Salesforce-AI-Specialist Dumps

Salesforce Certified AI Specialist Exam

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NEW QUESTION 1
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, theEinstein Copilotcapability that best helps the agent is its ability toexecute tasks based on available actionsandanswer questionsusing 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:
? Brefers to invoking a flow to create a Knowledge article, which is unrelated to the task of retrieving existing Knowledge articles.
? Cfocuses on generating Knowledge articles, which is not the immediate need for this situation where the agent requires guidance on existing procedures.
References:
? Salesforce Documentation onEinstein Copilot
? Trailhead Module onEinstein for Service

NEW QUESTION 2
An AI Specialist needs to create a prompt template to fill a custom field named Latest Opportunities Summary on the Account object with information from the
three most recently opened opportunities.
How should the AI Specialist gather the necessary data for the prompt template?

A. Create a flow to retrieve the opportunity information.
B. Select the Account Opportunity object as a resource when creating the prompt template.
C. Select the latest Opportunities related list as a merge field.

Answer: A

Explanation:
 To gather the necessary data for populating theLatest Opportunities Summarycustom field on theAccountobject with information from the three most recently opened opportunities, the AI Specialist shouldcreate a flow. Aflowcan be configured to query and retrieve the required opportunity records based on criteria such as their open date. Once the flow has gathered the necessary data, it can be used in aprompt template or other automation processes to populate the custom field on the Account record.
? Option Ais correct because creating a flow allows for dynamic data retrieval and
control over the logic for selecting the most recent opportunities.
? Option BandOption Cdo not provide sufficient control or data retrieval capabilities needed for this scenario.
References:
? Salesforce Flow Documentation:https://help.salesforce.com/s/articleView?id=sf.flow.htm

NEW QUESTION 3
An AI Specialist wants to ground a new prompt template with the User related list. What should the AI Specialist consider?

A. The User related list should have View All access.
B. The User related list needs to be included on the record page.
C. The User related list is not supported in prompt templates.

Answer: C

Explanation:
 An AI Specialist wants to ground a new prompt template with theUser related list. Grounding in prompt templates involves using data from related lists to provide context or additional information to the Large Language Model (LLM) when generating responses.
Key Consideration:
? Unsupported Related Lists in Prompt Templates:
Why Options A and B are Incorrect:
? Option A (The User related list should have View All access):
? Option B (The User related list needs to be included on the record page):
References:
? Salesforce AI Specialist Documentation -Prompt Templates Limitations:
? Salesforce Help -Data Access in Prompt Templates:
? Salesforce Trailhead -Understanding Prompt Template Grounding:
Conclusion:
Since the User related list is not supported in prompt templates, the AI Specialist must
consider alternative approaches. They might need to redesign the prompt template to use supported objects or related lists, or explore other methods to incorporate necessary user information while adhering to Salesforce's data access policies.

NEW QUESTION 4
Anadministrator 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 allowsrelevant Salesforce datato 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 maskingrefers to obscuring sensitive data for privacy purposes and is not related to merging Salesforce records into prompts.

? Zero-data retention policyensures 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 onEinstein Trust Layer

? Salesforce Security Documentation for AI andData Privacy

NEW QUESTION 5

Universal Containers (UC) wants to enable its sales team with automatic post-call visibility into mention of competitors, products, and other custom phrases.

Which feature should the AI Specialist set up to enable UC's sales team?

A. Call Summaries
B. CallExplorer
C. Call Insights

Answer: C

Explanation:

To enable Universal Containers' sales team with automatic post-call visibility into mentions ofcompetitors, products, and custom phrases, the AI Specialist should set upCall Insights.Call Insightsanalyzes voice and video calls for key phrases, topics, and mentions, providing insights into critical aspects of the conversation.

This feature automatically surfaces key details such as competitor mentions, product discussions, and custom phrases specified by the sales team.

? Call Summariesprovide a general overview of the call but do not specifically

highlight keywords or topics.

? Call Exploreris a tool for navigating through call data but does not focus on automatic insights.

For more information, refer toSalesforce's Call Insights documentationregarding the analysis of call content and extracting actionable information.

