

Salesforce

Exam Questions Salesforce-AI-Specialist

Salesforce Certified AI Specialist Exam



NEW QUESTION 1

Universal Containers tests out a new Einstein Generative AI feature for its sales team to create personalized and contextualized emails for its customers. Sometimes, users find that the draft email contains placeholders for attributes that could have been derived from the recipient's contact record. What is the most likely explanation for why the draft email shows these placeholders?

- A. The user does not have Einstein Sales Emails permission assigned.
- B. The user does not have permission to access the fields.
- C. The user's locale language is not supported by Prompt Builder.

Answer: B

Explanation:

When using Einstein Generative AI to create personalized emails, if placeholders appear in the draft email where data from a recipient's Contact record should be, the most likely reason is that the user lacks permission to access the necessary fields. Salesforce's field-level security may prevent users from viewing or utilizing certain data fields, resulting in placeholders being shown instead of the actual values.

? Option B is correct because missing field permissions will cause placeholders in email drafts.

? Option A (missing Einstein Sales Emails permission) is unlikely, as this would prevent email generation altogether, not just placeholders.

? Option C (locale language issues) would more likely affect language-specific issues, not field placeholders.

References:

? Salesforce Email Template and Permissions Documentation: https://help.salesforce.com/s/articleView?id=sf.email_templates_field_permissions.htm

NEW QUESTION 2

A service agent is looking at a custom object that stores travel information. They recently received a weather alert and now need to cancel flights for the customers that are related with this itinerary. The service agent needs to review the Knowledge articles about canceling and rebooking the customer flights.

Which Einstein Copilot capability helps the agent accomplish this?

- A. Execute tasks based on available actions, answering questions using information from accessible Knowledge articles.
- B. Invoke a flow which makes a call to external data to create a Knowledge article.
- C. Generate a Knowledge article based off the prompts that the agent enters to create steps to cancel flights.

Answer: A

Explanation:

In this scenario, the Einstein Copilot capability that best helps the agent is its ability to execute tasks based on available actions and answer questions using data from Knowledge articles. Einstein Copilot can assist the service agent by providing relevant Knowledge articles on canceling and rebooking flights, ensuring that the agent has access to the correct steps and procedures directly within the workflow.

This feature leverages the agent's existing context (the travel itinerary) and provides actionable insights or next steps from the relevant Knowledge articles to help the agent quickly resolve the customer's needs.

The other options are incorrect:

? Refers to invoking a flow to create a Knowledge article, which is unrelated to the task of retrieving existing Knowledge articles.

? Focuses on generating Knowledge articles, which is not the immediate need for this situation where the agent requires guidance on existing procedures.

References:

? Salesforce Documentation on Einstein Copilot

? Trailhead Module on Einstein for Service

NEW QUESTION 3

Universal Containers (UC) wants to use the Draft with Einstein feature in Sales Cloud to create a personalized introduction email. After creating a proposed draft email, which predefined adjustment should UC choose to revise the draft with a more casual tone?

- A. Make Less Formal
- B. Enhance Friendliness
- C. Optimize for Clarity

Answer: A

Explanation:

When Universal Containers uses the Draft with Einstein feature in Sales Cloud to create a personalized email, the predefined adjustment to Make Less Formal is the correct option to revise the draft with a more casual tone. This option adjusts the wording of the draft to sound less formal, making the communication more approachable while still maintaining professionalism.

? Enhance Friendliness would make the tone more positive, but not necessarily more casual.

? Optimize for Clarity focuses on making the draft clearer but doesn't adjust the tone. For more details, see Salesforce documentation on Einstein-generated email drafts and tone adjustments.

NEW QUESTION 4

An AI Specialist needs to create a Sales Email with a custom prompt template. They need to ground on the following data. Opportunity Products Events near the customer Tone and voice examples How should the AI Specialist obtain related items?

- A. Call prompt initiated flow to fetch and ground the required data.
- B. Create a flex template that takes the records in question as inputs.
- C. Utilize a standard email template and manually insert the required data fields.

Answer: A

Explanation:

To ground a sales email on Opportunity Products, Events near the customer, and Tone and voice examples, the AI Specialist should use a prompt-initiated flow.

This flow can dynamically fetch the necessary data from related records in Salesforce and ground the generative AI output with contextually accurate information.
? Option B (flex template) does not provide the ability to fetch dynamic data from Salesforce records automatically.
? Option C (manual insertion) would not allow for the dynamic and automated grounding of data required for custom prompts.
Refer to Salesforce documentation on flows and grounding for more details on integrating data into custom prompt templates.

NEW QUESTION 5

An administrator is responsible for ensuring the security and reliability of Universal Containers' (UC) CRM data. UC needs enhanced data protection and up-to-date AI capabilities. UC also needs to include relevant information from a Salesforce record to be merged with the prompt. Which feature in the Einstein Trust Layer best supports UC's need?

- A. Data masking
- B. Dynamic grounding with secure data retrieval
- C. Zero-data retention policy

Answer: B

Explanation:

Dynamic grounding with secure data retrieval is a key feature in Salesforce's Einstein Trust Layer, which provides enhanced data protection and ensures that AI-generated outputs are both accurate and securely sourced. This feature allows relevant Salesforce data to be merged into the AI-generated responses, ensuring that the AI outputs are contextually aware and aligned with real-time CRM data.
Dynamic grounding means that AI models are dynamically retrieving relevant information from Salesforce records (such as customer records, case data, or custom object data) in a secure manner. This ensures that any sensitive data is protected during AI processing and that the AI model's outputs are trustworthy and reliable for business use.

