

Salesforce

Exam Questions Salesforce-AI-Specialist

Salesforce Certified AI Specialist Exam



NEW QUESTION 1

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 2

Universal Containers is planning a marketing email about products that most closely match a customer's expressed interests. What should an AI Specialist recommend to generate this email?

- A. Standard email marketing template using Apex or flows for matching interest in products
- B. Custom sales email template which is grounded with interest and product information
- C. Standard email draft with Einstein and choose standard email template

Answer: B

Explanation:

To generate an email about products that closely match a customer's expressed interests, an AI Specialist should recommend using a custom sales email template that is grounded with interest and product information. This ensures that the email content is personalized based on the customer's preferences, increasing the relevance of the marketing message. Using grounding ensures that the generative AI pulls the correct data related to customer interests and product matches, making the email more effective. For more information, refer to Salesforce documentation on grounding AI-generated content and email personalization strategies.

NEW QUESTION 3

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 4

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

NEW QUESTION 5

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 6

Universal Containers's 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

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

Which tool should the AI Specialist recommend?

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

Answer: C

Explanation:

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

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

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

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

References:

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

NEW QUESTION 8

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 9

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 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 10

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 14

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 19

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 21

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 24

An AI Specialist is creating a custom action in Einstein Copilot.

Which option is available for the AI Specialist to choose for the custom copilot action?

- A. Apex trigger
- B. SOQL
- C. Flows

Answer: C

Explanation:

When creating a custom action in Einstein Copilot, one of the available options is to use Flows. Flows are a powerful automation tool in Salesforce, allowing the AI Specialist to define custom logic and actions within the Copilot system. This makes it easy to extend Copilot's functionality without needing custom code. While Apex triggers and SOQL are important Salesforce tools, Flows are the recommended method for creating custom actions within Einstein Copilot because they are declarative and highly adaptable.

For further guidance, refer to Salesforce Flow documentation and Einstein Copilot customization resources.

NEW QUESTION 29

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 onToken Limits for Generative AI Models
- ? Salesforce AI Best Practices on Prompt Design (Trailhead or Salesforce blog resources)

NEW QUESTION 34

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

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

Answer: C

Explanation:

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

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

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

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

NEW QUESTION 36

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 40

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 41

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 43

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 44

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