Salesforce

Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

NEW QUESTION 1
Cloud Kicks wants to implement AI features on its 5aiesforce Platform but has concerns about potential ethical and privacy challenges.
What should they consider doing to minimize potential AI bias?

A. Integrate AI models that auto-correct biased data.
B. Implement Salesforce's Trusted AI Principles.
C. Use demographic data to identify minority groups.

Answer: B

Explanation:
"Implementing Salesforce's Trusted AI Principles is what Cloud Kicks should consider doing to minimize potential AI bias. Salesforce's Trusted AI Principles are a set of guidelines and best practices for developing and using AI systems in a responsible and ethical way. The principles include Accountability, Fairness & Equality, Transparency & Explainability, Privacy & Security, Reliability & Safety, Inclusivity & Diversity, Empowerment & Education."

NEW QUESTION 2
What is the role of Salesforce Trust AI principles in the context of CRM system?

A. Guiding ethical and responsible use of AI
B. Providing a framework for AI data model accuracy
C. Outlining the technical specifications for AI integration

Answer: A

Explanation:
"The role of Salesforce Trust AI principles in the context of CRM systems is guiding ethical and responsible use of AI. Salesforce Trust AI principles are a set of guidelines and best practices for developing and using AI systems in a responsible and ethical way. The principles include Accountability, Fairness & Equality, Transparency & Explainability, Privacy & Security, Reliability & Safety, Inclusivity & Diversity, Empowerment & Education. The principles aim to ensure that AI systems are aligned with the values and interests of customers, partners, and society."

NEW QUESTION 3
What is a key benefit of effective interaction between humans and AI systems?

A. Leads to more informed and balanced decision making
B. Alerts humans to the presence of biased data
C. Reduces the need for human involvement

Answer: A

Explanation:
"A key benefit of effective interaction between humans and AI systems is that it leads to more informed and balanced decision making. Effective interaction means that humans and AI systems can communicate and collaborate with each other in a clear, natural, and respectful way. Effective interaction can help leverage the strengths and complement the weaknesses of both humans and AI systems. Effective interaction can also help increase trust, confidence, and satisfaction in using AI systems."

NEW QUESTION 4
Which action introduces bias in the training data used for AI algorithms?

A. Using a large dataset that is computationally expensive
B. Using a dataset that represents diverse perspectives and populations
C. Using a dataset that underrepresents perspectives and populations

Answer: C

Explanation:
Introducing bias in training data for AI algorithms occurs when the dataset used underrepresents certain perspectives and populations. This type of bias can skew AI predictions, making the system less fair and accurate. For example, if a dataset predominantly contains information from one demographic group, the AI's performance may not generalize well to other groups, leading to biased or unfair outcomes. Salesforce discusses the impact of biased training data and ways to mitigate this in their AI ethics guidelines, which can be explored further in the Salesforce AI documentation on Responsible Creation of AI.

NEW QUESTION 5
Cloud Kicks learns of complaints from customers who are receiving too many sales calls and emails.
Which data quality dimension should be assessed to reduce these communication Inefficiencies?

A. Duplication
B. Usage
C. Consent

Answer: A

Explanation:
"Duplication is the data quality dimension that should be assessed to reduce communication inefficiencies. Duplication means that the data contains multiple copies or instances of the same record or value. Duplication can cause confusion, errors, or waste in data analysis and processing. For example, duplication can lead to communication inefficiencies if customers receive multiple calls or emails from different sources for the same purpose."

NEW QUESTION 6
Which best describes the different between predictive AI and generative AI?

A. Predictive new and original output for a given input.
B. Predictive AI and generative have the same capabilities differ in the type of input they receive: predictive AI receives raw data whereas generation AI receives natural language.
C. Predictive AI uses machine learning to classes or predict output from its input data whereas generative AI does not use machine learning to generate its output

Answer: A

Explanation:
 "The difference between predictive AI and generative AI is that predictive AI analyzes existing data to make predictions or recommendations based on patterns or trends, while generative AI creates new content based on existing data or inputs. Predictive AI is a type of AI that uses machine learning techniques to learn from existing data and make predictions or recommendations based on the data. For example, predictive AI can be used to forecast sales, revenue, or demand based on historical data and trends. Generative AI is a type of AI that uses machine learning techniques to generate novel content such as images, text, music, or video based on existing data or inputs. For example, generative AI can be used to create realistic faces, write summaries, compose songs, or produce videos."

