



## **Salesforce**

### **Exam Questions Salesforce-AI-Specialist**

Salesforce Certified AI Specialist Exam

### NEW QUESTION 1

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

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

**Answer:** A

#### Explanation:

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

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

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

### NEW QUESTION 2

Based on the user utterance, "Show me all the customers in New York", which standard Einstein Copilot action will the planner service use?

- A. Query Records
- B. Select Records
- C. Fetch Records

**Answer:** A

#### Explanation:

The standard Einstein Copilot action that would be used in response to the user utterance, "Show me all the customers in New York," is Query Records. This action is responsible for retrieving a set of records from Salesforce based on a specified condition — in this case, filtering customers by location (New York).

? Query Records is the action that fetches relevant data based on the criteria provided in the user's input.

? Select Records is more about picking specific records from an already presented list.

? Fetch Records is not a standard term used in this context for the action. Refer to Einstein Copilot documentation on how Copilot actions work with natural language queries and data retrieval.

### NEW QUESTION 3

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. Call Explorer
- C. Call Insights

**Answer:** C

#### Explanation:

To enable Universal Containers' sales team with automatic post-call visibility into mentions of competitors, products, and custom phrases, the AI Specialist should set up Call Insights. Call Insights analyzes 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 Summaries provide a general overview of the call but do not specifically highlight keywords or topics.

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

For more information, refer to Salesforce's Call Insights documentation regarding the analysis of call content and extracting actionable information.

### NEW QUESTION 4

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

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

**Answer:** B

#### Explanation:

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

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

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

Salesforce AI Specialist References: For more details on the Einstein Trust Layer and setup steps: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_trust\\_layer\\_overview.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_overview.htm)

### NEW QUESTION 5

When a customer chat is initiated, which functionality in Salesforce provides generative AI replies or draft emails based on recommended Knowledge articles?

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

**Answer:** B

**Explanation:**

When a customer chat is initiated, Einstein Service Replies provides generative AI replies or draft emails based on recommended Knowledge articles. This feature uses the information from the Salesforce Knowledge base to generate responses that are relevant to the customer's query, improving the efficiency and accuracy of customer support interactions.

? Option B is correct because Einstein Service Replies is responsible for generating AI-driven responses based on knowledge articles.

? Option A (Einstein Reply Recommendations) is focused on recommending replies but does not generate them.

? Option C (Einstein Grounding) refers to grounding responses in data but is not directly related to drafting replies.

References:

? Einstein Service Replies Overview: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_service\\_replies.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_service_replies.htm)

**NEW QUESTION 6**

Universal Containers (UC) has a legacy system that needs to integrate with Salesforce. UC wishes to create a digest of account action plans using the generative API feature.

Which API service should UC use to meet this requirement?

- A. REST API
- B. Metadata API
- C. SOAP API

**Answer:** A

**Explanation:**

To create a digest of account action plans using the generative API feature, Universal Containers should use the REST API. The REST API is ideal for integrating Salesforce with external systems and enabling interaction with Salesforce data, including generative capabilities like creating summaries or digests. It supports modern web standards and is suitable for flexible, lightweight interactions between Salesforce and legacy systems.

? Metadata API is used for retrieving and deploying metadata, not for data operations like generating summaries.

? SOAP API is an older API used for integration but is less flexible compared to REST for this specific use case.

For more details, refer to Salesforce REST API documentation regarding using REST for data integration and generating content.

**NEW QUESTION 7**

Universal Containers is using Einstein Copilot for Sales to find similar opportunities to help close deals faster. The team wants to understand the criteria used by the copilot to match opportunities.

What is one criteria that Einstein Copilot for Sales uses to match similar opportunities?

- A. Matched opportunities are limited to the same account.
- B. Matched opportunities were created in the last 12 months.
- C. Matched opportunities have a status of Closed Won from last 12 months.

**Answer:** C

**Explanation:**

When Einstein Copilot for Sales matches similar opportunities, one of the primary criteria used is whether the opportunities have a status of Closed Won within the last 12 months. This is a key factor in identifying successful patterns that could help close current deals. By focusing on opportunities that have been recently successful, Einstein Copilot can provide relevant insights and suggestions to sales reps to help them close similar deals faster.

For more information, review Salesforce Einstein Copilot documentation related to opportunity matching and sales success patterns.

