

Salesforce-AI-Specialist Dumps

Salesforce Certified AI Specialist Exam

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NEW QUESTION 1

A service agent is looking at a custom object that stores travel information. They recently received a weather alert and now need to cancel flights for the customers that are related with this itinerary. The service agent needs to review the Knowledge articles about canceling and rebooking the customer flights.

Which Einstein Copilot capability helps the agent accomplish this?

- A. Execute tasks based on available actions, answering questions using information from accessible Knowledge articles.
- B. Invoke a flow which makes a call to external data to create a Knowledge article.
- C. Generate a Knowledge article based off the prompts that the agent enters to create steps to cancel flights.

Answer: A

Explanation:

In this scenario, 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 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 4

An administrator is responsible for ensuring the security and reliability of Universal Containers' (UC) CRM data. UC needs enhanced data protection and up-to-date AI capabilities. UC also needs to include relevant

information from a Salesforce record to be merged with the prompt. Which feature in the Einstein Trust Layer best supports UC's need?

- A. Data masking
- B. Dynamic grounding with secure data retrieval
- C. Zero-data retention policy

Answer: B

Explanation:

Dynamic grounding with secure data retrieval is a key feature in Salesforce's Einstein Trust Layer, which provides enhanced data protection and ensures that AI-generated outputs are both accurate and securely sourced. This feature allows relevant Salesforce data to be merged into the AI-generated responses, ensuring that the AI outputs are contextually aware and aligned with real-time CRM data.

Dynamic grounding means that AI models are dynamically retrieving relevant information from Salesforce records (such as customer records, case data, or custom object data) in a secure manner. This ensures that any sensitive data is protected during AI processing and that the AI model's outputs are trustworthy and reliable for business use.

The other options are less aligned with the requirement:

? Data masking refers to obscuring sensitive data for privacy purposes and is not related to merging Salesforce records into prompts.

? Zero-data retention policy ensures that AI processes do not store any user data after processing, but this does not address the need to merge Salesforce record information into a prompt.

References:

? Salesforce Developer Documentation on Einstein Trust Layer

? Salesforce Security Documentation for AI and Data Privacy

NEW QUESTION 5

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 6

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 7

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 8

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

NEW QUESTION 9

Universal Containers (UC) recently rolled out Einstein Generative capabilities and has created a custom prompt to summarize case records. Users have reported that the case summaries generated are not returning the appropriate information. What is a possible explanation for the poor prompt performance?

- A. The data being used for grounding is incorrect or incomplete.
- B. The prompt template version is incompatible with the chosen LLM.
- C. The Einstein Trust Layer is incorrectly configured.

Answer: A

Explanation:

Poor prompt performance when generating case summaries is often due to the data used for grounding being incorrect or incomplete. Grounding involves feeding accurate, relevant data to the AI so it can generate appropriate outputs. If the data source is incomplete or contains errors, the generated summaries will reflect that by being inaccurate or insufficient.

? Option B (prompt template incompatibility with the LLM) is unlikely because such incompatibility usually results in more technical failures, not poor content quality.

? Option C (Einstein Trust Layer misconfiguration) is focused on data security and auditing, not the quality of prompt responses.

For more information, refer to Salesforce documentation on grounding AI models and data quality best practices.

NEW QUESTION 10

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 10

Universal Containers wants to make a sales proposal and directly use data from multiple unrelated objects (standard and custom) in a prompt template. What should the AI Specialist recommend?

- A. Create a Flex template to add resources with standard and custom objects as inputs.
- B. Create a prompt template passing in a special custom object that connects the records temporarily,
- C. Create a prompt template-triggered flow to access the data from standard and custom objects.

Answer: A

Explanation:

Universal Containers needs to generate a sales proposal using data from multiple unrelated standard and custom objects within a prompt template. The most

effective way to achieve this is by using aFlex template.

Flex templates in Salesforce allow AI specialists to create prompt templates that can accept inputs from multiple sources, including various standard and custom objects. This flexibility enables the direct use of data from unrelated objects without the need to create intermediary custom objects or complex flows.

References:

? Salesforce AI Specialist Documentation - Flex Templates:Explains how Flex templates can be utilized to incorporate data from multiple sources, providing a flexible solution for complex data requirements in prompt templates.

NEW QUESTION 14

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, whichis the system of record for the order fulfillment process.

How should an AI Specialist apply the power of conversational AI to thisuse 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 enableUniversal Containersservice 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 tocreate a custom copilot action that calls the flow. This action will allowEinstein Copilotto 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 Bis correct because it enables integration betweenEinstein Copilotand 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 19

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 accessexternally-hosted models, such as a large language model (LLM) hosted on AWS, theModel Builderin Salesforce is the appropriate tool.Model Builderallows 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 24

Universal Containers (UC) uses Salesforce Service Cloud to support its customers and agents handling cases. UC is considering implementing Einstein Copilot and extending Service Cloud to mobile users.

When would Einstein Copilot implementation be most advantageous?

