

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

### NEW QUESTION 2

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.

? C 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 3

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 4

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

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

**Answer: B**

#### Explanation:

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

? Option A(Turning on Einstein Copilot) is unrelated to the setup of the Einstein Trust Layer, which focuses more on generative AI interactions and data handling.  
? Option C(Turning on Prompt Builder) is used for configuring and building AI-driven prompts, but it does not enable the Einstein Trust Layer.  
Salesforce AI Specialist References:For more details on the Einstein Trust Layer and setup steps:[https://help.salesforce.com/s/articleView?id=sf.einstein\\_trust\\_layer\\_overview.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_overview.htm)

#### NEW QUESTION 5

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

#### NEW QUESTION 7

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

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

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

**Answer:** C

#### Explanation:

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

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

#### NEW QUESTION 8

Universal Containers (UC) has recently received an increased number of support cases. As a result, UC has hired more customer support reps and has started to assign some of the ongoing cases to newer reps.

Which generative AI solution should the new support reps use to understand the details of a case without reading through each case comment?

- A. Einstein Copilot
- B. Einstein Sales Summaries
- C. Einstein Work Summaries

**Answer:** C

#### Explanation:

New customer support reps at Universal Containers can use Einstein Work Summaries to quickly understand the details of a case without reading through each case comment. Work Summaries leverage generative AI to provide a concise overview of ongoing cases, summarizing all relevant information in an easily digestible format.

? Einstein Copilot can assist with a variety of tasks but is not specifically designed for summarizing case details.

? Einstein Sales Summaries are focused on summarizing sales-related activities, which is not applicable for support cases.

For more details, refer to Salesforce documentation on Einstein Work Summaries.

#### NEW QUESTION 9

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

#### NEW QUESTION 10

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

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

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

**Answer: B**

#### Explanation:

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

? Core Components of a Custom Copilot Action:

? Focus on Output Types:

Why Output Types are a Core Component:

? Integration with Copilot:

? Data Consistency:

? User Experience:

Why Other Options are Less Suitable:

? Option A (Instructions):

? Option C (Action Triggers):

References:

? Salesforce AI Specialist Documentation - Custom Copilot Actions:

? Salesforce Help - Defining Output Types in Custom Actions:

? Salesforce Trailhead - Building Custom Copilot Actions:

#### NEW QUESTION 10

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

#### NEW QUESTION 12

Universal Containers wants to allow its service agents to query the current fulfillment status of an order with natural language. There is an existing autolaunched

flow to query the information from Oracle ERP, which is the system of record for the order fulfillment process. How should an AI Specialist apply the power of conversational AI to this use case?

- A. Create a Flex prompt template in Prompt Builder.
- B. Create a custom copilot action which calls a flow.
- C. Configure the Integration Flow Standard Action in Einstein Copilot.

**Answer: B**

**Explanation:**

To enable Universal Containers service agents to query the current fulfillment status of an order using natural language and leverage an existing auto-launched flow that queries Oracle ERP, the best solution is to create a custom copilot action that calls the flow. This action will allow Einstein Copilot to interact with the flow and retrieve the required order fulfillment information seamlessly. Custom copilot actions can be tailored to call various backend systems or flows in response to user requests.

? Option B is correct because it enables integration between Einstein Copilot and the flow that connects to Oracle ERP.

? Option A (Flex prompt template) is more suited for static responses and not for invoking flows.

? Option C (Integration Flow Standard Action) is not directly related to creating a specific copilot action for this use case.

References:

? Salesforce Einstein Copilot

**NEW QUESTION 13**

Universal Containers' data science team is hosting a generative large language model (LLM) on Amazon Web Services (AWS). What should the team use to access externally-hosted models in the Salesforce Platform?

