



MICROSOFT TRAINING

Microsoft Dynamics Customer Insights

Master Microsoft Dynamics Customer Insights to unify customer data, gain deep understanding, and personalize experiences for business growth.

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

This Microsoft Dynamics Customer Insights course offers a comprehensive deep dive into leveraging your customer data to build truly personalized experiences and drive impactful business outcomes. Participants will master the art of unifying disparate customer data sources into a single, comprehensive customer profile, enabling a holistic view of every interaction and preference. The curriculum covers core technologies such as data ingestion, sophisticated segmentation, and the application of AI-driven insights to predict customer behavior and uncover hidden trends. You will learn to transform raw data into actionable intelligence, facilitating more effective marketing campaigns, proactive customer service, and optimized sales strategies.

Upon completion, you will possess the expertise to unlock the full potential of your organization's customer data, moving beyond traditional CRM functionalities to create intelligent, predictive customer engagement. The professional benefits are immense, positioning you as a crucial asset in any data-driven organization. You will be equipped to design and implement strategies that enhance customer satisfaction, increase loyalty, and ultimately contribute to significant revenue growth by enabling highly personalized customer journeys across all touchpoints.

Duration	8 Hours
Level	Intermediate
Vendor	Microsoft

COURSE CURRICULUM

01 Module 1: Introduction to Dynamics 365 Customer Insights

- Understanding the Customer Insights platform and its value proposition
- Key features and capabilities of Customer Insights
- Navigating the Customer Insights interface
- Data ingestion strategies: connecting to various data sources (CRM, ERP, web analytics)
- Data preparation and transformation techniques

02 Module 2: Data Unification and Customer Profiles

- Configuring data sources and mapping entities
- Data unification process: deduplication and matching rules
- Creating a unified customer profile (Golden Record)
- Managing data conflicts and merge strategies
- Understanding customer attributes and activities

03 Module 3: Segmentation, Measures, and Relationship Modeling

- Building dynamic and static customer segments
- Defining and calculating customer measures (KPIs)
- Creating relationships between entities (e.g., customers and purchases)
- Applying filters and conditions for targeted segmentation
- Exporting and activating segments for marketing and sales

04 Module 4: AI-Driven Insights and Predictions

- Leveraging out-of-the-box AI models (churn prediction, next best action)
- Configuring custom AI models and data inputs
- Interpreting prediction scores and segmenting based on AI outcomes
- Customer lifetime value (CLV) calculations and analysis

- Understanding sentiment analysis and customer behavior trends

05 Module 5: Activations, Integrations, and Reporting

- Activating segments across various Microsoft Dynamics 365 apps
- Integrating with external systems (e.g., marketing automation, advertising platforms)
- Customizing activation profiles and export destinations
- Building custom dashboards and reports within Customer Insights
- Monitoring data freshness and unification health

06 Module 6: Administration and Best Practices

- User roles and security management within Customer Insights
- Data governance and compliance considerations
- Performance optimization and troubleshooting
- Best practices for data modeling and segment design
- Strategies for continuous improvement of customer understanding

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Customer Experience Analyst specializing in data-driven personalization**
- > **Marketing Operations Manager focused on intelligent segmentation and campaign activation**
- > **CRM Solutions Consultant implementing advanced customer data platforms**

FREQUENTLY ASKED QUESTIONS

Q: What foundational knowledge is recommended before taking this Microsoft Dynamics Customer Insights course to maximize learning?

While not strictly mandatory, participants will benefit greatly from a basic understanding of CRM concepts, general data management principles, and familiarity with marketing or customer service operations. Experience with Microsoft Dynamics 365 applications or basic data analytics tools can also be advantageous, as it provides a valuable context for the advanced functionalities covered.

Q: How does mastering Microsoft Dynamics Customer Insights directly contribute to driving business growth and customer retention for an organization?

Mastering Customer Insights empowers you to create a 360-degree view of your customers, enabling hyper-personalized marketing, sales, and service strategies. This leads to significantly improved customer satisfaction, reduced churn through proactive issue resolution, increased customer lifetime value by identifying cross-sell/up-sell opportunities, and ultimately, measurable business growth by optimizing every customer interaction based on deep, AI-driven understanding.

Q: Beyond basic data aggregation, what advanced analytical and predictive capabilities will I gain proficiency in through this particular course?

This course goes beyond simple data aggregation to teach you how to leverage AI-driven predictions for customer churn, next best action, and expected customer lifetime value. You will gain proficiency in building complex, dynamic segments based not just on demographics, but on behavioral patterns and AI scores. Furthermore, you will learn to interpret sentiment analysis, uncover hidden customer trends, and activate these advanced insights across various engagement

channels for truly intelligent and proactive customer management.

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+

Professionals Trained

50+

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