

Salesforce

Exam Questions Salesforce-AI-Specialist

Salesforce Certified AI Specialist Exam



NEW QUESTION 1

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 2

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 3

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 4

Universal Containers implements Custom Copilot Actions to enhance its customer service operations. The development team needs to understand the core components of a Custom Copilot Action to ensure proper configuration and functionality.

What should the development team review in the Custom Copilot Action configuration to identify one of the core components of a Custom Copilot Action?

- A. Instructions
- B. Output Types
- C. Action Triggers

Answer: B

Explanation:

Universal Containers is enhancing its customer service operations with Custom Copilot Actions. The development team needs to understand the core components of a Custom Copilot Action to ensure proper configuration and functionality. One of these core components is the Output Types.

? Core Components of a Custom Copilot Action:

? Focus on Output Types:

Why Output Types are a Core Component:

? Integration with Copilot:

? Data Consistency:

? User Experience:

Why Other Options are Less Suitable:

? Option A (Instructions):

? Option C (Action Triggers):

References:

? Salesforce AI Specialist Documentation -Custom Copilot Actions:

? Salesforce Help -Defining Output Types in Custom Actions:

? Salesforce Trailhead -Building Custom Copilot Actions:

NEW QUESTION 5

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 6

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 7

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 8

An AI Specialist at Universal Containers is working on a prompt template to generate personalized emails for product demonstration requests from customers. It is important for the AI-generated email to adhere strictly to the guidelines, using only associated opportunity information, and to encourage the recipient to take the desired action.

How should the AI Specialist include these instructions on a new line in the prompt template?

- A. Surround them with triple quotes (""").
- B. Make sure merged fields are defined.
- C. Use curly brackets {} to encapsulate instructions.

Answer: A

Explanation:

In Salesforce prompt templates, instructions that guide how the Large Language Model (LLM) should generate content (in this case, personalized emails) can be included by surrounding the instruction text with triple quotes ("""). This formatting ensures that the LLM adheres to the specific instructions while generating the email content.

The use of triple quotes allows the AI to understand that the enclosed text is a directive for how to approach the task, such as limiting the content to associated opportunity information or encouraging a specific action from the recipient.

Refer to Salesforce Prompt Builder documentation for detailed instructions on how to structure prompts for generative AI.

NEW QUESTION 9

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

NEW QUESTION 10

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 10

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 11

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

NEW QUESTION 12

Universal Containers has an active standard email prompt template that does not fully deliver on the business requirements. Which steps should an AI Specialist take to use the content of the standard prompt email template in question and customize it to fully meet the business requirements?

- A. Save as New Template and edit as needed.
- B. Clone the existing template and modify as needed.
- C. Save as New Version and edit as needed.

Answer: B

Explanation:

When an active standard email prompt template doesn't meet the business requirements, the best approach is to clone the existing template and modify it as needed. Cloning allows the AI Specialist to preserve the original template while making adjustments to fit specific business needs. This ensures that any customizations are applied without altering the original standard template.

Saving as a new version is typically used for versioning changes in the same template, while Save as New Template creates a brand-new template without linking to the existing one. Cloning provides a balance, allowing modifications while retaining the original structure for future reference.

For more details, refer to Salesforce Prompt Builder documentation for guidance on cloning and modifying templates.

NEW QUESTION 13

Universal Containers wants to be able to detect with a high level of confidence if content generated by a large language model (LLM) contains toxic language. Which action should an AI Specialist take in the Trust Layer to confirm toxicity is being appropriately managed?

- A. Access the Toxicity Detection log in Setup and export all entries where isToxicityDetected is true.
- B. Create a flow that sends an email to a specified address each time the toxicity score from the response exceeds a predefined threshold.
- C. Create a Trust Layer audit report within Data Cloud that uses a toxicity detector type filter to display toxic responses and their respective scores.

Answer: C

Explanation:

To ensure that content generated by a large language model (LLM) is appropriately screened for toxic language, the AI Specialist should create a Trust Layer audit report within Data Cloud. By using the toxicity detector type filter, the report can display toxic responses along with their respective toxicity scores, allowing Universal Containers to monitor and manage any toxic content generated with a high level of confidence.

? Option C is correct because it enables visibility into toxic language detection within the Trust Layer and allows for auditing responses for toxicity.

? Option A suggests checking a toxicity detection log, but Salesforce provides more comprehensive options via the audit report.

? Option B involves creating a flow, which is unnecessary for toxicity detection monitoring.

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

NEW QUESTION 18

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

NEW QUESTION 19

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 24

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 27

An AI Specialist built a Field Generation prompt template that worked for many records, but users are reporting random failures with token limit errors. What is the cause of the random nature of this error?

- A. The number of tokens generated by the dynamic nature of the prompt template will vary by record.
- B. The template type needs to be switched to Flex to accommodate the variable amount of tokens generated by the prompt grounding.
- C. The number of tokens that can be processed by the LLM varies with total user demand.

Answer: A

Explanation:

The reason behind the token limit errors lies in the dynamic nature of the prompt template used in Field Generation. In Salesforce's AI generative models, each prompt and its corresponding output are subject to a token limit, which encompasses both the input and output of the large language model (LLM). Since the prompt template dynamically adjusts based on the specific data of each record, the number of tokens varies per record. Some records may generate longer outputs based on their data attributes, pushing the token count beyond the allowable limit for the LLM, resulting in token limit errors.

This behavior explains why users experience random failures—it is dependent on the specific data used in each case. For certain records, the combined input and output may fall within the token limit, while for others, it may exceed it. This variation is intrinsic to how dynamic templates interact with large language models. Salesforce provides guidance in their documentation, stating that prompt template design should take into account token limits and suggests testing with varied records to avoid such random errors. It does not mention switching to Flex template type as a solution, nor does it suggest that token limits fluctuate with user demand. Token limits are a constant defined by the model itself, independent of external user load.

References:

? Salesforce Developer Documentation on Token Limits for Generative AI Models

? Salesforce AI Best Practices on Prompt Design (Trailhead or Salesforce blog resources)

NEW QUESTION 32

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 35

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 40

An AI Specialist is tasked with configuring a generative model to create personalized sales emails using customer data stored in Salesforce. The AI Specialist has already fine-tuned a large language model (LLM) on the OpenAI platform. Security and data privacy are critical concerns for the client.

How should the AI Specialist integrate the custom LLM into Salesforce?

- A. Create an application of the custom LLM and embed it in Sales Cloud via iFrame.
- B. Add the fine-tuned LLM in Einstein Studio Model Builder.
- C. Enable model endpoint on OpenAI and make callouts to the model to generate emails.

Answer: B

Explanation:

Since security and data privacy are critical, the best option for the AI Specialist is to integrate the fine-tuned LLM (Large Language Model) into Salesforce by adding it to Einstein Studio Model Builder. Einstein Studio allows organizations to bring their own AI models (BYOM), ensuring the model is securely managed within Salesforce's environment, adhering to data privacy standards.

? Option A (embedding via iFrame) is less secure and doesn't integrate deeply with Salesforce's data and security models.

? Option C (making callouts to OpenAI) raises concerns about data privacy, as sensitive Salesforce data would be sent to an external system.

Einstein Studio provides the most secure and seamless way to integrate custom AI models while maintaining control over data privacy and compliance. More details can be found in [Salesforce's Einstein Studio documentation on integrating external models](#).

NEW QUESTION 43

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