- A. Model Builder
- B. App Builder
- C. Copilot Builder

**Answer: A**

**Explanation:**

To access externally-hosted models, such as a large language model (LLM) hosted on AWS, the Model Builder in Salesforce is the appropriate tool. Model Builder allows teams to integrate and deploy external AI models into the Salesforce platform, making it possible to leverage models hosted outside of Salesforce infrastructure while still benefiting from the platform's native AI capabilities.

? Option B, App Builder, is primarily used to build and configure applications in Salesforce, not to integrate AI models.

? Option C, Copilot Builder, focuses on building assistant-like tools rather than integrating external AI models.

Model Builder enables seamless integration with external systems and models, allowing Salesforce users to use external LLMs for generating AI-driven insights and automation. Salesforce AI Specialist References: For more details, check the Model Builder guide here: [https://help.salesforce.com/s/articleView?id=sf.model\\_builder\\_external\\_models.htm](https://help.salesforce.com/s/articleView?id=sf.model_builder_external_models.htm)

**NEW QUESTION 15**

A support team handles a high volume of chat interactions and needs a solution to provide quick, relevant responses to customer inquiries. Responses must be grounded in the organization's knowledge base to maintain consistency and accuracy. Which feature in Einstein for Service should the support team use?

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

**Answer: B**

**Explanation:**

The support team should use Einstein Reply Recommendations to provide quick, relevant responses to customer inquiries that are grounded in the organization's knowledge base. This feature leverages AI to recommend accurate and consistent replies based on historical interactions and the knowledge stored in the system, ensuring that responses are aligned with organizational standards.

? Einstein Service Replies (Option A) is focused on generating replies but doesn't have the same emphasis on grounding responses in the knowledge base.

? Einstein Knowledge Recommendations (Option C) suggests knowledge articles to agents, which is more about assisting the agent in finding relevant articles than providing automated or AI-generated responses to customers.

Salesforce AI Specialist References: For more information on Einstein Reply

Recommendations: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_reply\\_recommendations\\_overview.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_reply_recommendations_overview.htm)

**NEW QUESTION 18**

Universal Containers wants to use an external large language model (LLM) in Prompt Builder. What should an AI Specialist recommend?

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

**Answer: B**

**Explanation:**

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

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

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

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

References:

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

#### NEW QUESTION 20

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 Copilot implementation would be most advantageous in Salesforce Service Cloud when the goal is to streamline 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 to Salesforce documentation on Einstein Copilot for Service Cloud and how it improves support processes.

#### NEW QUESTION 22

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 time-consuming for both UC's sales and 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](https://help.salesforce.com/s/articleView?id=sf.prompt_builder_overview.htm)

#### NEW QUESTION 27

Universal Containers (UC) is using Einstein Generative AI to generate an account summary. UC aims to ensure the content is safe and inclusive, utilizing the Einstein Trust Layer's toxicity scoring to assess the content's safety level.

What does a safety category score of 1 indicate in the Einstein Generative Toxicity Score?

- A. Not safe
- B. Safe
- C. Moderately safe

**Answer: B**

#### Explanation:

In the Einstein Trust Layer, the toxicity scoring system is used to evaluate the safety level of content generated by AI, particularly to ensure that it is non-toxic, inclusive, and appropriate for business contexts. A toxicity score of 1 indicates that the content is deemed safe.

The scoring system ranges from 0 (unsafe) to 1 (safe), with intermediate values indicating varying degrees of safety. In this case, a score of 1 means that the generated content is fully safe and meets the trust and compliance guidelines set by the Einstein Trust Layer. For further reference, check Salesforce's official Einstein Trust Layer documentation regarding toxicity scoring for AI-generated content.

#### NEW QUESTION 28

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

### NEW QUESTION 33

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

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

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

**Answer: B**

#### Explanation:

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

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

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

References:

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

### NEW QUESTION 34

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 35

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 39

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

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

**Answer: B**

#### Explanation:

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

performance, and improving future interactions based on past inputs.

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

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

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

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

#### NEW QUESTION 41

What is the primary function of the planner service in the Einstein Copilot system?