NEW QUESTION 6

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 atUniversal Containerscan useEinstein Work Summariesto quickly understand the details of a case without reading through each case comment.Work Summariesleverage generative AI to provide a concise overview of ongoing cases, summarizing all relevant information in an easily digestible format.

? Einstein Copilotcan assist with a variety of tasks but is not specifically designed for

summarizing case details.

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

For more details, refer toSalesforce documentation on Einstein Work Summaries.

NEW QUESTION 7

Universal Containers (UC) wants to enable its sales team to get insights into product and competitor names mentioned during calls.

How should UC meet this requirement?

A. Enable Einstein Conversation Insights, assign permission sets, define recording managers, and customize insights with up to 50 competitor names.
B. Enable Einstein Conversation Insights, connect a recording provider, assign permission sets, and customize insights with up to 25 products.
C. Enable Einstein Conversation Insights, enable sales recording, assign permission sets, and customize insights with up to 50 products.

Answer: C

Explanation:

To provide the sales team with insights into product and competitor names mentioned during calls, Universal Containers should:

? Enable Einstein Conversation Insights:Activates the feature that analyzes call

recordings for valuable insights.

? Enable Sales Recording:Allows calls to be recorded within Salesforce without needing an external recording provider.

? Assign Permission Sets:Grants the necessary permissions to sales team members to access and utilize conversation insights.

? Customize Insights:Configure the system to track mentions of up to50 productsand50 competitors, providing tailored insights relevant to the organization's needs.

OptionCaccurately reflects these steps. OptionAmentions defining recording managers but omits enabling sales recording within Salesforce. OptionBsuggests connecting a recording provider and limits customization to 25 products, which does not fully meet UC's requirements.

References:

? Salesforce AI Specialist Documentation - Setting Up Einstein Conversation Insights:Provides instructions on enabling conversation insights and sales recording.
? Salesforce Help - Customizing Conversation Insights:Details how to customize insights with up to 50 products and competitors.
? Salesforce AI Specialist Exam Guide:Outlines best practices for implementing AI features like Einstein Conversation Insights in a sales context.
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NEW QUESTION 8
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 ascreen flowto collect the sales order number and invoke the prompt template. The standard"Prompt Template" flow actioncan 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 9
Universal Containers (UC) wants to assess Salesforce's generative features but has concerns over its company data being exposed to third- party large language models (LLMs). Specifically, UC wants the followingcapabilities to be part of Einstein's generative AI service.
No data is used for LLM training or product improvements by third- party LLMs. No data is retained outside of UC's Salesforce org.
The data sent cannot be accessed by the LLM provider.
Which property of the Einstein Trust Layer should the AI Specialist highlight to UC that addresses these requirements?

A. Prompt Defense
B. Zero-Data Retention Policy
C. Data Masking

Answer: B

Explanation:
 Universal Containers (UC)has concerns about data privacy when using
Salesforce's generative AIfeatures, particularly around preventing third-party LLMs from accessing or retaining their data. TheZero-Data Retention Policyin theEinstein Trust Layeris designed to address these concerns by ensuring that:
? No data is used for trainingor product improvements by third-party LLMs.
? No data is retainedoutside of the customer's Salesforce organization.
? The LLM provider cannot access any customer data.
This policy aligns perfectly with UC??s requirements for keeping their data safe while leveraging generative AI capabilities.
? Prompt DefenseandData Maskingare also security features, but they do not
directly address the concerns related to third-party data access and retention.
References:
? Salesforce Einstein Trust Layer Documentation:https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer.htm

NEW QUESTION 10
Universal Containers is evaluating Einstein Generative AI features to improve the productivity of the service center operation.
Which features should the AI Specialist recommend?

A. Service Replies and Case Summaries
B. Service Replies and Work Summaries
C. Reply Recommendations and Sales Summaries

Answer: A

Explanation:
 To improve the productivity of the service center, the AI Specialist should recommend theService RepliesandCase Summariesfeatures.
? Service Replieshelps agents by automatically generating suggested responses to
customer inquiries, reducing response time and improving efficiency.
? Case Summariesprovide a quick overview of case details, allowing agents to get up to speed faster on customer issues.
? Work Summariesare not as relevant for direct customer service operations,
andSales Summariesare focused on sales processes, not service center productivity.
For more information, seeSalesforce's Einstein Service Cloud documentationon the use of generative AI to assist customer service teams.

