



Salesforce

Exam Questions Salesforce-AI-Specialist

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

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

The other options are incorrect:

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

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

References:

? Salesforce Documentation on Einstein Copilot

? Trailhead Module on Einstein for Service

NEW QUESTION 2

An AI Specialist needs to create a Sales Email with a custom prompt template. They need to ground on the following data.

Opportunity Products Events near the customer Tone and voice examples How should the AI Specialist obtain related items?

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

Answer: A

Explanation:

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

This flow can dynamically fetch the necessary data from related records in Salesforce and ground the generative AI output with contextually accurate information.

? Option B (flex template) does not provide the ability to fetch dynamic data from

Salesforce records automatically.

? Option C (manual insertion) would not allow for the dynamic and automated grounding of data required for custom prompts.

Refer to Salesforce documentation on flows and grounding for more details on integrating data into custom prompt templates.

NEW QUESTION 3

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 the Latest Opportunities Summary custom field on the Account object with information from the three most recently opened opportunities, the AI Specialist should create a flow. A flow can 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 a prompt template or other automation processes to populate the custom field on the Account record.

? Option A is correct because creating a flow allows for dynamic data retrieval and

control over the logic for selecting the most recent opportunities.

? Option B and Option C do 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 4

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 the User 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 5

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

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

Answer: B

Explanation:

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

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

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

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

Salesforce AI Specialist References:

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

NEW QUESTION 6

Universal Containers (UC) is Implementing Service AI Grounding to enhance its customer service operations. UC wants to ensure that its AI-generated responses are grounded in the most relevant data sources. The team needs to configure the system to include all supported objects for grounding. Which objects should UC select to configure Service AI Grounding?

- A. Case, Knowledge, and Case Notes
- B. Case and Knowledge
- C. Case, Case Emails, and Knowledge

Answer: B

Explanation:

Universal Containers (UC) is implementing Service AI Grounding to enhance its customer service operations. They aim to ensure that AI-generated responses are grounded in the most relevant data sources and need to configure the system to include all supported objects for grounding.

Supported Objects for Service AI Grounding:

? Case

? Knowledge

? Case Object:

? Knowledge Object:

? Exclusion of Other Objects:

Why Options A and C are Incorrect:

? Option A (Case, Knowledge, and Case Notes):

? Option C (Case, Case Emails, and Knowledge):

References:

? Salesforce AI Specialist Documentation -Service AI Grounding Configuration: Details the objects supported for grounding AI responses in Service Cloud.

? Salesforce Help -Implementing Service AI Grounding: Provides guidance on setting up grounding with Case and Knowledge objects.

? Salesforce Trailhead -Enhance Service with AI Grounding: Offers an interactive learning path on using AI grounding in service scenarios.

NEW QUESTION 7

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

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

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

Answer: C

Explanation:

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

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

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

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

NEW QUESTION 8

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

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

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

Answer: C

Explanation:

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

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

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

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

NEW QUESTION 9

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 to 50 products and 50 competitors, providing tailored insights relevant to the organization's needs. Option C accurately reflects these steps. Option A mentions defining recording managers but omits enabling sales recording within Salesforce. Option B suggests 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 10

Universal Containers wants to implement a solution in Salesforce with a custom UX that allows users to enter a sales order number.

Subsequently, the system will invoke a custom prompt template to create and display a summary of the sales order header and sales order details.

Which solution should an AI Specialist implement to meet this requirement?

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

Answer: A

Explanation:

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

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

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

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

NEW QUESTION 10

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

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

Answer: B

Explanation:

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

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

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

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

References:

? Salesforce Einstein Copilot

NEW QUESTION 11

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

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

Answer: A

Explanation:

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

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

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

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

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

NEW QUESTION 13

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

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

Answer: B

Explanation:

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

? Einstein Service Replies (Option A) is focused on generating replies but doesn't have the same emphasis on grounding responses in the knowledge base.

? Einstein Knowledge Recommendations (Option C) suggests knowledge articles to agents, which is more about assisting the agent in finding relevant articles than providing automated or AI-generated responses to customers.