**NEW QUESTION 8**

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 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 A accurately reflects these steps. Option B mentions defining recording managers but omits enabling sales recording within Salesforce. Option C 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 use an external large language model (LLM) in Prompt Builder. What should an AI Specialist recommend?

- A. Use Apex to connect to an external LLM and ground the prompt.
- B. Use BYO-LLM functionality in Einstein Studio.
- C. Use Flow and External Services to bring data from an external LLM.

**Answer: B**

**Explanation:**

Bring Your Own Large Language Model (BYO-LLM) functionality in Einstein Studio allows organizations to integrate and use external large language models (LLMs) within the Salesforce ecosystem. Universal Containers can leverage this feature to connect and ground prompts with external LLMs, allowing for custom AI model use cases and seamless integration with Salesforce data.

? Option B is the correct choice as Einstein Studio provides a built-in feature to work with external models.

? Option A suggests using Apex, but BYO-LLM functionality offers a more streamlined solution.

? Option C focuses on Flow and External Services, which is more about data integration and isn't ideal for working with LLMs.

References:

? Salesforce Einstein Studio BYO-LLM Documentation: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_studio\\_llm](https://help.salesforce.com/s/articleView?id=sf.einstein_studio_llm).

**NEW QUESTION 10**

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 14**

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](https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_data_masking.htm)

### NEW QUESTION 15

Before activating a custom copilot action, an AI Specialist would like is 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](https://help.salesforce.com/s/articleView?id=sf.einstein_copilot_builder.htm)

### NEW QUESTION 18

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 following capabilities 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 AI features, particularly around preventing third-party LLMs from accessing or retaining their data. The Zero-Data Retention Policy in the Einstein Trust Layer is designed to address these concerns by ensuring that:

? No data is used for training or product improvements by third-party LLMs.

? No data is retained outside 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 Defense and Data Masking are 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](https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer.htm)

### NEW QUESTION 21

An AI Specialist wants to use the related lists from an account in a custom prompt template.

What should the AI Specialist consider when configuring the prompt template?

- A. The text encoding (for example, UTF-8, ASCII) option
- B. The maximum number of related list merge fields
- C. The choice between XML and JSON rendering formats for the list

**Answer: B**

#### Explanation:

When configuring a custom prompt template to use related lists, the AI Specialist must be aware of the maximum number of related list merge fields that can be included. Salesforce enforces limits to ensure prompt templates perform efficiently and do not overload the system with too much data. As a best practice, it's important to monitor and optimize the number of merge fields used.

? Option B is correct because there is a limit on how many related list merge fields can be included in a prompt template.

? Option A (text encoding) and Option C (XML/JSON rendering) are not key considerations in this context.

References:

? Salesforce Prompt Builder Documentation: [https://help.salesforce.com/s/articleView?id=sf.prompt\\_builder.htm](https://help.salesforce.com/s/articleView?id=sf.prompt_builder.htm)

### NEW QUESTION 24

Universal Containers recently launched a pilot program to integrate conversational AI into its CRM business operations with Einstein Copilot.

How should the AI Specialist monitor Copilot's usability and the assignment of actions?

- A. Run a report on the Platform Debug Logs.
- B. Query the Copilot log data using the metadata API.
- C. Run Einstein Copilot Analytics.

**Answer: C**

#### Explanation:

To monitor Einstein Copilot's usability and the assignment of actions, the AI Specialist should run Einstein Copilot Analytics. This feature provides insights into how often Copilot is used, the types of actions it is handling, and overall user engagement with the system. It's the most effective way to track Copilot's performance and usage patterns.

? Platform Debug Logs are not relevant for tracking user behavior or the assignment of Copilot actions.

? Querying the Copilot log data via the Metadata API would not provide the necessary insights in a structured manner.

For more details, refer to Salesforce's Copilot Analytics documentation for tracking AI-driven interactions.

#### NEW QUESTION 28

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](https://help.salesforce.com/s/articleView?id=sf.prompt_builder_permissions.htm)

#### NEW QUESTION 31

What is an AI Specialist able to do when the "Enrich event logs with conversation data" setting in Einstein Copilot is enabled?

- A. View the user click path that led to each copilot action.
- B. View session data including user input and copilot responses for sessions over the past 7 days.
- C. Generate details reports on all Copilot conversations over any time period.

