Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

https://www.2passeasy.com/dumps/Salesforce-AI-Associate/

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
Which type of bias imposes a system 's values on others?

A. Societal
B. Automation
C. Association

Answer: A

Explanation:
"Societal bias is the type of bias that imposes a system's values on others. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture. Societal bias can affect the fairness and ethics of AI systems, as they may affect how different groups or domains are perceived, treated, or represented by AI systems. For example, societal bias can occur when AI systems impose a system's values on others, such as using Western standards of beauty or success to judge or rank people from other cultures."

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
Cloud Kicks is testing a new AI model.
Which approach aligns with Salesforce's Trusted AI Principle of Incluslvity?

A. Test only with data from a specific region or demographic to limit the risk of data leaks.
B. Rely on a development team with uniform backgrounds to assess the potential societal implications of the model.
C. Test with diverse and representative datasets appropriate for how the model will be used.

Answer: C

Explanation:
"Testing with diverse and representative datasets appropriate for how the model will be used aligns with Salesforce's Trusted AI Principle of Inclusivity. Inclusivity means that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Testing with diverse and representative datasets can help ensure that the models are fair, unbiased, and representative of the target population or domain."

NEW QUESTION 5
Cloud Kicks wants to ensure that multiple records for the same customer are removed in Salesforce.
Which feature should be used to accomplish this?

A. Duplicate management
B. Trigger deletion of old records
C. Standardized field names

Answer: A

Explanation:
"Duplicate management should be used to remove multiple records for the same customer in Salesforce. Duplicate management is a feature that helps prevent and manage duplicate records in Salesforce. Duplicate management can help define matching rules, duplicate rules, and alert messages to detect and merge duplicate records."

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

A. Predictive AT uses machine learning to classify or predict outputs from its input data whereas generative AI does not use machine learning to generate its output.
B. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI uses machine learning to generate new and original output for 4 given input
C. Predictive AI and generative AI have the same capabilities but differ in the type of input they receive; predictive AT receives raw data whereas generative AT receives natural language.

Answer: B

Explanation:
Predictive AI and generative AI represent two different applications of machine learning technologies. Predictive AI focuses on making predictions based on historical data. It analyzes past data to forecast future outcomes, such as customer churn or sales trends. On the other hand, generative AI is designed to generate new and original outputs based on the learned data patterns. This includes tasks like creating new images, text, or music that resemble the training data but do not duplicate it. Both types of AI use machine learning, but their objectives and outputs are distinct. For detailed differences and applications in a Salesforce context, Salesforce's guide on AI technologies is a helpful resource, accessible at Salesforce AI Technologies.

NEW QUESTION 7
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 8
What are predictive analytics, machine learning, natural language processing (NLP), and computer vision?

A. Different types of data models used in Salesforce
B. Different types of automation tools used in Salesforce
C. Different types of AI that can be applied in Salesforce

Answer: C

Explanation:
Predictive analytics, machine learning, natural language processing (NLP), and computer vision are all types of artificial intelligence technologies that can be applied in Salesforce to enhance various aspects of business operations and customer interactions. Predictive analytics uses historical data to make predictions about future events. Machine learning involves algorithms that can learn from and make decisions based on data. NLP is concerned with the interactions between computers and humans using natural language, and computer vision interprets and processes visual information from the world to make sense of it in the way humans do. Salesforce harnesses these AI technologies, particularly through its Einstein platform, to provide powerful tools that help businesses automate tasks, make better decisions, and offer more personalized services. For more on how Salesforce utilizes these AI technologies, you can explore the Einstein AI services documentation at Salesforce Einstein.

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
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 10
A marketing manager wants to use AI to better engage their customers. Which functionality provides the best solution?

A. Journey Optimization
B. Bring Your Own Model
C. Einstein Engagement

Answer: C

Explanation:
 "Einstein Engagement provides the best solution for a marketing manager who wants to use AI to better engage their customers. Einstein Engagement is a feature that uses AI to optimize email marketing campaigns by providing insights and recommendations on the best time, frequency, content, and subject lines to send emails to each customer. Einstein Engagement can help increase customer engagement, retention, and loyalty by delivering personalized and relevant messages."