NEW QUESTION 7
Cloud Kicks wants to evaluate its data quality to ensure accurate and up-to-date records. Which type of records negatively impact data quality?

A. Structured
B. Complete
C. Duplicate

Answer: C

Explanation:
 Duplicate records negatively impact data quality by creating inconsistencies and confusion in database management, leading to potential errors in customer relationship management (CRM) systems like Salesforce. Duplicates can skew analytics results, lead to inefficiencies in customer service, and result in redundant marketing efforts. Salesforce offers various tools to identify and merge duplicate records, thereby maintaining high data integrity. More about managing duplicate records in Salesforce and ensuring data quality can be found in Salesforce's documentation on duplicate management at Salesforce Duplicate Management.

NEW QUESTION 8
Cloud Kicks relies on data analysis to optimize its product recommendation; however, CK encounters a recurring Issue of Incomplete customer records, with missing contact Information and incomplete purchase histories.
How will this incomplete data quality impact the company's operations?

A. The accuracy of product recommendations is hindered.
B. The diversity of product recommendations Is Improved.
C. The response time for product recommendations is stalled.

Answer: A

Explanation:
 "The incomplete data quality will impact the company's operations by hindering the accuracy of product recommendations. Incomplete data means that the data is missing some values or attributes that are relevant for the AI task. Incomplete data can affect the performance and reliability of AI models, as they may not have enough information to learn from or make accurate predictions. For example, incomplete customer records can affect the quality of product recommendations, as the AI model may not be able to capture the customers' preferences, behavior, or needs."

NEW QUESTION 9
A service leader wants use AI to help customer resolve their issues quicker in a guided self-serve application.
Which Einstein functionality provides the best solution?

A. Case Classification
B. Bots
C. Recommendation

Answer: B

Explanation:
 "Bots provide the best solution for a service leader who wants to use AI to help customers resolve their issues quicker in a guided self-serve application. Bots are a feature that uses natural language processing (NLP) and natural language understanding (NLU) to create conversational interfaces that can interact with customers using text or voice. Bots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the customer's intent and context."

NEW QUESTION 10
An administrator at Cloud Kicks wants to ensure that a field is set up on the customer record so their preferred name can be captured.
Which Salesforce field type should the administrator use to accomplish this?

A. Multi-Select Picklist
B. Text
C. Rich Text Area

Answer: B

Explanation:
 "A text field type should be used to capture the customer's preferred name. A text field type allows the user to enter any combination of letters, numbers, or symbols. A text field type can be used to store names, addresses, phone numbers, or other personal information."

NEW QUESTION 10
What is an example of ethical debt?

A. Violating a data privacy law and falling to pay fines
B. Launching an AI feature after discovering a harmful bias
C. Delaying an AI product launch to retrain an AI data model

Answer: B

Explanation:
 "Launching an AI feature after discovering a harmful bias is an example of ethical debt. Ethical debt is a term that describes the potential harm or risk caused by unethical or irresponsible decisions or actions related to AI systems. Ethical debt can accumulate over time and have negative consequences for users, customers, partners, or society. For example, launching an AI feature after discovering a harmful bias can create ethical debt by exposing users to unfair or inaccurate results that may affect their trust, satisfaction, or well-being."

NEW QUESTION 13
Cloud kicks wants to develop a solution to predict customers' interest based on historical data. The company found that employee region uses a text field to capture the product category while employee from all other locations use a picklist.
Which dimension of data quality is affected in this scenario?

A. Accuracy
B. Consistency
C. Completeness

Answer: B

Explanation:
 "Consistency is the dimension of data quality that is affected in this scenario. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing. For example, using different field types for the same attribute can affect the consistency of the data."

NEW QUESTION 17
What does the term "data completeness" refer to in the context of data quality?