**Answer: B**

#### Explanation:

When the "Enrich event logs with conversation data" setting is enabled in Einstein Copilot, it allows an AI Specialist or admin to view session data, including both the user input and copilot responses from interactions over the past 7 days. This data is crucial for monitoring how the copilot is being used, analyzing its performance, and improving future interactions based on past inputs.

? This setting enriches the event logs with detailed conversational data for better insights into the interaction history, helping AI specialists track AI behavior and user engagement.

? Option A, viewing the user click path, focuses on navigation but is not part of the conversation data enrichment functionality.

? Option C, generating detailed reports over any time period, is incorrect because this specific feature is limited to data for the past 7 days.

Salesforce AI Specialist References: You can refer to this documentation for further insights: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_copilot\\_event\\_logging.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_copilot_event_logging.htm)

#### NEW QUESTION 34

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 35

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](https://help.salesforce.com/s/articleView?id=sf.einstein_copilot_overview.htm)

**NEW QUESTION 37**

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

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

**Answer: B**

**Explanation:**

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

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

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

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

References:

? Salesforce Einstein Trust Layer Overview: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_trust\\_layer.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer.htm)

**NEW QUESTION 38**

Universal Containers is interested in improving the sales operation efficiency by analyzing their data using AI-powered predictions in Einstein Studio. Which use case works for this scenario?

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

**Answer: B**

**Explanation:**

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

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

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

References:

? Salesforce Einstein Studio Use Case Overview: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_studio\\_overview](https://help.salesforce.com/s/articleView?id=sf.einstein_studio_overview)

**NEW QUESTION 42**

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](https://help.salesforce.com/s/articleView?id=sf.prompt_builder.htm)

**NEW QUESTION 44**

A sales rep at Universal Containers is extremely busy and sometimes will have very long sales calls on voice and video calls and might miss key details. They are just starting to adopt new generative AI features.

Which Einstein Generative AI feature should an AI Specialist recommend to help the rep get the details they might have missed during a conversation?

- A. Call Summary
- B. Call Explorer
- C. Sales Summary

**Answer:** A

**Explanation:**

For a sales rep who may miss key details during long sales calls, the AI Specialist should recommend the Call Summary feature. Call Summary uses Einstein Generative AI to automatically generate a concise summary of important points discussed during the call, helping the rep quickly review the key information they might have missed.

? Call Explorer is designed for manually searching through call data but doesn't summarize.

? Sales Summary is focused more on summarizing overall sales activity, not call-specific content.

For more details, refer to Salesforce's Call Summary documentation on how AI-generated summaries can improve sales rep productivity.

**NEW QUESTION 45**

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:**

For Universal Containers (UC) to offer personalized service experiences and reduce agent handling time using AI-generated responses grounded in the Knowledge base, the best solution is Einstein Service Replies for Email. This capability leverages AI to automatically generate responses to service-related emails based on historical data and the Knowledge 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 Email is 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](https://help.salesforce.com/s/articleView?id=sf.einstein_service_replies.htm)

**NEW QUESTION 46**

An AI Specialist wants to include data from the response of 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 48**

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 51

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](https://help.salesforce.com/s/articleView?id=sf.flex_prompt_builder_troubleshoot.htm)

#### NEW QUESTION 54

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 55

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

Which feature provides insights about competitor mentions and coaching opportunities?

- A. Call Summaries
- B. Einstein Sales Insights
- C. Call Explorer

**Answer:** C

#### Explanation:

For analyzing voice and video call records to gain insights into competitor mentions, coaching opportunities, and other key information, Call Explorer is the most suitable feature. Call Explorer, a part of Einstein Conversation Insights, enables sales teams to analyze calls, detect patterns, and identify areas where improvements can be

made. It uses natural language processing (NLP) to extract insights, including competitor mentions and moments for coaching. These insights are vital for improving sales performance by providing a clear understanding of the interactions during calls.

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

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

References:

? Salesforce Einstein Conversation Insights Documentation: [https://help.salesforce.com/s/articleView?id=einstein\\_conversation\\_insights.htm](https://help.salesforce.com/s/articleView?id=einstein_conversation_insights.htm)

#### NEW QUESTION 60

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 61

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 64

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