Salesforce AI Specialist References: For more information on Einstein Reply

Recommendations: https://help.salesforce.com/s/articleView?id=sf.einstein_reply_recommendations_overview.htm

NEW QUESTION 16

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

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

Answer: A

Explanation:

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

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

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

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

NEW QUESTION 18

Universal Containers (UC) wants to use Flow to bring data from unified Data Cloud objects to prompt templates. Which type of flow should UC use?

- A. Data Cloud-triggered flow
- B. Template-triggered prompt flow
- C. Unified-object linking flow

Answer: A

Explanation:

In this scenario, Universal Containers wants to bring data from unified Data Cloud objects into prompt templates, and the best way to do that is through a Data Cloud-triggered flow. This type of flow is specifically designed to trigger actions based on data changes within Salesforce Data Cloud objects.

Data Cloud-triggered flows can listen for changes in the unified data model and automatically bring relevant data into the system, making it available for prompt templates. This ensures that the data is both real-time and up-to-date when used in generative AI contexts.

For more detailed guidance, refer to Salesforce documentation on Data Cloud-triggered flows and Data Cloud integrations with generative AI solutions.

NEW QUESTION 20

Universal Containers (UC) is experimenting with using public Generative AI models and is familiar with the language required to get the information it needs. However, it can be time-consuming for both UC's sales and service reps to type in the prompt to get the information they need, and ensure prompt consistency. Which Salesforce feature should a Salesforce AI Specialist recommend to address these concerns?

- A. Einstein Recommendation Builder
- B. Einstein Copilot Action: Query Records
- C. Einstein Prompt Builder and Prompt Templates

Answer: C

Explanation:

For Universal Containers (UC), to reduce the time and ensure prompt consistency when using public generative AI models, the recommended feature is Einstein Prompt Builder and Prompt Templates. This feature allows teams to create reusable and consistent prompts for generative AI tasks, ensuring that all users receive uniform responses without having to type in detailed prompts manually every time.

Einstein Prompt Builder simplifies the creation of prompts, and Prompt Templates standardize the inputs, saving time for sales and service reps.

Option A (Einstein Recommendation Builder) is more focused on recommendations, not prompt standardization.

Option B (Einstein Copilot Action: Query Records) is for querying records, not generating AI-driven prompts.

References:

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

NEW QUESTION 21

Universal Containers (UC) is using Einstein Generative AI to generate an account summary. UC aims to ensure the content is safe and inclusive, utilizing the Einstein Trust Layer's toxicity scoring to assess the content's safety level.

What does a safety category score of 1 indicate in the Einstein Generative Toxicity Score?

- A. Not safe
- B. Safe
- C. Moderately safe

Answer: B

Explanation:

In the Einstein Trust Layer, the toxicity scoring system is used to evaluate the safety level of content generated by AI, particularly to ensure that it is non-toxic, inclusive, and appropriate for business contexts. A toxicity score of 1 indicates that the content is deemed safe.

The scoring system ranges from 0 (unsafe) to 1 (safe), with intermediate values indicating varying degrees of safety. In this case, a score of 1 means that the generated content is fully safe and meets the trust and compliance guidelines set by the Einstein Trust Layer. For further reference, check Salesforce's official Einstein Trust Layer documentation regarding toxicity scoring for AI-generated content.

NEW QUESTION 24

Universal Containers' current AI data masking rules do not align with organizational privacy and security policies and requirements. What should an AI Specialist recommend to resolve the issue?

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

Answer: B

Explanation:

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

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

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

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

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

NEW QUESTION 25

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

Which tool should the AI Specialist recommend?

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

Answer: C

Explanation:

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

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

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

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

References:

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

NEW QUESTION 30

An AI Specialist turned on Einstein Generative AI in Setup. Now, the AI Specialist would like to create custom prompt templates in Prompt Builder. However, they cannot access Prompt Builder in the Setup menu.

What is causing the problem?