A. The degree to which all required data points are present in the dataset
B. The process of aggregating multiple datasets from various databases
C. The ability to access data from multiple sources in real time

Answer: A

Explanation:
 Data completeness is a measure of data quality that assesses whether all required data points are present in a dataset. It checks for missing values or gaps in data necessary for accurate analysis and decision-making. In the context of Salesforce, ensuring data completeness is crucial for the effectiveness of CRM operations, reporting, and AI-driven applications like Salesforce Einstein, which rely on complete data to function optimally. Salesforce provides various tools and features, such as data validation rules and batch data import processes, that help maintain data completeness across its platform. Detailed guidance on managing data quality in Salesforce can be found in the Salesforce Help documentation on data management at Salesforce Help Data Management.

NEW QUESTION 21
What are the potential consequences of an organization suffering from poor data quality?

A. Low employee morale, stock devaluation, and inability to attract top talent
B. Revenue loss, poor customer service, and reputational damage
C. Technical debt, monolithic system architecture, and slow ETL throughput

Answer: B

Explanation:
 The potential consequences of an organization suffering from poor data quality include revenue loss, poor customer service, and reputational damage. Poor data quality can lead to inaccurate analytics and decision-making, impacting customer interactions, marketing strategies, and financial forecasting. These issues ultimately affect customer satisfaction and could lead to financial losses and a damaged brand reputation. Salesforce highlights the importance of maintaining high data quality for effective CRM and AI applications, offering various tools and best practices to enhance data integrity. For guidance on managing and improving data quality in Salesforce, see the Salesforce documentation on data quality at Salesforce Data Quality.

NEW QUESTION 23
What is a key challenge of human AI collaboration in decision-making?

A. Leads to move informed and balanced decision-making
B. Creates a reliance on AI, potentially leading to less critical thinking and oversight
C. Reduce the need for human involvement in decision-making processes

Answer: B

Explanation:
 "A key challenge of human-AI collaboration in decision-making is that it creates a reliance on AI, potentially leading to less critical thinking and oversight. Human-AI collaboration is a process that involves humans and AI systems working together to achieve a common goal or task. Human-AI collaboration can have many benefits, such as leveraging the strengths and complementing the weaknesses of both humans and AI systems. However, human-AI collaboration can also pose some challenges, such as creating a reliance on AI, potentially leading to less critical thinking and oversight. For example, human-AI collaboration can create a

reliance on AI if humans blindly trust or follow the AI recommendations without questioning or verifying their validity or rationale."

NEW QUESTION 24
A data quality expert at Cloud Kicks want to ensure that each new contact contains at least an email address …
Which feature should they use to accomplish this?

A. Autofill
B. Duplicate matching rule
C. Validation rule

Answer: C

Explanation:
"A validation rule should be used to ensure that each new contact contains at least an email address or phone number. A validation rule is a feature that checks the data entered by users for errors before saving it to Salesforce. A validation rule can help ensure data quality by enforcing certain criteria or conditions for the data values."

NEW QUESTION 26
Which type of bias results from data being labeled according to stereotypes?

A. Association
B. Societal
C. Interaction

Answer: B

Explanation:
"Societal bias results from data being labeled according to stereotypes. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture. For example, societal bias can occur when data is labeled based on gender, race, ethnicity, or religion stereotypes."

NEW QUESTION 31
What Is a benefit of data quality and transparency as it pertains to bias in generated AI?

A. Chances of bIas and mitigated
B. Chances of bias are aggravated
C. Chances of bias are remove

Answer: A

Explanation:
A benefit of data quality and transparency as it pertains to bias in generated AI is that the chances of bias are mitigated. High data quality ensures that AI models are trained on accurate and representative data, reducing the risk of biased outcomes. Transparency in AI processes helps stakeholders understand how decisions are made, allowing for the identification and correction of potential biases. Together, these practices contribute to the development of fairer and more accountable AI systems. Salesforce highlights the importance of these principles in its AI practices, particularly through its ethical AI framework, which advocates for fairness and accountability. More on Salesforce's commitment to promoting unbiased AI can be found in their AI ethics guidelines at Salesforce AI Ethics.

NEW QUESTION 33
Which Einstein capability uses emails to create content for Knowledge articles?