The other options are less aligned with the requirement:

? Data masking refers to obscuring sensitive data for privacy purposes and is not related to merging Salesforce records into prompts.

? Zero-data retention policy ensures that AI processes do not store any user data after processing, but this does not address the need to merge Salesforce record information into a prompt.

References:

? Salesforce Developer Documentation on Einstein Trust Layer

? Salesforce Security Documentation for AI and Data Privacy

NEW QUESTION 6

Leadership needs to populate a dynamic form field with a summary or description created by a large language model (LLM) to facilitate more productive conversations with customers. Leadership also wants to keep a human in the loop to be considered in their AI strategy. Which prompt template type should the AI Specialist recommend?

- A. Sales Email
- B. Field Generation
- C. Record Summary

Answer: B

Explanation:

The correct answer is Field Generation because this template type is designed to dynamically populate form fields with content generated by a large language model (LLM). In this scenario, leadership wants a dynamic form field that contains a summary or description generated by AI to aid customer interactions. Additionally, they want to keep a human in the loop, meaning the generated content will likely be reviewed or edited by a person before it's finalized, which aligns with the Field Generation prompt template.

? Field Generation: This prompt type allows you to generate content for specific fields in Salesforce, leveraging large language models to create dynamic and contextual information. It ensures that AI content is available within the record where needed, but it allows human oversight or review, supporting the "human-in-the-loop" strategy.

? Sales Email: This prompt type is mainly used for generating email content for outreach or responses, which doesn't align directly with populating fields in a form.

? Record Summary: While this option might seem close, it is typically used to summarize entire records for high-level insights rather than filling specific fields with dynamic content based on AI generation.

Salesforce AI Specialist References:

? You can explore more about these prompt templates and AI capabilities through Salesforce documentation and official resources on Prompt Builder: https://help.salesforce.com/s/articleView?id=sf.prompt_builder_templates__overview.htm

NEW QUESTION 7

Northern Trail Outfitters (NTO) wants to configure Einstein Trust Layer in its production org but is unable to see the option on the Setup page. After provisioning Data Cloud, which step must an AI Specialist take to make this option available to NTO?

- A. Turn on Einstein Copilot.
- B. Turn on Einstein Generative AI.
- C. Turn on Prompt Builder.

Answer: B

Explanation:

For Northern Trail Outfitters (NTO) to configure the Einstein Trust Layer, the Einstein Generative AI feature must be enabled. The Einstein Trust Layer is closely tied to generative AI capabilities, ensuring that AI-generated content complies with data privacy, security, and trust standards.

? Option A (Turning on Einstein Copilot) is unrelated to the setup of the Einstein Trust Layer, which focuses more on generative AI interactions and data handling.

? Option C (Turning on Prompt Builder) is used for configuring and building AI-driven prompts, but it does not enable the Einstein Trust Layer.

Salesforce AI Specialist References: For more details on the Einstein Trust Layer and setup steps: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer__overview.htm

NEW QUESTION 8

Universal Containers (UC) recently rolled out Einstein Generative capabilities and has created a custom prompt to summarize case records. Users have reported that the case summaries generated are not returning the appropriate information. What is a possible explanation for the poor prompt performance?

- A. The data being used for grounding is incorrect or incomplete.
- B. The prompt template version is incompatible with the chosen LLM.
- C. The Einstein Trust Layer is incorrectly configured.

Answer: A

Explanation:

Poor prompt performance when generating case summaries is often due to the data used for grounding being incorrect or incomplete. Grounding involves feeding accurate, relevant data to the AI so it can generate appropriate outputs. If the data source is incomplete or contains errors, the generated summaries will reflect that by being inaccurate or insufficient.

? Option B (prompt template incompatibility with the LLM) is unlikely because such incompatibility usually results in more technical failures, not poor content quality.

? Option C (Einstein Trust Layer misconfiguration) is focused on data security and auditing, not the quality of prompt responses.

For more information, refer to Salesforce documentation on grounding AI models and data quality best practices.

NEW QUESTION 9

Universal Containers (UC) has recently received an increased number of support cases. As a result, UC has hired more customer support reps and has started to assign some of the ongoing cases to newer reps.

Which generative AI solution should the new support reps use to understand the details of a case without reading through each case comment?

- A. Einstein Copilot
- B. Einstein Sales Summaries
- C. Einstein Work Summaries

Answer: C

Explanation:

New customer support reps at Universal Containers can use Einstein Work Summaries to quickly understand the details of a case without reading through each case comment. Work Summaries leverage generative AI to provide a concise overview of ongoing cases, summarizing all relevant information in an easily digestible format.

? Einstein Copilot can assist with a variety of tasks but is not specifically designed for summarizing case details.

? Einstein Sales Summaries are focused on summarizing sales-related activities, which is not applicable for support cases.

For more details, refer to Salesforce documentation on Einstein Work Summaries.

NEW QUESTION 10

Universal Containers wants to utilize Einstein for Sales to help sales reps reach their sales quotas by providing AI-generated plans containing guidance and steps for closing deals.

Which feature should the AI Specialist recommend to the sales team?

- A. Find Similar Deals
- B. Create Account Plan
- C. Create Close Plan

Answer: C

Explanation:

The "Create Close Plan" feature is designed to help sales reps by providing AI-generated strategies and steps specifically focused on closing deals. This feature leverages AI to analyze the current state of opportunities and generate a plan that outlines the actions, timelines, and key steps required to move deals toward closure. It aligns directly with the sales team's need to meet quotas by offering actionable insights and structured plans.