- A. Generating record queries based on conversation history
- B. Offering real-time language translation during conversations
- C. Identifying copilot actions to respond to user utterances

**Answer: C**

#### Explanation:

The primary function of the planner service in the Einstein Copilot system is to identify copilot actions that should be taken in response to user utterances. This service is responsible for analyzing the conversation and determining the appropriate actions (such as querying records, generating a response, or taking another action) that the Einstein Copilot should perform based on user input.

#### NEW QUESTION 43

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 47

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 52

A Salesforce Administrator is exploring the capabilities of Einstein Copilot to enhance user interaction within their organization. They are particularly interested in how Einstein Copilot processes user requests and the mechanism it employs to deliver responses. The administrator is evaluating whether Einstein Copilot directly interfaces with a large language model (LLM) to fetch and display responses to user inquiries, facilitating a broad range of requests from users.

How does Einstein Copilot handle user requests in Salesforce?

- A. Einstein Copilot will trigger a flow that utilizes a prompt template to generate the message.
- B. Einstein Copilot will perform an HTTP callout to an LLM provider.

C. Einstein Copilot analyzes the user's request and LLM technology is used to generate and display the appropriate response.

**Answer:** C

**Explanation:**

Einstein Copilot is designed to enhance user interaction within Salesforce by leveraging Large Language Models (LLMs) to process and respond to user inquiries. When a user submits a request, Einstein Copilot analyzes the input using natural language processing techniques. It then utilizes LLM technology to generate an appropriate and contextually relevant response, which is displayed directly to the user within the Salesforce interface.

Option C accurately describes this process. Einstein Copilot does not necessarily trigger a flow (Option A) or perform an HTTP callout to an LLM provider (Option B) for each user

request. Instead, it integrates LLM capabilities to provide immediate and intelligent responses, facilitating a broad range of user requests.

References:

? Salesforce AI Specialist Documentation - Einstein Copilot Overview: Details how Einstein Copilot employs LLMs to interpret user inputs and generate responses within the Salesforce ecosystem.

? Salesforce Help - How Einstein Copilot Works: Explains the underlying mechanisms of how Einstein Copilot processes user requests using AI technologies.

**NEW QUESTION 55**

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 57**

Universal Containers Is Interested In Improving the sales operation efficiency by analyzing their data using AI-powered predictions in Einstein Studio.

Which use case works for this scenario?

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

**Answer:** B

**Explanation:**

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

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

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

References:

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

**NEW QUESTION 59**

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 Emailis the correct choice for grounded, knowledge-based responses.

References:

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

### NEW QUESTION 63

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 Defenseis a feature in theEinstein Trust Layerthat helps minimize the risks ofjailbreakingandprompt 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 toSalesforce's Einstein Trust Layer documentationon Prompt Defenseand security features.

### NEW QUESTION 66

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 predictiveAI models with historical CRM data using built-in machine learning capabilities

**Answer: A**

#### Explanation:

Salesforce Einstein Copilotis 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 anAI-powered assistantthat 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 Ais correct becauseEinstein Copilotbrings a conversational interface that caters to a wide range of users.

? Option BandOption Care more focused on developing and training AI models, which are not the primary functions ofEinstein Copilot.

References:

? Salesforce Einstein Copilot Overview:[https://help.salesforce.com/s/articleView?id=einstein\\_copilot\\_overview.htm](https://help.salesforce.com/s/articleView?id=einstein_copilot_overview.htm)

### NEW QUESTION 67

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 missingGenerative AI Userpermission setprevents 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?ThePrompt Template Userpermission 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 onpermission setsrelated to AI capabilities atSalesforce AI DocumentationandEinstein GPT permissioning guidelines.

### NEW QUESTION 68

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 theDelete Recordaction. 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 73

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 78

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

### NEW QUESTION 80

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

### NEW QUESTION 81

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 82**

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