NEW QUESTION 14
A business analyst (BA) wants to improve business by enhancing their sales processes and customer..
Which AI application should the BA use to meet their needs?

A. Sales data cleansing and customer support data governance
B. Machine learning models and chatbot predictions
C. Lead scoring, opportunity forecasting, and case classification

Answer: C

Explanation:
 "Lead scoring, opportunity forecasting, and case classification are AI applications that can help a business analyst improve their sales processes and customer support. Lead scoring can help prioritize leads based on their likelihood to convert, opportunity forecasting can help predict future sales or revenue based on historical data and trends, and case classification can help categorize and route cases based on their attributes."

NEW QUESTION 17
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 18
Which data does Salesforce automatically exclude from marketing Cloud Einstein engagement model training to mitigate bias and ethic…

A. Geographic
B. Geographic
C. Cryptographic

Answer: B

Explanation:
 "Demographic data is the data that Salesforce automatically excludes from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns. 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. Salesforce excludes demographic data from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns by ensuring that the models are based on behavioral data rather than personal data."

NEW QUESTION 19
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 22
What Is a benefit of data quality and transparency as it pertains to bias in generated AI?

A. Chances of blas 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 26
How does poor data quality affect predictive and generative AI models?

A. Creates inaccurate results
B. Increases raw data volume
C. Decreases storage efficiency

Answer: A

Explanation:
Poor data quality significantly impacts the performance of predictive and generative AI models by leading to inaccurate and unreliable results. Factors such as incomplete data, incorrect data, or poorly formatted data can mislead AI models during the learning phase, causing them to make incorrect assumptions, learn inappropriate patterns, or generalize poorly to new data. This inaccuracy can be detrimental in applications where precision is critical, such as in predictive analytics for sales forecasting or customer behavior analysis. Salesforce emphasizes the importance of data quality for AI model effectiveness in their AI best practices guide, which can be reviewed on Salesforce AI Best Practices.

NEW QUESTION 29
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 32
Cloud Kicks wants to use Einstein Prediction Builder to determine a customer's likelihood of buying specific products; however, data quality is a…
How can data quality be assessed quality?

A. Build a Data Management Strategy.
B. Build reports to expire the data quality.
C. Leverage data quality apps from AppExchange

Answer: C

Explanation:
"Leveraging data quality apps from AppExchange is how data quality can be assessed. Data quality is the degree to which data is accurate, complete, consistent, relevant, and timely for the AI task. Data quality can affect the performance and reliability of AI systems, as they depend on the quality of the data they use to learn from and make predictions. Leveraging data quality apps from AppExchange means using third-party applications or solutions that can help measure, monitor, or improve data quality in Salesforce."

NEW QUESTION 33
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 35
Which action should be taken to develop and implement trusted generated AI with Salesforce's safety guideline in mind?

A. Develop right-sized models to reduce our carbon footprint.
B. Create guardrails that mitigates toxicity and protect PII
C. Be transparent when AI has created and automatically delivered content.

Answer: B

Explanation:
"Creating guardrails that mitigate toxicity and protect PII is an action that should be taken to develop and implement trusted generative AI with Salesforce's safety guideline in mind. Salesforce's safety guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for the safety and well-being of humans and the environment. Creating guardrails means implementing measures or mechanisms that can prevent or limit the potential harm or risk caused by AI systems. For example, creating guardrails can help mitigate toxicity by filtering out inappropriate or offensive content generated by AI systems. Creating guardrails can also help protect PII by masking or anonymizing personal or sensitive information generated by AI systems."

NEW QUESTION 37
What is a key characteristic of machine learning in the context of AI capabilities?

A. Uses algorithms to learn from data and make decisions
B. Relies on preprogrammed rules to make decisions
C. Can perfectly mimic human intelligence and decision-making

Answer: A

Explanation:
"Machine learning is a key characteristic of AI capabilities that uses algorithms to learn from data and make decisions. Machine learning is a branch of AI that enables computers to learn from data without being explicitly programmed. Machine learning algorithms can analyze data, identify patterns, and make predictions or recommendations based on the data."