A. Generate
B. Discover
C. Predict

Answer: A

Explanation:
"Einstein Generate uses emails to create content for Knowledge articles. Einstein Generate is a natural language generation (NLG) feature that can automatically write summaries, descriptions, or recommendations based on data or text inputs. For example, Einstein Generate can analyze email conversations between agents and customers and generate draft articles for the Knowledge base."

NEW QUESTION 34
What is the best method to safeguard customer data privacy?

A. Automatically anonymize all customer data.
B. Track customer data consent preferences.
C. Archive customer data on a recurring schedule.

Answer: B

Explanation:
"Tracking customer data consent preferences is the best method to safeguard customer data privacy. Data privacy is the right of individuals to control how their personal data is collected, used, shared, or stored by others. Tracking customer data consent preferences means respecting and honoring the choices and preferences of customers regarding their personal data. Tracking customer data consent preferences can help ensure compliance with data privacy laws and regulations, as well as build trust and loyalty with customers."

NEW QUESTION 38

Cloud Kicks' latest email campaign is struggling to attract new customers. How can AI increase the company's customer email engagement?

A. Create personalized emails
B. Resend emails to inactive recipients
C. Remove invalid email addresses

Answer: A

Explanation:
AI can significantly increase customer email engagement by creating personalized emails. Salesforce Einstein AI enhances email marketing campaigns by analyzing customer data and past interactions to tailor the content, timing, and recommendations within emails. This personalization leads to higher engagement rates as emails resonate more closely with individual preferences and behaviors. Salesforce Marketing Cloud provides tools to leverage AI for crafting personalized email campaigns, ensuring that emails are relevant and appealing to recipients. For more insights into how AI can be used to enhance email marketing, see the Salesforce Marketing Cloud page at Salesforce Marketing Cloud Email Studio.

NEW QUESTION 42
Cloud Kicks wants to optimize its business operations by incorporating AI into its CRM. What should the company do first to prepare its data for use with AI?

A. Remove biased data.
B. Determine data availability.
C. Determine data outcomes.

Answer: B

Explanation:
Before using AI to optimize business operations, the company should first assess the availability and quality of its data. Data is the fuel for AI, and without sufficient and relevant data, AI cannot produce accurate and reliable results. Therefore, the company should identify what data it has, where it is stored, how it is accessed, and how it is maintained. This will help the company understand the feasibility and scope of its AI projects.

NEW QUESTION 47
Salesforce defines bias as using a person's Immutable traits to classify them or market to them.
Which potentially sensitive attribute is an example of an immutable trait?

A. Financial status
B. Nickname
C. Email address

Answer: A

Explanation:
"Financial status is an example of an immutable trait. Immutable traits are characteristics that are inherent, fixed, or unchangeable. For example, financial status is an immutable trait because it is determined by factors beyond one's control, such as birth, inheritance, or economic conditions. Nickname and email address are not immutable traits because they can be changed by choice or preference."

NEW QUESTION 48
Cloud Kicks plans to use automated chat as its primary support channel. Which Einstein feature should they use?

A. Discovery
B. Bots
C. Next Best Action

Answer: B

Explanation:
For Cloud Kicks, using automated chat as the primary support channel, the recommended Einstein feature is Bots. Einstein Bots are designed to automate customer interactions on common issues through chat and messaging platforms. They can handle routine requests, provide quick answers to frequently asked questions, and escalate more complex issues to human agents. Using Einstein Bots helps improve customer service efficiency and speed, leading to enhanced customer satisfaction. To learn more about setting up and optimizing Einstein Bots for a business, you can visit the Salesforce documentation on Einstein Bots at Salesforce Einstein Bots.

NEW QUESTION 51
To avoid introducing unintended bias to an AI model, which type of data should be omitted?

A. Transactional
B. Engagement
C. Demographic

Answer: C

Explanation:
"Demographic data should be omitted to avoid introducing unintended bias to an AI model. Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems."

NEW QUESTION 53
What is a benefit of a diverse, balanced, and large dataset?