NEW QUESTION 10
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 inEinstein's Trust Layer, the next important step is totest and confirmthat 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 Bis 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 11
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 Containersshould use aPredictive modelto decide which of the three emails to send based on the customer'slifetime value scoreandmarket 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 provideexplainabilityto show why a certain email was chosen, which is crucial for UC??s requirement to explain the decision-making process.
? Generative modelsare typically used for content creation, not decision-making, and thus wouldn't be suitable for this requirement.
? Predictive modelsoffer the ability to explain why a particular decision was made,
which aligns with UC??s needs.
Refer toSalesforce??s Predictive AI model documentationfor more insights on how predictive models are used for segmentation and decision making.

NEW QUESTION 13
The sales team at a hotel resort would like to generate a guest summary about the guests' interests and provide recommendations based on their activity preferences captured in each guest profile. They want the summary to be available only on the contact record page.
Which AI capability should the team use?

A. Einstein Copilot
B. Prompt Builder
C. Model Builder

Answer: B

Explanation:
The sales team at a hotel resort wants to generate a guest summary about guests' interests and provide recommendations based on their activity preferences captured in each guest profile. They require the summary to be availableonly on the contact record page.
Solution:
? UsePrompt Builderto create a prompt template that generates the desired summary and displays it on the contact record page.
? Prompt Builder:
? Implementation Steps:
? Why Not Einstein Copilot or Model Builder:
References:
? Salesforce AI Specialist Documentation -Prompt Builder Overview:
? Salesforce Help -Creating Field Generation Prompt Templates:
? Salesforce Trailhead -Customize AI Content with Prompt Builder:
Conclusion:
By utilizing Prompt Builder, the sales team can create a customized prompt template that generates personalized guest summaries and recommendations based on activity preferences. This solution meets the requirement of displaying the summary only on the contact record page, enhancing the team's ability to engage with guests effectively.

NEW QUESTION 17
Universal Containers (UC) wants to offer personalized service experiences and reduce agent handling time with AI-generated email responses, grounded in Knowledge base.
Which AI capability should UC use?

A. Einstein Email Replies
B. Einstein Service Replies for Email
C. Einstein Generative Service Replies for Email

Answer: B

Explanation:
ForUniversal Containers (UC)to offer personalized service experiences and reduce agent handling time using AI-generated responses grounded in theKnowledge base, the best solution isEinstein Service Replies for Email. This capability leverages AI to automatically generate responses to service-related emails based on historical data and theKnowledge base, ensuring accuracy and relevance while saving time for service agents.
? Einstein Email Replies(option A) is more suited for sales use cases.
? Einstein Generative Service Replies for Email(option C) could be a future offering, but as of now,Einstein Service Replies for Emailis the correct choice for

grounded, knowledge-based responses.
References:
? Einstein Service Replies Overview:https://help.salesforce.com/s/articleView?id=sf.einstein_service_replies. htm

NEW QUESTION 18
Universal Containers (UC) has a mature Salesforce org with a lot of data in cases and Knowledge articles. UC is concerned that there are many legacy fields, with data that might not beapplicable for Einstein AI todraft accurate email responses.
Which solution should UC use to ensure Einstein AI can draft responsesfrom a defined data source?

A. Service AI Grounding
B. Work Summaries
C. Service Replies

Answer: A

Explanation:
 Service AI Groundingis the solution thatUniversal Containersshould use to ensureEinstein AIdrafts responses based on a well-defined data source. Service AI Grounding allows the AI model to be anchored in specific, relevant data sources, ensuring that any AI-generated responses (e.g., email replies) are accurate, relevant, and drawn from up-to-date information, such asKnowledge articlesorcases.
Given that UC has legacy fields and outdated data, Service AI Grounding ensures that only the valid and applicable data is used by Einstein AI to craft responses. This helps improve the relevance of responses and avoids inaccuracies caused by outdated or irrelevant fields. Work SummariesandService Repliesare useful features but do not address the need for grounding AI outputs in specific, current data sources likeService AI Groundingdoes.
For more details, you can refer to Salesforce??sService AI Grounding documentationfor
managing AI-generated content based on accurate data sources.