? Find Similar Deals (Option A) helps sales reps discover opportunities similar to their current deals but doesn't offer a plan for closing.

? Create Account Plan (Option B) focuses on long-term strategies for managing accounts, which might include customer engagement and retention, but doesn't focus on deal closure.

Salesforce AI Specialist References: For more information on using AI for sales, visit: https://help.salesforce.com/s/articleView?id=sf.einstein_for_sales_overview.htm

NEW QUESTION 10

Universal Containers wants to make a sales proposal and directly use data from multiple unrelated objects (standard and custom) in a prompt template.

What should the AI Specialist recommend?

- A. Create a Flex template to add resources with standard and custom objects as inputs.
- B. Create a prompt template passing in a special custom object that connects the records temporarily.
- C. Create a prompt template-triggered flow to access the data from standard and custom objects.

Answer: A

Explanation:

Universal Containers needs to generate a sales proposal using data from multiple unrelated standard and custom objects within a prompt template. The most effective way to achieve this is by using a Flex template.

Flex templates in Salesforce allow AI specialists to create prompt templates that can accept inputs from multiple sources, including various standard and custom objects. This flexibility enables the direct use of data from unrelated objects without the need to create intermediary custom objects or complex flows.

References:

? Salesforce AI Specialist Documentation - Flex Templates: Explains how Flex templates can be utilized to incorporate data from multiple sources, providing a flexible solution for complex data requirements in prompt templates.

NEW QUESTION 11

Universal Containers wants to implement a solution in Salesforce with a custom UX that allows users to enter a sales order number. Subsequently, the system will invoke a custom prompt template to create and display a summary of the sales order header and sales order details. Which solution should an AI Specialist implement to meet this requirement?

- A. Create a screen flow to collect sales order number and invoke the prompt template using the standard "Prompt Template" flow action.
- B. Create a template-triggered prompt flow and invoke the prompt template using the standard ??Prompt Template?? flow action.
- C. Create an autolaunched flow and invoke the prompt template using the standard ??Prompt Template" flow action.

Answer: A

Explanation:

To implement a solution where users enter a sales order number and the system generates a summary, the AI Specialist should create a screen flow to collect the sales order number and invoke the prompt template. The standard "Prompt Template" flow action can then be used to trigger the custom prompt, providing a summary of the sales order header and details.

? Option B, creating a template-triggered prompt flow, is not necessary for this scenario because the requirement is to directly collect input through a screen flow.

? Option C, using an autolaunched flow, would be inappropriate here because the solution requires user interaction (entering a sales order number), which is best suited to a screen flow.

Salesforce AI Specialist References: For further guidance on creating prompt templates with flows: https://help.salesforce.com/s/articleView?id=sf.prompt_template_flow_integration.htm

NEW QUESTION 12

Universal Containers wants to allow its service agents to query the current fulfillment status of an order with natural language. There is an existing autolaunched flow to query the information from Oracle ERP, which is the system of record for the order fulfillment process. How should an AI Specialist apply the power of conversational AI to this use case?

- A. Create a Flex prompt template in Prompt Builder.
- B. Create a custom copilot action which calls a flow.
- C. Configure the Integration Flow Standard Action in Einstein Copilot.

Answer: B

Explanation:

To enable Universal Containers service agents to query the current fulfillment status of an order using natural language and leverage an existing auto-launched flow that queries Oracle ERP, the best solution is to create a custom copilot action that calls the flow. This action will allow Einstein Copilot to interact with the flow and retrieve the required order fulfillment information seamlessly. Custom copilot actions can be tailored to call various backend systems or flows in response to user requests.

? Option B is correct because it enables integration between Einstein Copilot and the flow that connects to Oracle ERP.

? Option A (Flex prompt template) is more suited for static responses and not for invoking flows.

? Option C (Integration Flow Standard Action) is not directly related to creating a specific copilot action for this use case.

References:

? Salesforce Einstein Copilot

NEW QUESTION 14

Universal Containers' data science team is hosting a generative large language model (LLM) on Amazon Web Services (AWS). What should the team use to access externally-hosted models in the Salesforce Platform?

- A. Model Builder
- B. App Builder
- C. Copilot Builder

Answer: A

Explanation:

To access externally-hosted models, such as a large language model (LLM) hosted on AWS, the Model Builder in Salesforce is the appropriate tool. Model Builder allows teams to integrate and deploy external AI models into the Salesforce platform, making it possible to leverage models hosted outside of Salesforce infrastructure while still benefiting from the platform's native AI capabilities.

? Option B, App Builder, is primarily used to build and configure applications in Salesforce, not to integrate AI models.

? Option C, Copilot Builder, focuses on building assistant-like tools rather than integrating external AI models.

Model Builder enables seamless integration with external systems and models, allowing Salesforce users to use external LLMs for generating AI-driven insights and automation. Salesforce AI Specialist References: For more details, check the Model Builder guide

here: https://help.salesforce.com/s/articleView?id=sf.model_builder_external_models.htm

NEW QUESTION 19

A support team handles a high volume of chat interactions and needs a solution to provide quick, relevant responses to customer inquiries. Responses must be grounded in the organization's knowledge base to maintain consistency and accuracy. Which feature in Einstein for Service should the support team use?

- A. Einstein Service Replies
- B. Einstein Reply Recommendations
- C. Einstein Knowledge Recommendations

Answer: B

Explanation:

The support team should use Einstein Reply Recommendations to provide quick, relevant responses to customer inquiries that are grounded in the organization's knowledge base. This feature leverages AI to recommend accurate and consistent replies based on historical interactions and the knowledge stored in the system, ensuring that responses are aligned with organizational standards.