- A. When the goal is to streamline customer support processes and improve response times
- B. When the main objective is to enhance data security and compliance measures
- C. When the focus is on optimizing marketing campaigns and strategies

Answer: A

Explanation:

Einstein Copilotimplementation would be most advantageous inSalesforce Service Cloudwhen the goal is tostreamline customer support processes and improve response times. Einstein Copilot can assist agents by providing real-time suggestions, automating repetitive tasks, and generating contextual responses, thus enhancing service efficiency.

? Option B (data security)is not the primary focus of Einstein Copilot, which is more about improving operational efficiency.

? Option C (marketing campaigns)falls outside the scope of Service Cloud and Einstein Copilot??s primary benefits, which are aimed at improving customer service and case management.

For further reading, refer toSalesforce documentation on Einstein Copilot for Service Cloudand how it improves support processes.

NEW QUESTION 28

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 timeconsuming for both UC's salesand 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 30

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 33

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 35

Universal Containers (UC) wants to enable its sales reps to explore opportunities that are similar to previously won opportunities by entering the utterance, "Show me other opportunities like this one."

How should UC achieve this in Einstein Copilot?

- A. Use the standard Copilot action.
- B. Create a custom Copilot action calling a flow.
- C. Create a custom Copilot action calling an Apex class.

Answer: A

Explanation:

Universal Containers can achieve the request to explore similar opportunities by using the standard Copilot action. Einstein Copilot has built-in actions to handle natural language queries, such as "Show me other opportunities like this one." The standard action will process the query and return results based on predefined matching criteria like opportunity details and past Closed Won deals.

This approach avoids the need to create custom flows or Apex classes, leveraging out-of-the-box functionality.

For further details, refer to Einstein Copilot for Sales documentation regarding standard actions and natural language processing.

NEW QUESTION 37

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 42

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 46

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 48

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 50

Universal Containers (UC) wants to improve the efficiency of addressing customer questions and reduce agent handling time with AI-generated responses. The agents should be able to leverage their existing knowledge base and identify whether the responses are coming from the large language model (LLM) or from Salesforce Knowledge.

Which step should UC take to meet this requirement?

- A. Turn on Service AI Grounding, Grounding with Case, and Service Replies.
- B. Turn on Service Replies, Service AI Grounding, and Grounding with Knowledge.
- C. Turn on Service AI Grounding and Grounding with Knowledge.

Answer: B

Explanation:

To meet Universal Containers' goal of improving efficiency and reducing agent handling time with AI-generated responses, the best approach is to enable Service Replies, Service AI Grounding, and Grounding with Knowledge.

? Service Replies generates responses automatically.

? Service AI Grounding ensures that the AI is using relevant case data.

? Grounding with Knowledge ensures that responses are backed by Salesforce Knowledge articles, allowing agents to identify whether a response is coming from the LLM or Salesforce Knowledge.

? Option C does not include Service Replies, which is necessary for generating AI responses.

? Option A lacks the Grounding with Knowledge, which is essential for identifying response sources.

For more details, refer to Salesforce Service AI documentation on grounding and service replies.

NEW QUESTION 55

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 57

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 58

An AI Specialist implements Einstein Sales Emails for a sales team. The team wants to send personalized follow-up emails to leads based on their interactions and data stored in Salesforce. The AI Specialist needs to configure the system to use the most accurate and up-to-date information for email generation.

Which grounding technique should the AI Specialist use?

- A. Ground with Apex Merge Fields
- B. Ground with Record Merge Fields
- C. Automatic grounding using Draft with Einstein feature

Answer: B

Explanation:

For Einstein Sales Emails to generate personalized follow-up emails, it is crucial to ground the email content with the most up-to-date and accurate information.

Grounding refers to connecting the AI model with real-time data. The most appropriate technique in this case is Ground with Record Merge Fields. This method

ensures that the content in the emails pulls dynamic and accurate data directly from Salesforce records, such as lead or contact information, ensuring the follow-up is relevant and customized based on the specific record.

? Record Merge Fields ensure the generated emails are highly personalized using data like lead name, company, or other Salesforce fields directly from the records.

? Apex Merge Fields are typically more suited for advanced, custom logic-driven scenarios but are not the most straightforward for this use case.

? Automatic grounding using Draft with Einstein is a different feature where Einstein automatically drafts the email, but it does not specifically ground the content with record-specific data like Record Merge Fields.

References:

? Salesforce Einstein Sales Emails Documentation: https://help.salesforce.com/s/articleView?id=release-notes__einstein_sales_emails.htm

NEW QUESTION 59

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 60

Universal Containers wants to reduce overall agent handling time minimizing the time spent typing routine answers for common questions in chat, and reducing the post-chat analysis by suggesting values for case fields.

Which combination of Einstein for Service features enables this effort?

- A. Einstein Service Replies and Work Summaries
- B. Einstein Reply Recommendations and Case Summaries
- C. Einstein Reply Recommendations and Case Classification

Answer: C

Explanation:

Universal Containers aims to reduce overall agent handling time by minimizing the time agents spend typing routine answers for common questions during chats and by reducing post-chat analysis through suggesting values for case fields.

To achieve these objectives, the combination of Einstein Reply Recommendations and Case Classification is the most appropriate solution.