- A. The Prompt Template User permission set was not assigned correctly.
- B. The Prompt Template Manager permission set was not assigned correctly.
- C. The large language model (LLM) was not configured correctly in Data Cloud.

Answer: B

Explanation:

In order to access and create custom prompt templates in Prompt Builder, the AI Specialist must have the Prompt Template Manager permission set assigned. Without this permission, they will not be able to access Prompt Builder in the Setup menu, even though Einstein Generative AI is enabled.

? Option B is correct because the Prompt Template Manager permission set is required to use Prompt Builder.

? Option A (Prompt Template User permission set) is incorrect because this permission allows users to use prompts, but not create or manage them.

? Option C (LLM configuration in Data Cloud) is unrelated to the ability to access Prompt Builder.

References:

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

NEW QUESTION 32

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 the Service Replies and Case Summaries features.

? Service Replies helps agents by automatically generating suggested responses to customer inquiries, reducing response time and improving efficiency.

? Case Summaries provide a quick overview of case details, allowing agents to get up to speed faster on customer issues.

? Work Summaries are not as relevant for direct customer service operations, and Sales Summaries are focused on sales processes, not service center productivity.

For more information, see Salesforce's Einstein Service Cloud documentation on the use of generative AI to assist customer service teams.

NEW QUESTION 33

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

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

Answer: B

Explanation:

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

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

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

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

data.

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

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

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

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

References:

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

NEW QUESTION 35

An AI Specialist is considering using a Field Generation prompt template type.

What should the AI Specialist check before creating the Field Generation prompt to ensure it is possible for the field to be enabled for generative AI?

A. That the field chosen must be a rich text field with 255 characters or more.

B. That the org is set to API version 59 or higher

C. That the Lightning page layout where the field will reside has been upgraded to Dynamic Forms

Answer: B

Explanation:

Before creating a Field Generation prompt template, the AI Specialist must ensure that the Salesforce org is set to API version 59 or higher. This version of the API introduces support for advanced generative AI features, such as enabling fields for generative AI outputs. This is a critical technical requirement for the Field Generation prompt template to function correctly.

? Option A (rich text field requirement) is not necessary for generative AI functionality.

? Option C (Dynamic Forms) does not impact the ability of a field to be generative AI-enabled, although it might enhance the user interface.

For more information, refer to Salesforce documentation on API versioning and Field Generation templates.

NEW QUESTION 36

Universal Containers' service team wants to customize the standard case summary response from Einstein Copilot.

What should the AI Specialist do to achieve this?

A. Customize the standard Record Summary template for the Case object,

B. Summarize the Case with a standard copilot action.

C. Create a custom Record Summary prompt template for the Case object.

Answer: C

Explanation:

To customize the case summary response from Einstein Copilot, the AI Specialist should create a custom Record Summary prompt template for the Case object.

This allows Universal Containers to tailor the way case data is summarized, ensuring the output aligns with specific business requirements or user preferences.

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

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

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

NEW QUESTION 40

Universal Containers (UC) is looking to enhance its operational efficiency. UC has recently adopted Salesforce and is considering implementing Einstein Copilot to improve its processes.

What is a key reason for implementing Einstein Copilot?

A. Improving data entry and data cleansing

B. Allowing AI to perform tasks without user interaction

C. Streamlining workflows and automating repetitive tasks

Answer: C

Explanation:

The key reason for implementing Einstein Copilot is its ability to streamline workflows and automate repetitive tasks. By leveraging AI, Einstein Copilot can assist users in handling mundane, repetitive processes, such as automatically generating insights, completing actions, and guiding users through complex processes, all of which significantly improve operational efficiency.

? Option A (Improving data entry and cleansing) is not the primary purpose of Einstein Copilot, as its focus is on guiding and assisting users through workflows.

? Option B (Allowing AI to perform tasks without user interaction) does not accurately describe the role of Einstein Copilot, which operates interactively to assist users in real time.