? Einstein Service Replies (Option A) is focused on generating replies but doesn't have the same emphasis on grounding responses in the knowledge base.
? Einstein Knowledge Recommendations (Option C) suggests knowledge articles to agents, which is more about assisting the agent in finding relevant articles than providing automated or AI-generated responses to customers.
Salesforce AI Specialist References: For more information on Einstein Reply Recommendations: https://help.salesforce.com/s/articleView?id=sf.einstein_reply_recommendations_overview.htm

NEW QUESTION 22

What is best practice when refining Einstein Copilot custom action instructions?

- A. Provide examples of user messages that are expected to trigger the action.
- B. Use consistent introductory phrases and verbs across multiple action instructions.
- C. Specify the persona who will request the action.

Answer: A

Explanation:

When refining Einstein Copilot custom action instructions, it is considered best practice to provide examples of user messages that are expected to trigger the action. This helps ensure that the custom action understands a variety of user inputs and can effectively respond to the intent behind the messages.

? Option B (consistent phrases) can improve clarity but does not directly refine the triggering logic.

? Option C (specifying a persona) is not as crucial as giving examples that illustrate how users will interact with the custom action.

For more details, refer to Salesforce's Einstein Copilot documentation on building and refining custom actions.

NEW QUESTION 24

Universal Containers' current AI data masking rules do not align with organizational privacy and security policies and requirements.

What should an AI Specialist recommend to resolve the issue?

- A. Enable data masking for sandbox refreshes.
- B. Configure data masking in the Einstein Trust Layer setup.
- C. Add new data masking rules in LLM setup.

Answer: B

Explanation:

When Universal Containers' AI data masking rules do not meet organizational privacy and security standards, the AI Specialist should configure the data masking rules within the Einstein Trust Layer. The Einstein Trust Layer provides a secure and compliant environment where sensitive data can be masked or anonymized to adhere to privacy policies and regulations.

? Option A, enabling data masking for sandbox refreshes, is related to sandbox environments, which are separate from how AI interacts with production data.

? Option C, adding masking rules in the LLM setup, is not appropriate because data masking is managed through the Einstein Trust Layer, not the LLM configuration.

The Einstein Trust Layer allows for more granular control over what data is exposed to the AI model and ensures compliance with privacy regulations.

Salesforce AI Specialist References: For more information, refer to: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_data_masking.htm

NEW QUESTION 27

Before activating a custom copilot action, an AI Specialist would like to understand multiple real-world user utterances to ensure the action being selected appropriately.

Which tool should the AI Specialist recommend?

- A. Model Playground
- B. Einstein Copilot
- C. Copilot Builder

Answer: C

Explanation:

To understand multiple real-world user utterances and ensure the correct action is selected before activating a custom copilot action, the recommended tool is Copilot Builder. This tool allows AI Specialists to design and test conversational actions in response to user inputs, helping ensure the copilot can accurately handle different user queries and phrases. Copilot Builder provides the ability to test, refine, and improve actions based on real-world utterances.

? Option C is correct as Copilot Builder is designed for configuring and testing conversational actions.

? Option A (Model Playground) is used for testing models, not user utterances.

? Option B (Einstein Copilot) refers to the conversational interface but isn't the right tool for designing and testing actions.

References:

? Salesforce Copilot Builder Overview: https://help.salesforce.com/s/articleView?id=sf.einstein_copilot_builder.htm

NEW QUESTION 32

Universal Containers is considering leveraging the Einstein Trust Layer in conjunction with Einstein Generative AI Audit Data.

Which audit data is available using the Einstein Trust Layer?

- A. Response accuracy and offensiveness score
- B. Hallucination score and bias score
- C. Masked data and toxicity score

Answer: C

Explanation:

Universal Containers is considering the use of the Einstein Trust Layer along with Einstein Generative AI Audit Data. The Einstein Trust Layer provides a secure

and compliant way to use AI by offering features like data masking and toxicity assessment.

The audit data available through the Einstein Trust Layer includes information about masked data—which ensures sensitive information is not exposed—and the toxicity score, which evaluates the generated content for inappropriate or harmful language.

References:

? Salesforce AI Specialist Documentation - Einstein Trust Layer: Details the auditing capabilities, including logging of masked data and evaluation of generated responses for toxicity to maintain compliance and trust.

NEW QUESTION 37

Amid their busy schedules, sales reps at Universal Containers dedicate time to follow up with prospects and existing clients via email regarding renewals or new deals. They spend many hours throughout the week reviewing past communications and details about their customers before performing their outreach.

Which standard Copilot action helps sales reps draft personalized emails to prospects by generating text based on previous successful communications?

- A. Einstein Copilot Action: Find Similar Opportunities
- B. Einstein Copilot Action: Draft or Revise Sales Email
- C. Einstein Copilot Action: Summarize Record

Answer: B

Explanation:

For sales reps who need to draft personalized emails based on previous communications, the AI Specialist should recommend the Einstein Copilot Action: Draft or Revise Sales Email. This action uses AI to generate or revise email content, leveraging past successful communications to create personalized and relevant outreach to prospects or clients.

? Find Similar Opportunities is used for opportunity matching, not email drafting.

? Summarize Record provides a summary of customer data but does not directly help with drafting emails.

For more information, refer to Salesforce's Einstein Copilot documentation on standard actions for sales teams.

