



MICROSOFT TRAINING

Microsoft Customer Insights

Master Microsoft Customer Insights to unify data, create segments, and deliver personalized customer experiences. Drive business growth.

DURATION

2 hours

LEVEL

Intermediate

FORMAT

Instructor-Led

- Globally Recognized Certification

- Expert-Led Hands-On Training

- Flexible Scheduling

Computer Pride | 1st Floor, ICEA Building, Kenyatta Avenue, Nairobi | www.computer-pride.co.ke

COURSE OVERVIEW

Unlock the power of your customer data with the Microsoft Customer Insights course. This intermediate-level program introduces you to Microsoft's robust Customer Data Platform (CDP) solution, designed to unify disparate customer data sources into a single, comprehensive 360-degree view. You will learn how to break down data silos, ingesting customer information from various channels like CRM, ERP, transactional systems, and behavioral data, to create a truly unified customer profile.

Over the course of two hours, you will gain practical skills in data ingestion, matching, and merging to build golden customer records. The course also covers techniques for segmenting your audience, defining custom measures, and leveraging AI-driven insights to predict customer behavior. By mastering Microsoft Customer Insights, you'll be equipped to drive more personalized customer experiences, optimize marketing campaigns, and make data-driven decisions that enhance customer engagement and foster stronger, more profitable relationships across your organization.

Duration	2 hours
Level	Intermediate
Vendor	Microsoft

COURSE CURRICULUM

01 Module 1: Introduction to Microsoft Customer Insights

- Understanding Customer Data Platforms (CDPs) and their importance
- Overview of Microsoft Customer Insights capabilities and architecture
- Key components and benefits of a unified customer profile
- Navigating the Customer Insights interface and core functionalities

02 Module 2: Data Ingestion and Unification

- Connecting diverse data sources (CRM, transactional, behavioral)
- Data mapping, transformation, and cleansing techniques
- Matching and merging customer records to resolve identities
- Creating and refining unified customer profiles

03 Module 3: Segmentation, Measures, and Predictions

- Building dynamic customer segments based on unified profiles
- Defining custom measures and key performance indicators (KPIs)
- Introduction to AI-driven predictions for churn, purchase intent, and lifetime value
- Analyzing customer behavior through built-in analytics and dashboards

04 Module 4: Activating Insights and Integrations

- Exporting segments and measures for downstream activation
- Integrating with Microsoft Dynamics 365 Marketing for personalized customer journeys
- Connecting with Power BI for advanced reporting and visualization
- Leveraging Power Automate for automated workflows based on insights

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Customer Data Platform (CDP) Administrator**
- > **Dynamics 365 Marketing Consultant**
- > **Customer Experience (CX) Data Strategist**

FREQUENTLY ASKED QUESTIONS

Q: What foundational knowledge or experience is recommended before enrolling in the Microsoft Customer Insights course?

This intermediate course is ideal for professionals with a basic understanding of customer relationship management (CRM) concepts, data analysis, and digital marketing principles. Familiarity with the Microsoft ecosystem, particularly Dynamics 365 or Power Platform, would be beneficial but is not strictly required. The course focuses on practical application, so a willingness to engage with data concepts and an interest in optimizing customer experiences are key.

Q: How does mastering Microsoft Customer Insights specifically enable more personalized customer journeys compared to traditional marketing tools?

Microsoft Customer Insights creates a unified, 360-degree view of each customer by consolidating data from all sources. This complete profile allows you to create highly precise segments based on demographics, behavior, and transactional history. Unlike traditional tools that may operate on siloed data, Customer Insights empowers you to leverage AI-driven insights to predict customer needs and orchestrate truly personalized, multi-channel customer journeys through direct integration with tools like Dynamics 365 Marketing, significantly improving relevance and engagement across every touchpoint.

Q: Beyond marketing, how can the skills learned in this course be applied in other business functions like sales or service?

The unified customer profiles and actionable insights generated by Microsoft Customer Insights are invaluable across various departments, not just marketing. For sales, you can identify high-potential leads, cross-sell opportunities, or customers at risk of churn, enabling proactive and targeted outreach. In customer service, agents gain a comprehensive view of customer interactions, preferences, and historical issues, leading to more informed, personalized, and efficient support. Essentially, the course teaches you to leverage a single source of truth to enhance decision-making and improve customer-centricity across the entire organization.

ABOUT COMPUTER PRIDE



East Africa's Premier IT Training Center

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

15+

10,000+

50+

Years of Excellence

Professionals Trained

Vendor Certifications

READY TO ENROL?

Take the next step in your technology career.

Location

1st Flr, ICEA Building
Kenyatta Ave, Nairobi

Email

info@computer-pride.co.ke

Phone

+254 705 900 900

www.computer-pride.co.ke