



MICROSOFT TRAINING

Microsoft Dynamics 365 Crm Language Course Copilot

Master Microsoft Dynamics 365 CRM Language Copilot to enhance customer interactions and automate tasks efficiently. Boost your CRM productivity with AI.

DURATION

8 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

The Microsoft Dynamics 365 CRM Language Course Copilot offers an intensive exploration into leveraging artificial intelligence and natural language processing within the Dynamics 365 Customer Relationship Management platform. This intermediate-level course is meticulously designed for professionals seeking to revolutionize their customer engagement strategies and operational efficiency. Participants will gain hands-on experience with Microsoft's cutting-edge Copilot technology, learning how to harness AI-driven insights and automation to streamline sales, service, and marketing functions directly within the D365 environment. This course covers everything from understanding Copilot's core architecture to applying advanced prompt engineering techniques for optimal results. It integrates key principles of NLP to empower users to interact with CRM data more intuitively and generate intelligent content.

By the end of this program, you will not only be proficient in utilizing Copilot to automate repetitive tasks like email drafting, meeting summarization, and data entry, but also adept at extracting actionable insights from customer interactions. The curriculum emphasizes practical application, ensuring that learners can immediately implement AI-powered solutions to improve customer satisfaction, accelerate sales cycles, and enhance overall productivity. You will learn to tailor Copilot's capabilities to specific business needs, ensuring a personalized and highly effective CRM experience.

This certification provides a significant professional advantage in today's AI-driven business landscape. It equips you with specialized skills that are in high demand, allowing you to drive innovation within your organization. Graduates will be able to lead the adoption of intelligent CRM solutions, fostering more meaningful customer relationships, optimizing resource allocation, and ultimately contributing to substantial business growth and competitive differentiation.

Duration	8 Hours
Level	Intermediate
Vendor	Microsoft

COURSE CURRICULUM

01 Module 1: Introduction to Dynamics 365 CRM & Copilot Fundamentals

- Overview of Microsoft Dynamics 365 CRM ecosystem
- Understanding the evolution and impact of AI in CRM
- Introducing Microsoft Copilot: Architecture and core capabilities
- Navigating the Copilot interface within D365 Sales, Service, and Marketing
- Initial setup and configuration for Copilot features

02 Module 2: Leveraging Copilot for Enhanced Sales Productivity

- Automating lead qualification and opportunity insights with Copilot
- Drafting personalized sales emails and proposals using AI
- Summarizing meeting notes and generating follow-up actions
- Forecasting sales trends and identifying cross-sell/up-sell opportunities
- Utilizing Copilot for competitive analysis and market research

03 Module 3: Copilot for Superior Customer Service & Engagement

- Enhancing customer service agent efficiency with AI-driven suggestions
- Generating quick responses for common customer inquiries
- Summarizing customer cases and interaction histories
- Creating and updating knowledge base articles with Copilot

- Analyzing customer sentiment and intent from communications

04 Module 4: Mastering Natural Language Processing & Prompt Engineering

- Fundamentals of Natural Language Processing (NLP) in CRM context
- Understanding how Copilot interprets and generates text
- Advanced prompt engineering techniques for effective AI interaction
- Customizing Copilot responses and contextual understanding
- Troubleshooting common NLP interpretation issues

05 Module 5: Customization, Integration, and Ethical AI in D365

- Tailoring Copilot actions and workflows to specific business processes
- Integrating Copilot with other Power Platform components (Power Automate, Power Apps)
- Extending Copilot capabilities with custom data sources and APIs
- Best practices for data security, privacy, and compliance with AI
- Ethical considerations and responsible AI implementation in customer interactions

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **AI-Enhanced Dynamics 365 CRM Administrator**
- > **Customer Experience Optimization Specialist (with Copilot expertise)**
- > **Intelligent Sales & Service Operations Consultant**

FREQUENTLY ASKED QUESTIONS

Q: What specific CRM tasks can I automate or enhance using Copilot after completing this course?

Upon completion, you will be able to automate and enhance a wide range of CRM tasks, including drafting sales emails, summarizing customer interactions and meetings, generating personalized proposals, qualifying leads more efficiently, creating knowledge base articles, and analyzing customer sentiment from communications. The course focuses on practical application to immediately boost your productivity in Dynamics 365.

Q: What are the prerequisites for enrolling in the Microsoft Dynamics 365 CRM Language Course Copilot?

This is an intermediate-level course. While no formal certification is required, participants should have a foundational understanding of Microsoft Dynamics 365 CRM functionalities (e.g., managing leads, accounts, contacts, and opportunities). Basic familiarity with CRM processes and concepts will ensure you get the most out of the AI-driven Copilot functionalities covered.

Q: How will mastering Dynamics 365 CRM Copilot specifically improve my organization's customer engagement and sales performance?

Mastering Copilot will significantly improve customer engagement by enabling faster, more personalized responses and proactive service based on AI-driven insights. For sales, it streamlines lead qualification, automates content generation, and provides actionable data, leading to accelerated sales cycles and higher conversion rates. Ultimately, it empowers your team to deliver superior customer experiences and achieve stronger sales outcomes through intelligent automation.

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+

Years of Excellence

10,000+

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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