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Salesforce

(Certified AI Specialist)

Certified AI Specialist

Total: **39 Questions**

Link:

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 a prompt initiated flow to fetch and ground the required data.
- B.Utilize a standard email template and manually insert the required data fields.
- C.Create a flex template that takes the records in question as inputs.

Answer: A

Question: 2

Universal Containers (UC) recently rolled out Einstein Generative AI 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 Einstein Trust Layer is incorrectly configured.
- B.The data being used for grounding is incorrect or incomplete.
- C.The prompt template version is incompatible with the chosen LLM.

Answer: B

Question: 3

An administrator wants to check the response of the Flex prompt template they've built, but the preview button is greyed out.

What is the reason for this?

- A.A merge field has not been inserted in the prompt.
- B.The records related to the prompt have not been selected.
- C.The prompt has not been saved and activated.

Answer: B

Question: 4

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 Generative Service Replies for Email
- C.Einstein Service Replies for Email

Answer: C

Question: 5

An AI Specialist configured Data Masking within the Einstein Trust Layer.
How should the AI Specialist begin validating that the correct fields are being masked?

- A.Use a Flow-based resource in Prompt Builder to debug the fields merge values using Flow Debugger.
- B.Enable the collection and storage of Einstein Generative AI Audit Data on the Einstein Feedback setup page.
- C.Request the Einstein Generative AI Audit Data from the Security section of the Setup menu.

Answer: B

Question: 6

An AI Specialist needs to create a prompt template to fill a custom field named Latest Opportunities Summary on the Account object with information from the three most recently opened opportunities.
How should the AI Specialist gather the necessary data for the prompt template?

- A.Select the Account Opportunity object as a resource when creating the prompt template.
- B.Create a flow to retrieve the opportunity information.
- C.Select the latest Opportunities related list as a merge field.

Answer: B

Question: 7

An AI Specialist is considering using a Field Generation prompt template type.
What should the AI Specialist check before creating the Field Generation prompt to ensure it is possible for the field to be enabled for generative AI?

- A.That the Lightning page layout where the field will reside has been upgraded to Dynamic Forms
- B.That the field chosen must be a rich text field with 255 characters or more
- C.That the org is set to API version 59 or higher

Answer: A

Question: 8

Universal Containers (UC) plans to send one of three different emails to its customers based on the customer's lifetime value score and their market segment.

Considering that UC are required to explain why an e-mail was selected, which AI model should UC use to achieve this?

- A.Predictive model and generative model
- B.Predictive model
- C.Generative model

Answer: B

Question: 9

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

Answer: C

Question: 10

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

Which grounding technique should the AI Specialist use?

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

Answer: C

Question: 11

The marketing team at Universal Containers is looking for a way to personalize emails based on customer behavior, preferences, and purchase history.

Why should the team use Einstein Copilot as the solution?

- A.To generate relevant content when engaging with each customer
- B.To analyze past campaign performance
- C.To send automated emails to all customers

Answer: A

Question: 12

What is the role of the large language model (LLM) in executing an Einstein Copilot Action?

- A.Determine a user's access and sort actions by priority to be executed
- B.Find similar requests and provide the actions that need to be executed
- C.Identify the best matching actions and correct order of execution

Answer: C

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