* 1. Einstein Reply Recommendations:

? Purpose: Helps agents respond faster during live chats by suggesting the best responses based on historical chat data and common customer inquiries.

? Functionality:

? Benefit: Significantly reduces the time agents spend typing routine answers, thus improving efficiency and reducing handling time.

* 2. Case Classification:

? Purpose: Automatically suggests or populates values for case fields based on historical data and patterns identified by AI.

? Functionality:

? Benefit: Reduces the time agents spend on post-chat analysis and data entry by automating the classification and field population process.

Why Options A and B are Less Suitable:

? Option A (Einstein Service Replies and Work Summaries):

? Option B (Einstein Reply Recommendations and Case Summaries):

References:

? Salesforce AI Specialist Documentation - Einstein Reply Recommendations:

? Salesforce AI Specialist Documentation - Einstein Case Classification:

? Salesforce Trailhead - Optimize Service with AI:

NEW QUESTION 61

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

NEW QUESTION 64

Universal Containers (UC) has a mature Salesforce org with a lot of data in cases and Knowledge articles. UC is concerned that there are many legacy fields, with data that might not be applicable for Einstein AI to draft accurate email responses.

Which solution should UC use to ensure Einstein AI can draft responses from a defined data source?

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

Answer: A

Explanation:

Service AI Grounding is the solution that Universal Containers should use to ensure Einstein AI drafts responses based on a well-defined data source. Service AI Grounding allows the AI model to be anchored in specific, relevant data sources, ensuring that any AI-generated responses (e.g., email replies) are accurate, relevant, and drawn from up-to-date information, such as Knowledge articles or cases.

Given that UC has legacy fields and outdated data, Service AI Grounding ensures that only the valid and applicable data is used by Einstein AI to craft responses. This helps improve the relevance of responses and avoids inaccuracies caused by outdated or irrelevant fields. Work Summaries and Service Replies are useful features but do not address the need for grounding AI outputs in specific, current data sources like Service AI Grounding does.

For more details, you can refer to Salesforce's Service AI Grounding documentation for managing AI-generated content based on accurate data sources.

NEW QUESTION 65

Universal Containers (UC) has implemented Generative AI within Salesforce to enable summarization of a custom object called Guest. Users have reported mismatches in the generated information.

In refining its prompt design strategy, which key practices should UC prioritize?

- A. Enable prompt test mode, allocate different prompt variations to a subset of users for evaluation, and standardize the most effective model based on performance feedback.
- B. Create concise, clear, and consistent prompt templates with effective grounding, contextual role-playing, clear instructions, and iterative feedback.
- C. Submit a prompt review case to Salesforce and conduct thorough testing in the playground to refine outputs until they meet user expectations.

Answer: B

Explanation:

For Universal Containers (UC) to refine its Generative AI prompt design strategy and improve the accuracy of the generated summaries for the custom object Guest, the best practice is to focus on crafting concise, clear, and consistent prompt templates. This includes:

? Effective grounding: Ensuring the prompt pulls data from the correct sources.

? Contextual role-playing: Providing the AI with a clear understanding of its role in generating the summary.

? Clear instructions: Giving unambiguous directions on what to include in the response.

? Iterative feedback: Regularly testing and adjusting prompts based on user feedback.

? Option B is correct because it follows industry best practices for refining prompt design.

? Option A (prompt test mode) is useful but less relevant for refining prompt design itself.

? Option C (prompt review case with Salesforce) would be more appropriate for technical issues or complex prompt errors, not general design refinement.

References:

? Salesforce Prompt Design Best Practices: https://help.salesforce.com/s/articleView?id=sf.prompt_design_best_practices.htm

NEW QUESTION 67

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 70

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 75

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 77

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 79

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 83

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 88

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 93

An AI Specialist has created a copilot custom action using flow as the reference action type. However, it is not delivering the expected results to the conversation preview, and therefore needs troubleshooting.

What should the AI Specialist do to identify the root cause of the problem?

- A. In Copilot Builder within the Dynamic Panel, turn on dynamic debugging to show the inputs and outputs.
- B. Copilot Builder within the Dynamic Panel, confirm selected action and observe the values in Input and Output sections.
- C. In Copilot Builder, verify the utterance entered by the user and review session event logs for debug information.

Answer: A

Explanation:

When troubleshooting a copilot custom action using flow as the reference action type, enabling dynamic debugging within Copilot Builder's Dynamic Panel is the most effective way to identify the root cause. By turning on dynamic debugging, the AI Specialist can see detailed logs showing both the inputs and outputs of the flow, which helps identify where the action might be failing or not delivering the expected results.

? Option B, confirming selected actions and observing the Input and Output

sections, is useful for monitoring flow configuration but does not provide the deep diagnostic details available with dynamic debugging.

? Option C, verifying the user utterance and reviewing session event logs, could

provide helpful context, but dynamic debugging is the primary tool for identifying issues with inputs and outputs in real time.

Salesforce AI Specialist References: To explore more about dynamic debugging in Copilot Builder,

see: https://help.salesforce.com/s/articleView?id=sf.copilot_custom_action_debugging.htm

NEW QUESTION 96

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 97

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