Salesforce AI Specialist References: More details can be found in the Salesforce documentation: https://help.salesforce.com/s/articleView?id=sf.einstein_copilot_overview.htm

NEW QUESTION 41

Universal Containers (UC) is implementing Einstein Generative AI to improve customer insights and interactions. UC needs audit and feedback data to be accessible for reporting purposes. What is a consideration for this requirement?

A. Storing this data requires Data Cloud to be provisioned.

B. Storing this data requires a custom object for data to be configured.

C. Storing this data requires Salesforce big objects.

Answer: A

Explanation:

When implementing Einstein Generative AI for improved customer insights and interactions, the Data Cloud is a key consideration for storing and managing large-scale audit and feedback data. The Salesforce Data Cloud (formerly known as Customer 360 Audiences) is designed to handle and unify massive datasets from

various sources, making it ideal for storing data required for AI-powered insights and reporting. By provisioning Data Cloud, organizations like Universal Containers (UC) can gain real-time access to customer data, making it a central repository for unified reporting across various systems.

? Audit and feedback data generated by Einstein Generative AI needs to be stored in

a scalable and accessible environment, and the Data Cloud provides this capability, ensuring that data can be easily accessed for reporting, analytics, and further model improvement.

? Custom objects or Salesforce Big Objects are not designed for the scale or the

specific type of real-time, unified data processing required in such AI-driven interactions. Big Objects are more suited for archival data, whereas Data Cloud ensures more robust processing, segmentation, and analysis capabilities.

References:

? Salesforce Data Cloud Documentation: <https://www.salesforce.com/products/data-cloud/overview/>

? Salesforce Einstein AI Overview: <https://www.salesforce.com/products/einstein/overview/>

NEW QUESTION 43

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

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

Answer: C

Explanation:

Universal Containers should use a Predictive model to decide which of the three emails to send based on the customer's lifetime value score and market segment.

Predictive models analyze data to forecast outcomes, and in this case, it would predict the most appropriate email to send based on customer attributes.

Additionally, predictive models can provide explainability to show why a certain email was chosen, which is crucial for UC's requirement to explain the decision-making process.

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

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

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

NEW QUESTION 45

An AI Specialist configured Data Masking within the Einstein Trust Layer.

How should the AI Specialist begin validating that the correct fields are being masked?

- A. Use a Flow-based resource in Prompt Builder to debug the fields' merge values using Flow Debugger.
- B. Request the Einstein Generative AI Audit Data from the Security section of the Setup menu.
- C. Enable the collection and storage of Einstein Generative AI Audit Data on the Einstein Feedback setup page.

Answer: B

Explanation:

To begin validating that the correct fields are being masked in Einstein Trust Layer, the AI Specialist should request the Einstein Generative AI Audit Data from the Security section of the Salesforce Setup menu. This audit data allows the AI Specialist to see how data is being processed, including which fields are being masked, providing transparency and validation that the configuration is working as expected.

? Option B is correct because it allows for the retrieval of audit data that can be used to validate data masking.

? Option A (Flow Debugger) and Option C (Einstein Feedback) do not relate to validating field masking in the context of the Einstein Trust Layer.

References:

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

NEW QUESTION 46

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 available only on the contact record page.

Solution:

? Use Prompt Builder to 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 51

What is the main purpose of Prompt Builder?

- A. A tool for developers to use in Visual Studio Code that creates prompts for Apex programming, assisting developers in writing code more efficiently.
- B. A tool that enables companies to create reusable prompts for large language models (LLMs), bringing generative AI responses to their flow of work
- C. A tool within Salesforce offering real-time AI-powered suggestions and guidance to users, Improving productivity and decision-making.

Answer: B

Explanation:

Prompt Builder is designed to help organizations create and configure reusable prompts for large language models (LLMs). By integrating generative AI responses into workflows, Prompt Builder enables customization of AI prompts that interact with Salesforce data and automate complex processes. This tool is especially useful for creating tailored and consistent AI-generated content in various business contexts, including customer service and sales.

? It is not a tool for Apex programming (as in option A).