NEW QUESTION 40
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 43
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 45
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 46
Cloud Kicks wants to use AI to enhance its sales processes and customer support. Which capacity should they use?

A. Dashboard of Current Leads and Cases
B. Sales path and Automaton Case Escalations
C. Einstein Lead Scoring and Case Classification

Answer: C

Explanation:
 "Einstein Lead Scoring and Case Classification are the capabilities that Cloud Kicks should use to enhance its sales processes and customer support. Einstein Lead Scoring and Case Classification are features that use AI to optimize sales and service processes by providing insights and recommendations based on data. Einstein Lead Scoring can help prioritize leads based on their likelihood to convert, while Einstein Case Classification can help categorize and route cases based on their attributes."

NEW QUESTION 48
A financial institution plans a campaign for preapproved credit cards?
How should they implement Salesforce's Trusted AI Principle of Transparency?

A. Communicate how risk factors such as credit score can impact customer eligibility.
B. Flag sensitive variables and their proxies to prevent discriminatory lending practices.
C. Incorporate customer feedback into the model's continuous training.

Answer: B

Explanation:
 "Flagging sensitive variables and their proxies to prevent discriminatory lending practices is how they should implement Salesforce's Trusted AI Principle of Transparency. Transparency is one of the Trusted AI Principles that states 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. Flagging sensitive variables and their proxies means identifying and marking variables that can potentially cause discrimination or unfair treatment based on a person's identity or characteristics, such as age, gender, race, income, or credit score. Flagging sensitive variables and their proxies can help implement Transparency by allowing users to understand and evaluate the data used or generated by AI systems."

NEW QUESTION 51
A business analyst (BA) is preparing a new use case for AI. They run a report to check for null values in the attributes they plan to use.
Which data quality component Is the BA verifying by checking for null values?

A. Duplication
B. Usage
C. Completeness

Answer: C

Explanation:
 By checking for null values, a business analyst (BA) is verifying the data quality component of completeness. Completeness refers to the absence of missing values or gaps in the data, which is essential for the accuracy and reliability of reports and analytics used in AI models. Null values can indicate incomplete data, which may adversely affect the performance of AI applications by leading to incorrect predictions or insights. Salesforce emphasizes the importance of data completeness for effective data analysis and provides tools for data quality assessment and improvement. Details on handling data completeness in Salesforce can be explored at Salesforce Help Data Management.

NEW QUESTION 56
How does the "right of least privilege" reduce the risk of handling sensitive personal data?

A. By limiting how many people have access to data
B. By reducing how many attributes are collected
C. By applying data retention policies

Answer: A

Explanation:
 "The "right of least privilege" reduces the risk of handling sensitive personal data by limiting how many people have access to data. The "right of least privilege" is a security principle that states that each user or system should have the minimum level of access or privilege necessary to perform their tasks or functions. The "right of least privilege" can help protect sensitive personal data from unauthorized access, misuse, or leakage."

NEW QUESTION 59
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 63
A sales manager wants to use AI to help sales representatives log their calls quicker and more accurately.
Which functionality provides the best solution?

A. Call Summaries
B. Sales Dialer
C. Auto-Generated Sales Tasks

Answer: A

Explanation:
The best functionality to help sales representatives log their calls quicker and more accurately is the use of AI-generated Call Summaries. This feature leverages AI to analyze voice data from sales calls and automatically generate concise summaries and actionable insights, which are then logged into the CRM system. This not only speeds up the process of recording call details but also enhances the accuracy of the data captured, reducing the likelihood of human error and ensuring that important details are not missed. Salesforce provides AI tools that integrate with telephony solutions to enable these capabilities, enhancing the efficiency of sales operations. For more information on Salesforce AI features like Einstein Call Coaching that support this functionality, visit Salesforce Einstein Call Coaching.