NEW QUESTION 21
Universal Containers has seen a high adoption rate of a new feature that uses generative AI to populate a summary field of a custom object, Competitor Analysis. All sales users have the same profile but one user cannot see the generative AII-enabled field icon next to the summary field.
What is the most likely cause of the issue?

A. The user does not have the Prompt Template User permission set assigned.
B. The prompt template associated with summary field is not activated for that user.
C. The user does not have the field Generative AI User permission set assigned.

Answer: C

Explanation:
 In Salesforce, Generative AI capabilities are controlled by specific permission sets. To use features such as generating summaries with AI, users need to have the correct permission sets that allow access to these functionalities.
? Generative AI User Permission Set: This is a key permission set required to enable the generative AI capabilities for a user. In this case, the missingGenerative AI Userpermission setprevents the user from seeing the generative AI-enabled field icon. Without this permission, the generative AI feature in the Competitor Analysis custom object won't be accessible.
? Why not A?ThePrompt Template Userpermission set relates specifically to users
who need access to prompt templates for interacting with Einstein GPT, but it's not directly related to the visibility of AI-enabled field icons.
? Why not B?While a prompt template might need to be activated, this is not the
primary issue here. The question states that other users with the same profile can see the icon, so the problem is more likely to be permissions-based for this particular user.
For more detailed information, you can review Salesforce documentation onpermission setsrelated to AI capabilities atSalesforce AI DocumentationandEinstein GPT permissioning guidelines.

NEW QUESTION 22
Universal Containers implemented Einstein Copilot for its users.
One user complains that Einstein Copilot is not deleting activities from the past 7 days. What is the reason for this issue?

A. Einstein Copilot Delete Record Action permission is not associated to the user.
B. Einstein Copilot does not have the permission to delete the user's records.
C. Einstein Copilot does not support the Delete Record action.

Answer: C

Explanation:
 Einstein Copilot currently supports various actions like creating and updating records but does not support theDelete Recordaction. Therefore, the user's request to delete activities from the past 7 days cannot be fulfilled using Einstein Copilot.
? Unsupported Action:The inability to delete records is due to the current limitations of Einstein Copilot's supported actions. It is designed to assist with tasks like data retrieval, creation, and updates, but for security and data integrity reasons, it does not facilitate the deletion of records.
? User Permissions:Even if the user has the necessary permissions to delete
records within Salesforce, Einstein Copilot itself does not have the capability to execute delete operations.
References:
? Salesforce AI Specialist Documentation -Einstein Copilot Supported Actions:
? Salesforce Help -Limitations of Einstein Copilot:

NEW QUESTION 25
An administrator wants to check the response of the Flex prompt template they've built, but the preview button is greyed out. What is the reason for this?

A. The records related to the prompt have not been selected.
B. The prompt has not been saved and activated,
C. A merge field has not been inserted in the prompt.

Answer: A

Explanation:
 When thepreview button is greyed outin a Flex prompt template, it is often because the records related to the prompt have not been selected. Flex prompt templates pull data dynamically from Salesforce records, and if there are no records specified for the prompt, it can't be previewed since there is no content to generate based on the template.
? Option B, not saving or activating the prompt, would not necessarily cause the

preview button to be greyed out, but it could prevent proper functionality.
? Option C, missing a merge field, would cause issues with the output but would not directly grey out the preview button.
Ensuring that the related records are correctly linked is crucial for testing and previewing how the prompt will function in real use cases.
Salesforce AI Specialist References:Refer to the documentation on troubleshooting Flex templates here:https://help.salesforce.com/s/articleView?id=sf.flex_prompt_builder_troubleshoot.htm

NEW QUESTION 28
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 ofthe 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 buildingprompt templates in Prompt Builder, it is essential to consider how the Large Language Model (LLM) processes and generates outputs. Training the LLM with variouswriting styles, such as differentword 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??sPrompt Builder documentationand LLM tuning strategies.

NEW QUESTION 32
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