? It is also not limited to real-time suggestions as mentioned in option C. Instead, it provides a flexible way for companies to manage and customize how AI-driven responses are generated and used in their workflows.

References:

? Salesforce Prompt Builder

Overview: https://help.salesforce.com/s/articleView?id=sf.prompt_builder.htm

NEW QUESTION 56

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

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

Answer: B

Explanation:

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

Solution:

? Use External Service Record Merge Fields

? External Service Integration:

? External Service Record Merge Fields:

Implementation Steps:

? Register the External Service:

? Create a Named Credential:

? Use External Service in Flow:

? Configure the Prompt Template:

Why Other Options are Less Suitable:

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

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

References:

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

? Salesforce Help -Using Merge Fields with External Data:

? Salesforce Trailhead -External Services and Flow:

Conclusion:

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

NEW QUESTION 61

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

- A. Secure Data Retrieval and Grounding
- B. Data Masking
- C. Prompt Defense

Answer: C

Explanation:

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

? Option A (Secure Data Retrieval and Grounding) relates to ensuring that data used by AI is securely retrieved but does not address prompt security.

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

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

NEW QUESTION 65

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

- A. Bring together a conversational interface for interacting with AI for all Salesforce users, such as developers and ecommerce retailers.
- B. Enable Salesforce admin users to create and train custom large language models (LLMs) using CRM data.
- C. Enable data scientists to train predictive AI models with historical CRM data using built-in machine learning capabilities

Answer: A

Explanation:

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

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

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

References:

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

NEW QUESTION 66

When configuring a prompt template, an AI Specialist previews the results of the prompt template they've written. They see two distinct text outputs: Resolution and Response.

Which information does the Resolution text provide?

A. It shows the full text that is sent to the Trust Layer.

B. It shows the response from the LLM based on the sample record.

C. It shows which sensitive data is masked before it is sent to the LLM.

Answer: B

Explanation:

When previewing a prompt template in Salesforce, the Resolution text provides the response from the LLM (Large Language Model) based on the data from a sample record. This output shows what the AI model generated in response to the prompt, giving the AI Specialist a chance to review and adjust the response before finalizing the template.

? Option B is correct because Resolution displays the actual response generated by the LLM.

? Option A refers to sending the text to the Trust Layer, but that's not what Resolution represents.

? Option C relates to data masking, which is shown elsewhere, not under Resolution.

References:

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

NEW QUESTION 69

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 AI-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 missing Generative AI User permission set prevents 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? The Prompt Template User permission 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 on permission sets related to AI capabilities at [Salesforce AI Documentation](#) and Einstein GPT permissioning guidelines.

NEW QUESTION 70

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 the preview button is greyed out in 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 74

Universal Containers (UC) wants to create a new Sales Email prompt template in Prompt Builder using the "Save As" function. However, UC notices that the new template produces different results compared to the standard Sales Email prompt due to missing hyperparameters.

What should UC do to ensure the new prompt template produces results comparable to the standard Sales Email prompts?

- A. Use Model Playground to create a model configuration with the specified parameters.
- B. Manually add the hyperparameters to the new template.
- C. Revert to using the standard template without modifications.

Answer: B

Explanation:

When Universal Containers creates a new Sales Email prompt template using the "Save As" function, missing hyperparameters can result in different outputs. To ensure the new prompt produces comparable results to the standard Sales Email prompt, the AI Specialist should manually add the necessary hyperparameters to the new template.

? Hyperparameters like Temperature, Frequency Penalty, and Presence

Penalty directly affect how the AI generates responses. Ensuring that these are consistent with the standard template will result in similar outputs.

? Option A (Model Playground) is not necessary here, as it focuses on fine-tuning models, not adjusting templates directly.

? Option C (Reverting to the standard template) does not solve the issue of customizing the prompt template.

For more information, refer to Prompt Builder documentation on configuring hyperparameters in custom templates.

NEW QUESTION 78

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

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

- A. Include multiple-choice questions within the prompt to test the LLM's understanding of the context.
- B. Ask it to role-play as a character in the prompt template to provide more context to the LLM.
- C. Train LLM with data using different writing styles including word choice, intensifiers, emojis, and punctuation.