NEW QUESTION 42

Universal Containers is very concerned about security compliance and wants to understand:

Which prompt text is sent to the large language model (LLM)

* How it is masked

* The masked response

What should the AI Specialist recommend?

- A. Ingest the Einstein Shield Event logs into CRM Analytics.
- B. Review the debug logs of the running user.
- C. Enable audit trail in the Einstein Trust Layer.

Answer: C

Explanation:

To address security compliance concerns and provide visibility into the prompt text sent to the LLM, how it is masked, and the masked response, the AI Specialist should recommend enabling the audit trail in the Einstein Trust Layer. This feature captures and logs the prompts sent to the large language model (LLM) along with the masking of sensitive information and the AI's response. This audit trail ensures full transparency and compliance with security requirements.

? Option A (Einstein Shield Event logs) is focused on system events rather than specific AI prompt data.

? Option B (debug logs) would not provide the necessary insight into AI prompt masking or responses.

For further details, refer to Salesforce's Einstein Trust Layer documentation about auditing and security measures.

NEW QUESTION 45

What is the role of the large language model (LLM) in executing an Einstein Copilot Action?

- A. Find similar requests and provide actions that need to be executed
- B. Identify the best matching actions and correct order of execution
- C. Determine a user's access and sort actions by priority to be executed

Answer: B

Explanation:

In Einstein Copilot, the role of the Large Language Model (LLM) is to analyze user inputs and identify the best matching actions that need to be executed. It uses natural language understanding to break down the user's request and determine the correct sequence of actions that should be performed.

By doing so, the LLM ensures that the tasks and actions executed are contextually relevant and are performed in the proper order. This process provides a seamless, AI-enhanced experience for users by matching their requests to predefined Salesforce actions or flows.

The other options are incorrect because:

A mentions finding similar requests, which is not the primary role of the LLM in this context. C focuses on access and sorting by priority, which is handled more by security models and governance than by the LLM.

References:

Salesforce Einstein Documentation on Einstein Copilot Actions Salesforce AI Documentation on Large Language Models

NEW QUESTION 46

What is the correct process to leverage Prompt Builder in a Salesforce org?

- A. Select the appropriate prompt template type to use, select one of Salesforce's standard prompts, determine the object to associate the prompt, select a record to validate against, and associate the prompt to an action.
- B. Select the appropriate prompt template type to use, develop the prompt within the prompt workspace, select resources to dynamically insert CRM-derived grounding data, pick the model to use, and test and validate the generated responses.
- C. Enable the target object for generative prompting, develop the prompt within the prompt workspace, select records to fine-tune and ground the response, enable the Trust Layer, and associate the prompt to an action.

Answer: B

Explanation:

When using Prompt Builder in a Salesforce org, the correct process involves several important steps:

? Select the appropriate prompt template type based on the use case.

? Develop the prompt within the prompt workspace, where the template is created and customized.

? Select CRM-derived grounding data to be dynamically inserted into the prompt, ensuring that the AI-generated responses are based on accurate and relevant data.

? Pick the model to use for generating responses, either using Salesforce's built-in models or custom ones.

? Test and validate the generated responses to ensure accuracy and effectiveness.

? Option B is correct as it follows the proper steps for using Prompt Builder.

? Option A and Option C do not capture the full process correctly.

References:

? Salesforce Prompt Builder Documentation: https://help.salesforce.com/s/articleView?id=sf.prompt_builder_overview.htm

NEW QUESTION 50

What is the primary function of the planner service in the Einstein Copilot system?

- A. Generating record queries based on conversation history
- B. Offering real-time language translation during conversations
- C. Identifying copilot actions to respond to user utterances

Answer: C

Explanation:

The primary function of the planner service in the Einstein Copilot system is to identify copilot actions that should be taken in response to user utterances. This service is responsible for analyzing the conversation and determining the appropriate actions (such as querying records, generating a response, or taking another action) that the Einstein Copilot should perform based on user input.

NEW QUESTION 54

Universal Containers' service team wants to customize the standard case summary response from Einstein Copilot. What should the AI Specialist do to achieve this?

- A. Customize the standard Record Summary template for the Case object.
- B. Summarize the Case with a standard copilot action.
- C. Create a custom Record Summary prompt template for the Case object.

Answer: C

Explanation:

To customize the case summary response from Einstein Copilot, the AI Specialist should create a custom Record Summary prompt template for the Case object. This allows Universal Containers to tailor the way case data is summarized, ensuring the output aligns with specific business requirements or user preferences.

? Option A (customizing the standard Record Summary template) does not provide the flexibility required for deep customization.

? Option B (standard Copilot action) won't allow customization; it will only use default settings.

Refer to Salesforce Prompt Builder documentation for guidance on creating custom templates for record summaries.

NEW QUESTION 59

The AI Specialist of Northern Trail Outfitters reviewed the organization's data masking settings within the Configure Data Masking menu within Setup. Upon assessing all of the fields, a few additional fields were deemed sensitive and have been masked within Einstein's Trust Layer. Which steps should the AI Specialist take upon modifying the masked fields?

- A. Turn off the Einstein Trust Layer and turn it on again.
- B. Test and confirm that the responses generated from prompts that utilize the data and masked data do not adversely affect the quality of the generated response.
- C. Turn on Einstein Feedback so that end users can report if there are any negative side effects on AI features.

