

Salesforce

Exam Questions Salesforce-AI-Specialist

Salesforce Certified AI Specialist Exam



NEW QUESTION 1

Universal Containers tests out a new Einstein Generative AI feature for its sales team to create personalized and contextualized emails for its customers. Sometimes, users find that the draft email contains placeholders for attributes that could have been derived from the recipient's contact record. What is the most likely explanation for why the draft email shows these placeholders?

- A. The user does not have Einstein Sales Emails permission assigned.
- B. The user does not have permission to access the fields.
- C. The user's locale language is not supported by Prompt Builder.

Answer: B

Explanation:

When using Einstein Generative AI to create personalized emails, if placeholders appear in the draft email where data from a recipient's contact record should be, the most likely reason is that the user lacks permission to access the necessary fields. Salesforce's field-level security may prevent users from viewing or utilizing certain data fields, resulting in placeholders being shown instead of the actual values.

? Option B is correct because missing field permissions will cause placeholders in email drafts.

? Option A (missing Einstein Sales Emails permission) is unlikely, as this would prevent email generation altogether, not just placeholders.

? Option C (locale language issues) would more likely affect language-specific issues, not field placeholders.

References:

? Salesforce Email Template and Permissions Documentation: https://help.salesforce.com/s/articleView?id=sf.email_templates_field_permissions.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

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 4

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 5

Universal Containers plans to enhance the customer support team's productivity using AI. Which specific use case necessitates the use of Prompt Builder?

- A. Creating a draft of a support bulletin post for new product patches
- B. Creating an AI-generated customer support agent performance score
- C. Estimating support ticket volume based on historical data and seasonal trends

Answer: A

Explanation:

The use case that necessitates the use of Prompt Builder is creating a draft of a support bulletin post for new product patches. Prompt Builder allows the AI Specialist to create and refine prompts that generate specific, relevant outputs, such as drafting support communication based on product information and patch details.

? Option B (agent performance score) would likely involve predictive modeling, not prompt generation.

? Option C (estimating support ticket volume) would require data analysis and predictive tools, not prompt building.

For more details, refer to Salesforce's Prompt Builder documentation for generative AI content creation.

NEW QUESTION 6

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 7

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 a Flex 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 8

Universal Containers wants to implement a solution in Salesforce with a custom UX that allows users to enter a sales order number. Subsequently, the system will invoke a custom prompt template to create and display a summary of the sales order header and sales order details. Which solution should an AI Specialist implement to meet this requirement?

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

Answer: A

Explanation:

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

summary of the sales order header and details.

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

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

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

NEW QUESTION 9

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

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

Answer: A

Explanation:

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

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

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

NEW QUESTION 10

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 10

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 12

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 14

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 16

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 20

The sales team at a hotel resort would like to generate a guest summary about the guests' interests and provide recommendations based on their activity preferences captured in each guest profile. They want the summary to be available only on the contact record page. Which AI capability should the team use?

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

Answer: B

Explanation:

The sales team at a hotel resort wants to generate a guest summary about guests' interests and provide recommendations based on their activity preferences captured in each guest profile. They require the summary to be available only on the contact record page.

Solution:

? Use **Prompt Builder** to create a prompt template that generates the desired summary and displays it on the contact record page.

? **Prompt Builder:**

? **Implementation Steps:**

? **Why Not Einstein Copilot or Model Builder:**

References:

? Salesforce AI Specialist Documentation -Prompt Builder Overview:

? Salesforce Help -Creating Field Generation Prompt Templates:

? Salesforce Trailhead -Customize AI Content with Prompt Builder:

Conclusion:

By utilizing Prompt Builder, the sales team can create a customized prompt template that generates personalized guest summaries and recommendations based on activity preferences. This solution meets the requirement of displaying the summary only on the contact record page, enhancing the team's ability to engage with guests effectively.

NEW QUESTION 25

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 26

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 30

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

Universal Containers implemented Einstein Copilot for its users.

One user complains that Einstein Copilot is not deleting activities from the past 7 days. What is the reason for this issue?

- A. Einstein Copilot Delete Record Action permission is not associated to the user.
- B. Einstein Copilot does not have the permission to delete the user's records.
- C. Einstein Copilot does not support the Delete Record action.

Answer: C

Explanation:

Einstein Copilot currently supports various actions like creating and updating records but does not support the Delete Record action. Therefore, the user's request to delete activities from the past 7 days cannot be fulfilled using Einstein Copilot.

? **Unsupported Action:** The inability to delete records is due to the current limitations of Einstein Copilot's supported actions. It is designed to assist with tasks like data retrieval, creation, and updates, but for security and data integrity reasons, it does not facilitate the deletion of records.

? **User Permissions:** Even if the user has the necessary permissions to delete records within Salesforce, Einstein Copilot itself does not have the capability to execute delete operations.

References:

? Salesforce AI Specialist Documentation - Einstein Copilot Supported Actions:

? Salesforce Help - Limitations of Einstein Copilot:

NEW QUESTION 36

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

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

Answer: A

Explanation:

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

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

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

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

NEW QUESTION 39

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