A. Training time
B. Data privacy
C. Model accuracy

Answer: C

Explanation:
 "Model accuracy is a benefit of a diverse, balanced, and large dataset. A diverse dataset can capture a variety of features and patterns that are relevant for the AI task. A balanced dataset can avoid overfitting or underfitting the model to a specific subset of data. A large dataset can provide enough information for the model to learn from and generalize well to new data."

NEW QUESTION 55
Cloud Kicks wants to create a custom service analytics application to analyze cases in Salesforce. The application should rely on accurate data to ensure efficient case resolution.
Which data quality dimension Is essential for this custom application?

A. Consistency
B. Duplication
C. Age

Answer: A

Explanation:
 "Consistency is the data quality dimension that is essential for creating a custom service analytics application to analyze cases in Salesforce. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Consistent data can ensure that the custom application can accurately and efficiently analyze cases and provide meaningful insights."

NEW QUESTION 60
In the context of Salesforce's Trusted AI Principles what does the principle of Empowerment primarily aim to achieve?

A. Empower users to off all skill level to build AI application with clicks, not code.
B. Empower users to contribute to the growing body of knowledge of leading AI research.
C. Empower users to solve challenging technical problems using neural networks.

Answer: A

Explanation:
 "The principle of Empowerment primarily aims to achieve empowering users of all skill levels to build AI applications with clicks, not code. Empowerment is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for the empowerment and education of humans. Empowering users means enabling users to access, use, and benefit from AI systems regardless of their technical expertise or background. For example, empowering users means providing tools and platforms that allow users to build AI applications with clicks, not code, such as Einstein Prediction Builder or Einstein Discovery."

NEW QUESTION 65
How does an organization benefit from using AI to personalize the shopping experience of online customers?

A. Customers are more likely to share personal information with a site that personalizes their experience.
B. Customers are more likely to be satisfied with their shopping experience.
C. Customers are more likely to visit competitor sites that personalize their experience.

Answer: B

Explanation:
 "An organization benefits from using AI to personalize the shopping experience of online customers by increasing customer satisfaction. AI can help provide customized and relevant product recommendations, offers, or content based on the customers' preferences, behavior, or needs. AI can also help create a more engaging and interactive shopping experience by using natural language processing (NLP) or computer vision techniques. Personalized shopping experiences can improve customer satisfaction by meeting their expectations, needs, and interests."

NEW QUESTION 70
A consultant conducts a series of Consequence Scanning workshops to support testing diverse datasets.
Which Salesforce Trusted AI Principles is being practiced>

A. Transparency
B. Inclusivity
C. Accountability

Answer: B

Explanation:
 "Conducting a series of Consequence Scanning workshops to support testing diverse datasets is an action that practices Salesforce's Trusted AI Principle of Inclusivity. Inclusivity is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Conducting Consequence Scanning workshops means engaging with various stakeholders to identify and assess the potential impacts and implications of AI systems on different groups or domains. Conducting Consequence Scanning workshops can help practice Inclusivity by ensuring that diverse datasets are used to test and evaluate AI systems."

NEW QUESTION 71
How does a data quality assessment impact business outcome for companies using AI?

A. Improves the speed of AI recommendations
B. Accelerates the delivery of new AI solutions
C. Provides a benchmark for AI predictions

Answer: C

Explanation:
 "A data quality assessment impacts business outcomes for companies using AI by providing a benchmark for AI predictions. A data quality assessment is a process that measures and evaluates the quality of data for a specific purpose or task. A data quality assessment can help identify and address any issues or gaps in the data quality dimensions, such as accuracy, completeness, consistency, relevance, and timeliness. A data quality assessment can impact business outcomes for companies using AI by
providing a benchmark for AI predictions, as it can help ensure that the predictions are based on high-quality data that reflects the true state or condition of the target population or domain."

NEW QUESTION 75
Cloud Kicks wants to develop a solution to predict customers product interests based on historical data. The company found that employees from one region use a text field to capture the product category, while employees from all other locations use a plckllst.
Which data quality dimension is affected in this scenario?

A. Completeness
B. Accuracy
C. Consistency

Answer: C

Explanation:
 "Consistency is the data quality dimension that is affected in this scenario. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing. For example, using different field types for the same attribute can affect the consistency of the data."