Answer: B

Explanation:

After modifying masked fields in Einstein's Trust Layer, the next important step is to test and confirm that the responses generated by prompts utilizing the newly masked data still meet quality standards. This ensures that masking sensitive information does not negatively impact the usefulness or accuracy of the AI-generated content. Thorough testing helps identify any issues in prompt performance that could arise due to masking, and adjustments can be made if needed.

? Option B is correct because testing the effects of masking on AI responses is a critical step in ensuring AI continues to function as expected.

? Option A (turning off and on the Einstein Trust Layer) is unnecessary after changing the masked fields.

? Option C (turning on Einstein Feedback) allows for user feedback but is not a direct step following field masking modifications.

References:

? Salesforce Einstein Trust Layer Overview: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer.htm

NEW QUESTION 62

Universal Containers (UC) plans to send one of three different emails to its customers based on the customer's lifetime value score and their market segment. Considering that UC are required to explain why an e-mail was selected, which AI model should UC use to achieve this?

- A. Predictive model and generative model
- B. Generative model
- C. Predictive model

Answer: C

Explanation:

Universal Containers should use a Predictive model to decide which of the three emails to send based on the customer's lifetime value score and market segment. Predictive models analyze data to forecast outcomes, and in this case, it would predict the most appropriate email to send based on customer attributes. Additionally, predictive models can provide explainability to show why a certain email was chosen, which is crucial for UC's requirement to explain the decision-making process.

? Generative models are typically used for content creation, not decision-making, and thus wouldn't be suitable for this requirement.

? Predictive models offer the ability to explain why a particular decision was made, which aligns with UC's needs.

Refer to Salesforce's Predictive AI model documentation for more insights on how predictive models are used for segmentation and decision making.

NEW QUESTION 66

Universal Containers has an active standard email prompt template that does not fully deliver on the business requirements.

Which steps should an AI Specialist take to use the content of the standard prompt email template in question and customize it to fully meet the business requirements?

- A. Save as New Template and edit as needed.
- B. Clone the existing template and modify as needed.
- C. Save as New Version and edit as needed.

Answer: B

Explanation:

When an active standard email prompt template doesn't meet the business requirements, the best approach is to clone the existing template and modify it as needed. Cloning allows the AI Specialist to preserve the original template while making adjustments to fit specific business needs. This ensures that any customizations are applied without altering the original standard template.

Saving as a new version is typically used for versioning changes in the same template, while Save as New Template creates a brand-new template without linking to the existing one. Cloning provides a balance, allowing modifications while retaining the original structure for future reference.

For more details, refer to Salesforce Prompt Builder documentation for guidance on cloning and modifying templates.

NEW QUESTION 68

Universal Containers wants to be able to detect with a high level of confidence if content generated by a large language model (LLM) contains toxic language.

Which action should an AI Specialist take in the Trust Layer to confirm toxicity is being appropriately managed?

- A. Access the Toxicity Detection log in Setup and export all entries where isToxicityDetected is true.
- B. Create a flow that sends an email to a specified address each time the toxicity score from the response exceeds a predefined threshold.
- C. Create a Trust Layer audit report within Data Cloud that uses a toxicity detector type filter to display toxic responses and their respective scores.

Answer: C

Explanation:

To ensure that content generated by a large language model (LLM) is appropriately screened for toxic language, the AI Specialist should create a Trust Layer audit report within Data Cloud. By using the toxicity detector type filter, the report can display toxic responses along with their respective toxicity scores, allowing Universal Containers to monitor and manage any toxic content generated with a high level of confidence.

? Option C is correct because it enables visibility into toxic language detection within the Trust Layer and allows for auditing responses for toxicity.

? Option A suggests checking a toxicity detection log, but Salesforce provides more comprehensive options via the audit report.

? Option B involves creating a flow, which is unnecessary for toxicity detection monitoring.

References:

? Salesforce Trust Layer Documentation: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_audit.htm

NEW QUESTION 70

Universal Containers wants to reduce overall agent handling time minimizing the time spent typing routine answers for common questions in chat, and reducing the post-chat analysis by suggesting values for case fields.

Which combination of Einstein for Service features enables this effort?

- A. Einstein Service Replies and Work Summaries
- B. Einstein Reply Recommendations and Case Summaries
- C. Einstein Reply Recommendations and Case Classification

Answer: C

Explanation:

Universal Containers aims to reduce overall agent handling time by minimizing the time agents spend typing routine answers for common questions during chats and by reducing post-chat analysis through suggesting values for case fields.

To achieve these objectives, the combination of Einstein Reply Recommendations and Case Classification is the most appropriate solution.

* 1. Einstein Reply Recommendations:

? Purpose: Helps agents respond faster during live chats by suggesting the best responses based on historical chat data and common customer inquiries.

? Functionality:

? Benefit: Significantly reduces the time agents spend typing routine answers, thus improving efficiency and reducing handling time.

* 2. Case Classification:

? Purpose: Automatically suggests or populates values for case fields based on historical data and patterns identified by AI.

? Functionality:

? Benefit: Reduces the time agents spend on post-chat analysis and data entry by automating the classification and field population process.

Why Options A and B are Less Suitable:

? Option A (Einstein Service Replies and Work Summaries):

? Option B (Einstein Reply Recommendations and Case Summaries):

References:

? Salesforce AI Specialist Documentation - Einstein Reply Recommendations:

? Salesforce AI Specialist Documentation - Einstein Case Classification:

? Salesforce Trailhead -Optimize Service with AI:

NEW QUESTION 71

A Salesforce Administrator is exploring the capabilities of Einstein Copilot to enhance user interaction within their organization. They are particularly interested in how Einstein Copilot processes user requests and the mechanism it employs to deliver responses. The administrator is evaluating whether Einstein Copilot directly interfaces with a large language model (LLM) to fetch and display responses to user inquiries, facilitating a broad range of requests from users. How does Einstein Copilot handle user requests In Salesforce?

