COURSE CODE: TGS-2025052458



This course provides a solid foundation in Microsoft Dynamics 365 CRM, focusing on customer engagement and business optimization. Participants will learn to navigate core apps, integrate tools like Excel, Teams, and Outlook, and leverage dashboards and reports to improve outcomes. The course also covers customer insights, sales management, field service, and customer service to refine CRM strategies, strengthen collaboration, and align with organizational goals.

Mode of Training



Classroom



3 Days (9:00 AM - 6:00 PM)

Topic 1: Foundations of Dynamics 365 Apps

- CRM concepts and business value
- Power Platform and Dataverse integration
- Navigation and key use cases

Topic 2: Shared Activities & Integrations

- Manage customers and activities
- Reporting with charts, dashboards, and views
- Integration with Excel, Teams, and Outlook

Topic 3: Customer Insights – Journeys

- Customer targeting and email marketing
- Customer journeys and lead generation
- Event management features and limitations

Topic 4: Customer Insights – Data & Voice

- Business scenarios for Customer Insights – Data
- Key capabilities and use cases
- Customer Voice applications

Topic 5: Dynamics 365 Sales

- Sales lifecycle and opportunity management
- Leads, qualifications, and order processing
- Business scenarios and workflows

Topic 6: Sales Capabilities & Related Apps

- Sales pipeline and forecasting
- Sales Insights and LinkedIn Navigator
- Sales mobile app and Microsoft Sales Copilot

Topic 7: Dynamics 365 Customer Service

- Customer service lifecycle and SLAs
- Workload and case management
- Knowledge management features

Topic 8: Customer Service Capabilities & Apps

- Omnichannel for Customer Service
- Reporting and visualization options
- Customer Voice for service optimization

Topic 9: Dynamics 365 Field Service

- Field service lifecycle and scenarios
- Work orders and inspections
- Mobile app capabilities

Topic 10: Field Service Scheduling & Apps

- Resource and scheduling processes
- Asset and customer asset management
- Connected Field Service solutions

Employer Sponsored SG - Citizen & SPR

Full fee: \$1,850 (No GST)

- Nett Fee Payable: \$555 per pax
- Absentee payroll funding & SFEC eligible

Self- Sponsored - SG Citizen > 40 yrs

Full fee: \$1,850 (No GST)

- Nett Fee Payable: \$555 per pax
- SFC eligible

Self- Sponsored - SG Citizen < 40 yrs & SPR

Full fee: \$1,850 (No GST)

- Nett Fee Payable: \$925 per pax
- SFC eligible