NEW QUESTION 79
What is one technique to mitigate bias and ensure fairness in AI applications?

A. Ongoing auditing and monitoring of data that is used in AI applications
B. Excluding data features from the AI application to benefit a population
C. Using data that contains more examples of minority groups than majority groups

Answer: A

Explanation:
 A technique to mitigate bias and ensure fairness in AI applications is ongoing auditing and monitoring of the data used in AI applications. Regular audits help identify and address any biases that may exist in the data, ensuring that AI models function fairly and without prejudice. Monitoring involves continuously checking the performance of AI systems to safeguard against discriminatory outcomes. Salesforce emphasizes the importance of ethical AI practices, including transparency and fairness, which can be further explored through Salesforce's AI ethics guidelines at Salesforce AI Ethics.

NEW QUESTION 80
A Salesforce administrator creates a new field to capture an order's destination country. Which field type should they use to ensure data quality?

A. Text
B. Picklist
C. Number

Answer: B

Explanation:
 "A picklist field type should be used to ensure data quality for capturing an order's destination country. A picklist field type allows the user to select one or more predefined values from a list. A picklist field type can ensure data quality by enforcing consistency, accuracy, and completeness of the data values."

NEW QUESTION 84
Cloud Kicks wants to use an AI mode to predict the demand for shoes using historical data on sales and regional characteristics.
What is an essential data quality dimension to achieve this goal?

A. Reliability
B. Volume
C. Age

Answer: A

Explanation:
 "Reliability is an essential data quality dimension to achieve the goal of predicting the demand for shoes using historical data on sales and regional characteristics. Reliability means that the data values are trustworthy, credible, and authoritative for the AI task. Reliable data can improve the accuracy and confidence of AI predictions, as they reflect the true state or condition of the target population or domain. For example, reliable data can help predict the demand for shoes by using verified and validated sales and regional data."

NEW QUESTION 88
How does data quality impact the trustworthiness of AI-driven decisions?

A. The use of both low-quality and high-quality data can improve the accuracy and reliability of AI-driven decisions.
B. High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users.
C. Low-quality data reduces the risk of overfitting the model, improving the trustworthiness of the predictions.

Answer: B

Explanation:
 "High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve the performance and reliability of AI systems, as they have enough and correct information to learn from and make accurate predictions. High-quality data can also improve the trustworthiness of AI-driven decisions, as users can have more confidence and satisfaction in using AI systems."

NEW QUESTION 90
What is the significance of explainability of trusted AI systems?

A. Increases the complexity of AI models
B. Enhances the security and accuracy of AI models
C. Describes how AI models make decisions

Answer: C

Explanation:
 The significance of the explainability of trusted AI systems is that it describes how AI models make decisions. Explainability is crucial for building trust and accountability in AI systems, ensuring that users and stakeholders understand the decision-making processes and outcomes generated by AI. This is particularly important in scenarios where AI decisions impact personal or financial status, such as in credit scoring or healthcare diagnostics. Salesforce emphasizes the importance of explainable AI through its ethical AI practices, aiming to make AI systems more transparent and understandable. More details about Salesforce's approach to ethical and explainable AI can be found in Salesforce AI ethics resources at Salesforce AI Ethics.

NEW QUESTION 91
A sales manager wants to improve their processes using AI in Salesforce? Which application of AI would be most beneficial?

A. Lead soring and opportunity forecasting
B. Sales dashboards and reporting
C. Data modeling and management

Answer: A

Explanation:
 "Lead scoring and opportunity forecasting are applications of AI that would be most beneficial for a sales manager who wants to improve their processes using AI in Salesforce. Lead scoring can help prioritize leads based on their likelihood to convert, while opportunity forecasting can help predict future sales or revenue based on historical data and trends. These applications of AI can help optimize sales processes by providing insights and recommendations that can increase sales efficiency and effectiveness."

NEW QUESTION 96
A developer has a large amount of data, but it is scattered across different systems and is not standardized.
Which key data quality element should they focus on to ensure the effectiveness of the AI models?