- A. Einstein Copilot will trigger a flow that utilizes a prompt template to generate the message.
- B. Einstein Copilot will perform an HTTP callout to an LLM provider.
- C. Einstein Copilot analyzes the user's request and LLM technology is used to generate and display the appropriate response.

Answer: C

Explanation:

Einstein Copilot is designed to enhance user interaction within Salesforce by leveraging Large Language Models (LLMs) to process and respond to user inquiries. When a user submits a request, Einstein Copilot analyzes the input using natural language processing techniques. It then utilizes LLM technology to generate an appropriate and contextually relevant response, which is displayed directly to the user within the Salesforce interface.

Option C accurately describes this process. Einstein Copilot does not necessarily trigger a flow (Option A) or perform an HTTP callout to an LLM provider (Option B) for each user

request. Instead, it integrates LLM capabilities to provide immediate and intelligent responses, facilitating a broad range of user requests.

References:

? Salesforce AI Specialist Documentation - Einstein Copilot Overview: Details how Einstein Copilot employs LLMs to interpret user inputs and generate responses within the Salesforce ecosystem.

? Salesforce Help - How Einstein Copilot Works: Explains the underlying mechanisms of how Einstein Copilot processes user requests using AI technologies.

NEW QUESTION 73

Universal Containers Is Interested In Improving the sales operation efficiency by analyzing their data using AI-powered predictions in Einstein Studio. Which use case works for this scenario?

- A. Predict customer sentiment toward a promotion message.
- B. Predict customer lifetime value of an account.
- C. Predict most popular products from new product catalog.

Answer: B

Explanation:

For improving sales operations efficiency, Einstein Studio is ideal for creating AI-powered models that can predict outcomes based on data. One of the most valuable use cases is predicting customer lifetime value, which helps sales teams focus on high-value accounts and make more informed decisions. Customer lifetime value (CLV) predictions can optimize strategies around customer retention, cross-selling, and long-term engagement.

? Option B is the correct choice as predicting customer lifetime value is a well-established use case for AI in sales.

? Option A (customer sentiment) is typically handled through NLP models, while Option C (product popularity) is more of a marketing analysis use case.

References:

? Salesforce Einstein Studio Use Case Overview: https://help.salesforce.com/s/articleView?id=sf.einstein_studio_overview

NEW QUESTION 75

An AI Specialist is creating a custom action in Einstein Copilot.

Which option is available for the AI Specialist to choose for the custom copilot action?

- A. Apex trigger
- B. SOQL
- C. Flows

Answer: C

Explanation:

When creating a custom action in Einstein Copilot, one of the available options is to use Flows. Flows are a powerful automation tool in Salesforce, allowing the AI Specialist to define custom logic and actions within the Copilot system. This makes it easy to extend Copilot's functionality without needing custom code.

While Apex triggers and SOQL are important Salesforce tools, Flows are the recommended method for creating custom actions within Einstein Copilot because they are declarative and highly adaptable.

For further guidance, refer to Salesforce Flow documentation and Einstein Copilot customization resources.

NEW QUESTION 79

An AI Specialist wants to include data from the response of an external service invocation (REST API callout) into the prompt template.

How should the AI Specialist meet this requirement?

- A. Convert the JSON to an XML merge field.
- B. Use External Service Record merge fields.
- C. Use ??Add Prompt Instructions?? flow element.

Answer: B

Explanation:

An AI Specialist wants to include data from the response of an external service invocation (REST API callout) into a prompt template. The goal is to incorporate dynamic data retrieved from an external API into the AI-generated content.

Solution:

? Use External Service Record Merge Fields

? External Service Integration:

? External Service Record Merge Fields:

Implementation Steps:

? Register the External Service:

? Create a Named Credential:

? Use External Service in Flow:

? Configure the Prompt Template:

Why Other Options are Less Suitable:

? Option A (Convert the JSON to an XML merge field):

? Option C (Use ??Add Prompt Instructions?? flow element):

References:

? Salesforce AI Specialist Documentation -Integrating External Services with Prompt Templates:

? Salesforce Help -Using Merge Fields with External Data:

? Salesforce Trailhead -External Services and Flow:

Conclusion:

By using External Service Record merge fields, the AI Specialist can effectively include data from external REST API responses into prompt templates, ensuring that the AI- generated content is enriched with up-to-date and relevant external data.

NEW QUESTION 83

Which feature in the Einstein Trust Layer helps to minimize the risks of jailbreaking and prompt injection attacks?

A. Secure Data Retrieval and Grounding

B. Data Masking

C. Prompt Defense

Answer: C

Explanation:

Prompt Defense is a feature in the Einstein Trust Layer that helps minimize the risks of jailbreaking and prompt injection attacks. These attacks occur when malicious users try to manipulate the AI model by providing unintended inputs. Prompt Defense ensures that the prompts are processed securely, protecting the system from such vulnerabilities.

? Option A (Secure Data Retrieval and Grounding) relates to ensuring that data used

by AI is securely retrieved but does not address prompt security.

? Option B (Data Masking) focuses on protecting sensitive information but does not prevent injection attacks.

For more information, refer to Salesforce's Einstein Trust Layer documentation on Prompt Defense and security features.

NEW QUESTION 84

Which use case is best supported by Salesforce Einstein Copilot's capabilities?