Answer: C

Explanation:

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

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

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

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

NEW QUESTION 82

How does the Einstein Trust Layer ensure that sensitive data is protected while generating useful and meaningful responses?

- A. Masked data will be de-masked during response journey.
- B. Masked data will be de-masked during request journey.
- C. Responses that do not meet the relevance threshold will be automatically rejected.

Answer: A

Explanation:

The Einstein Trust Layer ensures that sensitive data is protected while generating useful and meaningful responses by masking sensitive data before it is sent to the Large Language Model (LLM) and then de-masking it during the response journey.

How It Works:

? Data Masking in the Request Journey:

? Processing by the LLM:

? De-masking in the Response Journey:

Why Option A is Correct:

? De-masking During Response Journey: The de-masking process occurs after the LLM has generated its response, ensuring that sensitive data is only reintroduced into the output at the final stage, securely and appropriately.

? Balancing Security and Utility: This approach allows the system to generate useful and meaningful responses that include necessary sensitive information without compromising data security.

Why Options B and C are Incorrect:

? Option B (Masked data will be de-masked during request journey):

? Option C (Responses that do not meet the relevance threshold will be automatically rejected):

References:

? Salesforce AI Specialist Documentation - Einstein Trust Layer Overview:

? Salesforce Help - Data Masking and De-masking Process:

? Salesforce AI Specialist Exam Guide - Security and Compliance in AI:

Conclusion:

The Einstein Trust Layer ensures sensitive data is protected by masking it before sending any prompts to the LLM and then de-masking it during the response journey. This process allows Salesforce to generate useful and meaningful responses that include necessary sensitive information without exposing that data during the AI processing, thereby maintaining data security and compliance.

NEW QUESTION 87

What should an AI Specialist consider when using related list merge fields in a prompt template associated with an Account object in Prompt Builder?

- A. The Activities related list on the Account object is not supported because it is a polymorphic field.
- B. If person accounts have been enabled, merge fields will not be available for the Account object.
- C. Prompt generation will yield no response when there is no related list associated with an Account in runtime.

Answer: A

Explanation:

When using related list merge fields in a prompt template associated with the Account object in Prompt Builder, the Activities related list is not supported due to it being a polymorphic field. Polymorphic fields can reference multiple different types of objects, which makes them incompatible with some merge field operations in prompt generation.

? Option B is incorrect because person accounts do not limit the availability of merge fields for the Account object.

? Option C is irrelevant since even if no related lists are available at runtime, the prompt can still generate based on other available data fields.

For more information, refer to Salesforce documentation on supported fields and limitations in Prompt Builder.

NEW QUESTION 90

In Model Playground, which hyperparameters of an existing Salesforce-enabled foundational model can an AI Specialist change?

- A. Temperature, Frequency Penalty, Presence Penalty
- B. Temperature, Top-k sampling, Presence Penalty
- C. Temperature, Frequency Penalty, Output Tokens

Answer: A

Explanation:

In Model Playground, an AI specialist working with a Salesforce-enabled foundational model has control over specific hyperparameters that can directly affect the behavior of the generative model:

? Temperature: Controls the randomness of predictions. A higher temperature leads

to more diverse outputs, while a lower temperature makes the model's responses more focused and deterministic.

? Frequency Penalty: Reduces the likelihood of the model repeating the same phrases or outputs frequently.

? Presence Penalty: Encourages the model to introduce new topics in its responses, rather than sticking with familiar, previously mentioned content.

These hyperparameters are adjustable to fine-tune the model's responses, ensuring that it meets the desired behavior and use case requirements. Salesforce documentation confirms that these three are the key tunable hyperparameters in the Model Playground. For more details, refer to Salesforce AI Model Playground guidance from Salesforce's official documentation on foundational model adjustments.

NEW QUESTION 92

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

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

Answer: A

Explanation:

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

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

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

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

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

References:

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

NEW QUESTION 94

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