NEW QUESTION 66
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 70
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 72
Cloud Kicks relies on data analysis to optimize its product recommendations for customers. How will incomplete data quality impact the company's recommendations?

A. The response time for the product
B. The accuracy of the product
C. The diversity of the product

Answer: B

Explanation:
Incomplete data quality negatively impacts the accuracy of product recommendations made by Cloud Kicks. If data is missing or incomplete, the AI models used for product recommendation may not have enough information to accurately predict customer preferences and behavior. This leads to recommendations that may not align well with customer needs, reducing customer satisfaction and potentially affecting sales. Ensuring complete and accurate data is crucial for effective recommendation systems. Salesforce discusses the impact of data quality on AI outcomes and strategies to enhance data integrity in their documentation on AI and data management, which can be referenced at Data Management for AI.

NEW QUESTION 75
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 76
What are some key benefits of AI in improving customer experiences in CRM?

A. Improves CRM security protocols, safeguarding sensitive customer data from potential breaches and threats
B. Streamlines case management by categorizing and tracking customer support cases, identifying topics, and summarizing case resolutions
C. Fully automates the customer service experience, ensuring seamless automated interactions with customers

Answer: B

Explanation:
 "Streamlining case management by categorizing and tracking customer support cases, identifying topics, and summarizing case resolutions are some key benefits of AI in improving customer experiences in CRM. AI can help automate and optimize various aspects of customer service, such as routing cases to the right agents, providing relevant information or suggestions, and generating reports or insights. AI can also help enhance customer satisfaction and loyalty by reducing wait times, improving response quality, and providing personalized solutions."

NEW QUESTION 81
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 85
What are the three commonly used examples of AI in CRM?

A. Predictive scoring, reporting, Image classification
B. Predictive scoring, forecasting, recommendations
C. Einstein Bots, face recognition, recommendations

Answer: B

Explanation:
 "Predictive scoring, forecasting, and recommendations are three commonly used examples of AI in CRM. Predictive scoring can help prioritize leads, opportunities, and customers based on their likelihood to convert, churn, or buy. Forecasting can help predict future sales, revenue, or demand based on historical data and trends. Recommendations can help suggest the best products, services, or actions for each customer based on their preferences, behavior, and needs."

NEW QUESTION 87
Cloud Kicks uses Einstein to generate predictions out is not seeing accurate results? What to a potential mason for this?

A. Poor data quality
B. The wrong product
C. Too much data

Answer: A

Explanation:
 "Poor data quality is a potential reason for not seeing accurate results from an AI model. Poor data quality means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor data quality can affect the performance and reliability of AI models, as they may not have enough or correct information to learn from or make accurate predictions."

NEW QUESTION 88
What is a societal implication of excluding ethics in AI development?

A. Faster and cheaper development
B. More innovation and creativity
C. Harm to marginalized communities

Answer: C

Explanation:
Excluding ethics in AI development can lead to societal implications such as harm to marginalized communities. When ethical considerations are not integrated into AI development, the resulting technologies may perpetuate or amplify biases, leading to unfair treatment or discrimination against certain groups. This can reinforce existing social inequalities and prevent these communities from benefiting equally from the advancements in AI technology. Salesforce is committed to responsible AI development and emphasizes the importance of ethical considerations in their development practices to prevent such outcomes. Details on Salesforce's approach to ethical AI and its importance can be found at Salesforce Ethical AI.

NEW QUESTION 91
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 96
Cloud Kicks implements a new product recommendation feature for its shoppers that recommends shoes of a given color to display to customers based on the color of the products from their purchase history.
Which type of bias is most likely to be encountered in this scenario?

A. Confirmation
B. Survivorship
C. Societal

Answer: A

Explanation:
"Confirmation bias is most likely to be encountered in this scenario. Confirmation bias is a type of bias that occurs when data or information confirms or supports one's existing beliefs or expectations. For example, confirmation bias can occur when a product recommendation feature only recommends shoes of a given color based on the customer's purchase history, without considering other factors or preferences that may influence their choice."

NEW QUESTION 98
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