A. Performance
B. Consistency
C. Volume

Answer: B

Explanation:
 When data is scattered and not standardized, the key data quality element a developer should focus on is consistency. Consistency refers to the uniformity and standardization of data across different systems, which is crucial for integrating and analyzing data effectively, especially when developing AI models. Inconsistent data can lead to errors in analysis, poor AI model performance, and misleading insights. Salesforce provides tools and practices for ensuring data consistency, such as data integration and management solutions that help standardize and synchronize data across platforms. For more information on Salesforce data management, refer to the Salesforce data management tools at Salesforce Data Management.

NEW QUESTION 98
What can bias in AI algorithms in CRM lead to?

A. Personalization and target marketing changes
B. Advertising cost increases
C. Ethical challenges in CRM systems

Answer: C

Explanation:
 "Bias in AI algorithms in CRM can lead to ethical challenges in CRM systems. Bias means that AI algorithms favor or discriminate certain groups or outcomes based on irrelevant or unfair criteria. Bias can affect the fairness and ethics of CRM systems, as they may affect how customers are perceived, treated, or represented by AI algorithms. For example, bias can lead to ethical challenges in CRM systems if AI algorithms make inaccurate or harmful predictions or recommendations based on customers' identity or characteristics."

NEW QUESTION 103
Which features of Einstein enhance sales efficiency and effectiveness?

A. Opportunity List View, Lead List View, Account List view
B. Opportunity Scoring, Opportunity List View, Opportunity Dashboard
C. Opportunity Scoring, Lead Scoring, Account Insights

Answer: C

Explanation:
"Opportunity Scoring, Lead Scoring, Account Insights are features of Einstein that enhance sales efficiency and effectiveness. Opportunity Scoring and Lead Scoring use predictive models to assign scores to opportunities and leads based on their likelihood to close or convert. Account Insights use natural language processing (NLP) to provide relevant news and insights about accounts based on their industry, location, or events."

NEW QUESTION 104
What should an organization do to enforce consistency across accounts for newly entered records?

A. Merge all duplicate accounts into a single record when duplicate entries are detected.
B. Input the data exactly as it appears from the source, such as the company's website or social media,
C. Implement naming conventions or a predefined list of user-selectable values for organization-wide records.

Answer: C

Explanation:
To ensure consistency across accounts for newly entered records, organizations should implement naming conventions or a predefined list of user-selectable values. This approach standardizes data entry, reducing variations and errors. It also helps in maintaining clean data which is essential for accurate reporting and analytics. Using standardized naming conventions ensures that all users adhere to a consistent format, making it easier to manage and analyze data across the organization. For more information on best practices for data management in Salesforce, refer to Salesforce's documentation on Data Management Best Practices.

NEW QUESTION 109
A developer is tasked with selecting a suitable dataset for training an AI model in Salesforce to accurately predict current customer behavior.
What Is a crucial factor that the developer should consider during selection?

A. Number of variables ipn the dataset
B. Size of the dataset
C. Age of the dataset

Answer: B

Explanation:
"The size of the dataset is a crucial factor that the developer should consider during selection. The size of the dataset refers to the amount or volume of data available for training an AI model. The size of the dataset can affect the feasibility and quality of the AI model, as well as the choice of AI techniques and tools. The size of the dataset should be large enough to provide sufficient information for the AI model to learn from and generalize well to new data."

NEW QUESTION 110
A customer using Einstein Prediction Builder is confused about why a certain prediction was made.
Following Salesforce's Trusted AI Principle of Transparency, which customer information should be accessible on the Salesforce Platform?

A. An explanation of how Prediction Builder works and a link to Salesforce's Trusted AI Principles
B. An explanation of the prediction's rationale and a model card that describes how the model was created
C. A marketing article of the product that clearly outlines the oroduct's capabilities and features

Answer: B

Explanation:
"An explanation of the prediction's rationale and a model card that describes how the model was created should be accessible on the Salesforce Platform following Salesforce's Trusted AI Principle of Transparency. Transparency means that AI systems should be designed and developed with respect for clarity and openness in how they work and why they make certain decisions. Transparency also means that AI users should be able to access relevant information and documentation about the AI systems they interact with."

NEW QUESTION 111
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