Microsoft Dynamics CRM now called as **Microsoft Dynamics 365 customer engagement**. It is a platform for Customer Relationship Management that enables to deliver seamless experience. The CRM system allows a company to manage interactions with current and future potential customers. **Microsoft Dynamics CRM** has three modules, they are

- **Sales Module.**
- **Marketing Module.**
- **Customer service module.**
- **Field service.**
- **Project service Automation.**

**Microsoft Dynamics 365 for Sales.**

**Microsoft Dynamics CRM for Sales** provides the tools for sales team to manage Leads and Opportunities. Microsoft Dynamics 365 for sales module is comprised of a set of entities, processes, dashboards, and reports, along with the ability to see the products and services offered as well as the associated sales literature.

- Within the Sales module, the Sales team has the ability to manage their own customers, contacts, current orders, services, existing issues, and resolutions.
- With all this information at your fingertips, a sales person can walk into any new opportunity fully prepared, avoiding any unexpected surprises.
- Sales team have full knowledge of the customer and its current needs, level of satisfaction, and potential contention subjects.

**Microsoft Dynamics 365 for Customer Service.**

Microsoft Dynamics 365 for customer service includes a set of powerful features used to manage and track customer complaints and service activities. It also used to track customer interactions within your organisation.

- Using Service module, service management and service scheduling can be viewed.
- The management aspect deals primarily with managing service tickets. They are called Cases within the context of Dynamics CRM.
Microsoft Dynamics 365 for Marketing.

Microsoft Dynamics 365 for marketing completes the set of module is targeted for marketing professionals. This marketing module provides set of tools for retaining existing customers, attracting new customers and expanding the business.

Microsoft Dynamics 365 for Field Service.

Dynamics 365 for field service is a new application developed by Microsoft to reduce service cost, maximize efficiency and to improve customer satisfaction.

Dynamics 365 for Project Service Automation.

Microsoft Dynamics 365 for project service automation helps in deepening customer engagement and build customer confidence through a responsive engagement model.
## Microsoft Dynamics 365 Basics
- What is Microsoft Dynamics 365?
- Microsoft Dynamics CRM Modules.
- Navigation and User Interface
- What is an Entity?
- What is Solution?
- What are Web Resources?
- What is a site map Designer?

## Microsoft Dynamics 365 for Sales
- Dynamics 365 for Sales Basics
- How to create an Entity in Dynamics CRM?
- Creating Entity Form in Dynamics CRM
- Different Sales Module Entities
- How to create a lead.
- How to create an opportunity?
- How to add a Lead Source?
- How to convert a lead to an Opportunity.
- Relationships in Dynamics CRM : 1:N, N:1, N:N

## Microsoft Dynamics 365 for Service.
- Service Dashboards.
- Service Reports

## Microsoft Dynamics 365 for Marketing.
- Marketing Module Entities
- Marketing Dashboards.
- Marketing Reports