Course Overview

Customer Insights Advanced Training

Agenda

Session	Time
00 – Course Overview	0:15
01 – Microsoft 'Insights' Products	0:15
02 – Customer Insights Overview	0:30
03 – Creating a Customer Insights Instance + Labs	5:00
03 –Creating a Customer Insights Instance + Labs	2:00
04 – Unlocking the Value of Customer Insights + Labs	3:15
05 Customer Insights Extensibility + Labs	1:15
Update on April 2020 release	0:30
Review the Partner Deployment Kit	0:60

Course Overview – Day 1

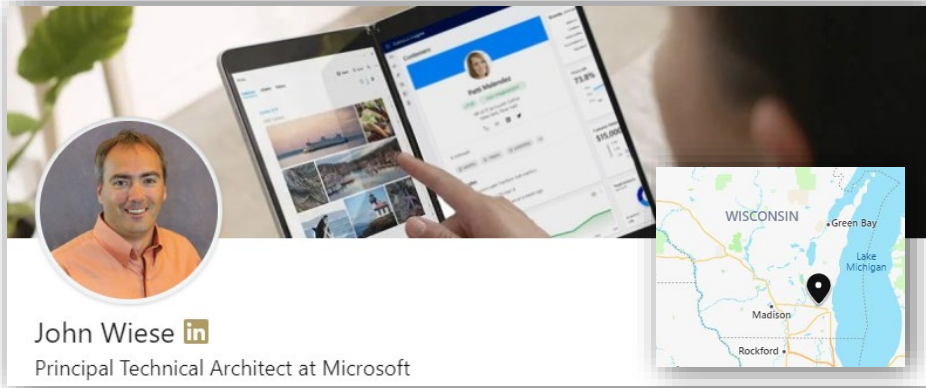| Session	Time
00 – Course Overview	0:15
01 – Microsoft 'Insights' Products	0:15
02 – Customer Insights Overview	0:30
03 – Creating a Customer Insights Instance	0:30
Lab 0 – Infrastructure Provisioning	0:30
Lab 1 – Data Ingestion and Unification	0:60
Lab 2 – Relationships and Measures	0:60
Lab 3 – Segments and Customer Cards	0:60

Course Overview – Day 2

Session	Time
03 –Creating a Customer Insights Instance	0:30
Lab 4 – Activities and Enrichment	0:30
Lab 5 – Intelligence	0:45
04 – Unlocking the Value of Customer Insights	0:30
Lab 6 – Dynamics 365 Model Driven Apps and Marketing	0:60
Lab 7 – Power BI	0:30
Lab 8 – Power Automate	0:30
Lab 9 – Power Apps	0:45

Course Overview – Day 3

Session	Time
05 Customer Insights Extensibility	0:15
Lab 10 – API Extensibility	0:60
Update on April 2020 release	0:30
Review the Partner Deployment Kit	0:60
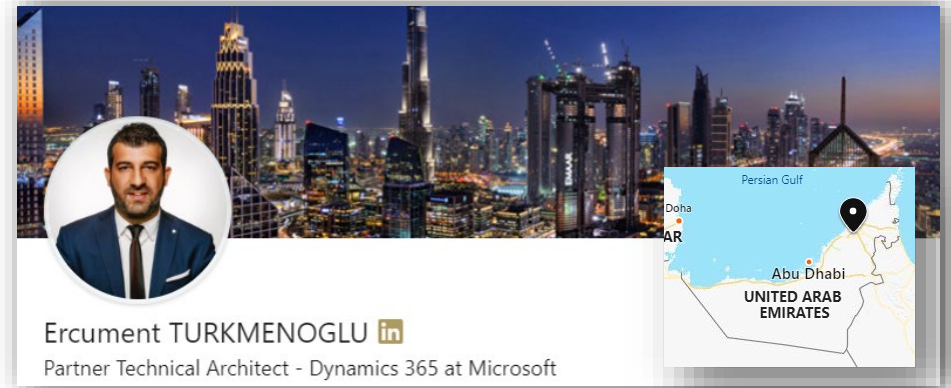
Trainer(s)

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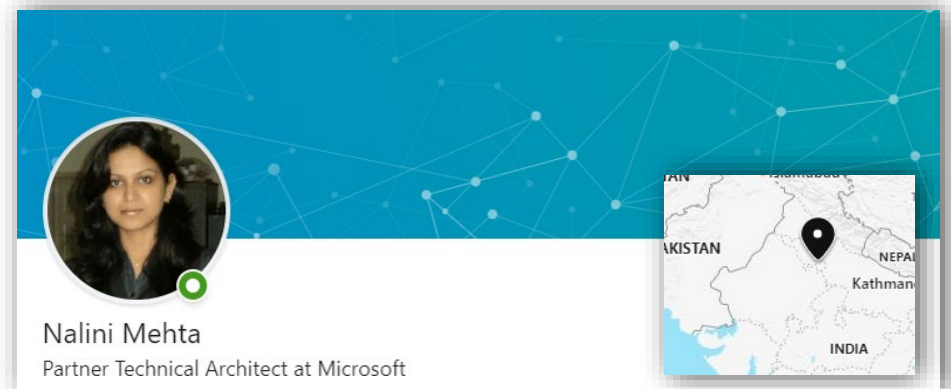
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Introductions

- ☐ *Your name*
- ☐ *Your company*
- ☐ *Your role*
- ☐ *Your experiences with Dynamics 365*
- ☐ *Do you already know CI?*

Logistics

- Restrooms

- Food & Beverages

- Breaks

Key Resources

- Customer Insights Landing Page – https://aka.ms/D365CI

- Customer Insights Trial – https://aka.ms/TryCI

- Customer Insights YouTube Channel: https://aka.ms/CITV

- Partner Page - https://aka.ms/CIADPartner
  - All workshop content can be found here

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