A. Bring together a conversational interface for interacting with AI for all Salesforce users, such as developers and ecommerce retailers.

B. Enable Salesforce admin users to create and train custom large language models (LLMs) using CRM data.

C. Enable data scientists to train predictive AI models with historical CRM data using built-in machine learning capabilities

Answer: A

Explanation:

Salesforce Einstein Copilot is designed to provide a conversational AI interface that can be utilized by different types of Salesforce users, such as developers, sales agents, and retailers. It acts as an AI-powered assistant that facilitates natural interactions with the system, enabling users to perform tasks and access data easily. This includes tasks like pulling reports, updating records, and generating personalized responses in real time.

? Option A is correct because Einstein Copilot brings a conversational interface that caters to a wide range of users.

? Option B and Option C are more focused on developing and training AI models, which are not the primary functions of Einstein Copilot.

References:

? Salesforce Einstein Copilot Overview: https://help.salesforce.com/s/articleView?id=einstein_copilot_overview.htm

NEW QUESTION 87

Universal Containers plans to implement prompt templates that utilize the standard foundation models.

What should the AI Specialist consider when building prompt templates in Prompt Builder?

A. Include multiple-choice questions within the prompt to test the LLM's understanding of the context.

B. Ask it to role-play as a character in the prompt template to provide more context to the LLM.

C. Train LLM with data using different writing styles including word choice, intensifiers, emojis, and punctuation.

Answer: C

Explanation:

When building prompt templates in Prompt Builder, it is essential to consider how the Large Language Model (LLM) processes and generates outputs. Training the LLM with various writing styles, such as different word choices, intensifiers, emojis, and punctuation, helps the model better understand diverse writing patterns and produce more contextually appropriate responses.

This approach enhances the flexibility and accuracy of the LLM when generating outputs for different use cases, as it is trained to recognize various writing conventions and styles. The prompt template should focus on providing rich context, and this stylistic variety helps improve the model's adaptability.

Options A and B are less relevant because adding multiple-choice questions or role-playing scenarios doesn't contribute significantly to improving the AI's output generation quality within standard business contexts.

For more details, refer to Salesforce's Prompt Builder documentation and LLM tuning strategies.

NEW QUESTION 88

Universal Containers needs a tool that can analyze voice and video call records to provide insights on competitor mentions, coaching opportunities, and other key information. The goal is to enhance the team's performance by identifying areas for improvement and competitive intelligence.

Which feature provides insights about competitor mentions and coaching opportunities?

A. Call Summaries

- B. Einstein Sales Insights
- C. Call Explorer

Answer: C

Explanation:

For analyzing voice and video call records to gain insights into competitor mentions, coaching opportunities, and other key information, Call Explorer is the most suitable feature. Call Explorer, a part of Einstein Conversation Insights, enables sales teams to analyze calls, detect patterns, and identify areas where improvements can be made. It uses natural language processing (NLP) to extract insights, including competitor mentions and moments for coaching. These insights are vital for improving sales performance by providing a clear understanding of the interactions during calls.

? Call Summaries offer a quick overview of a call but do not delve deep into competitor mentions or coaching insights.

? Einstein Sales Insights focuses more on pipeline and forecasting insights rather than call-based analysis.

References:

? Salesforce Einstein Conversation Insights Documentation: https://help.salesforce.com/s/articleView?id=einstein_conversation_insights.htm

NEW QUESTION 89

The marketing team at Universal Containers is looking for a way to personalize emails based on customer behavior, preferences, and purchase history. Why should the team use Einstein Copilot as the solution?

- A. To generate relevant content when engaging with each customer
- B. To analyze past campaign performance
- C. To send automated emails to all customers

Answer: A

Explanation:

Einstein Copilot is designed to assist in generating personalized, AI-driven content based on customer data such as behavior, preferences, and purchase history. For the marketing team at Universal Containers, this is the perfect solution to create dynamic and relevant email content. By leveraging Einstein Copilot, they can ensure that each customer receives tailored communications, improving engagement and conversion rates.

? Option A is correct as Einstein Copilot helps generate real-time, personalized content based on comprehensive data about the customer.

? Option B refers more to Einstein Analytics or Marketing Cloud Intelligence, and Option C deals with automation, which isn't the primary focus of Einstein Copilot.

References:

? Salesforce Einstein Copilot Overview: https://help.salesforce.com/s/articleView?id=einstein_copilot_overview.htm

NEW QUESTION 91

A data scientist needs to view and manage models in Einstein Studio. The data scientist also needs to create prompt templates in Prompt Builder. Which permission sets should an AI Specialist assign to the data scientist?

- A. Data Cloud Admin and Prompt Template Manager
- B. Prompt Template Manager and Prompt Template User
- C. Prompt Template User and Data Cloud Admin

Answer: A

Explanation:

To allow a data scientist to view and manage models in Einstein Studio and create prompt templates in Prompt Builder, the AI Specialist should assign the Data Cloud Admin and Prompt Template Manager permission sets.

? Data Cloud Admin provides access to manage and oversee models within Einstein Studio.

? Prompt Template Manager gives the user the ability to create and manage prompt templates within Prompt Builder.

? Option A is correct because it assigns the necessary permissions for both managing models and creating prompt templates.

? Option B and Option C are incorrect as they do not provide the correct combination of permissions for managing models and building prompts.

References:

? Salesforce Permissions Documentation: https://help.salesforce.com/s/articleView?id=sf.perm_sets_overview.htm

NEW QUESTION 96

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