

# Exam Questions Salesforce-AI-Specialist

Salesforce Certified AI Specialist Exam

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### 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.

? 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

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 4

Universal Containers (UC) wants to enable its sales team with automatic post-call visibility into mention of competitors, products, and other custom phrases.

Which feature should the AI Specialist set up to enable UC's sales team?

- A. Call Summaries
- B. Call Explorer
- C. Call Insights

**Answer: C**

#### Explanation:

To enable Universal Containers' sales team with automatic post-call visibility into mentions of competitors, products, and custom phrases, the AI Specialist should set up Call Insights. Call Insights analyzes voice and video calls for key phrases, topics, and mentions, providing insights into critical aspects of the conversation.

This feature automatically surfaces key details such as competitor mentions, product discussions, and custom phrases specified by the sales team.

? Call Summaries provide a general overview of the call but do not specifically highlight keywords or topics.  
? Call Explorer is a tool for navigating through call data but does not focus on automatic insights.  
For more information, refer to Salesforce's Call Insights documentation regarding the analysis of call content and extracting actionable information.

#### NEW QUESTION 5

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 6

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 7

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

#### NEW QUESTION 9

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 10

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

**NEW QUESTION 16**

The AI Specialist of Northern Trail Outfitters reviewed the organization's data masking settings within the Configure Data Masking menu within Setup. Upon assessing all of the fields, a few additional fields were deemed sensitive and have been masked within Einstein's Trust Layer. Which steps should the AI Specialist take upon modifying the masked fields?

- A. Turn off the Einstein Trust Layer and turn it on again.
- B. Test and confirm that the responses generated from prompts that utilize the data and masked data do not adversely affect the quality of the generated response
- C. Turn on Einstein Feedback so that end users can report if there are any negative side effects on AI features.

**Answer:** B

**Explanation:**

After modifying masked fields in Einstein's Trust Layer, the next important step is to test and confirm that the responses generated by prompts utilizing the newly masked data still meet quality standards. This ensures that masking sensitive information does not negatively impact the usefulness or accuracy of the AI-generated content. Thorough testing helps identify any issues in prompt performance that could arise due to masking, and adjustments can be made if needed.  
? Option B is correct because testing the effects of masking on AI responses is a critical step in ensuring AI continues to function as expected.  
? Option A (turning off and on the Einstein Trust Layer) is unnecessary after changing the masked fields.  
? Option C (turning on Einstein Feedback) allows for user feedback but is not a direct step following field masking modifications.  
References:  
? Salesforce Einstein Trust Layer Overview: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_trust\\_layer.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer.htm)

**NEW QUESTION 21**

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 23**

Universal Containers wants to be able to detect with a high level 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](https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_audit.htm)

**NEW QUESTION 27**

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 30**

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 31**

Universal Containers (UC) wants to offer personalized service experiences and reduce agent handling time with AI-generated email responses, grounded in Knowledge base.

Which AI capability should UC use?

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

**Answer:** B

**Explanation:**

For Universal Containers (UC) to offer personalized service experiences and reduce agent handling time using AI-generated responses grounded in the Knowledge base, the best solution is Einstein Service Replies for Email. This capability leverages AI to automatically generate responses to service-related emails based on historical data and the Knowledge base, ensuring accuracy and relevance while saving time for service agents.

? Einstein Email Replies (option A) is more suited for sales use cases.

? Einstein Generative Service Replies for Email (option C) could be a future offering, but as of now, Einstein Service Replies for Email is the correct choice for grounded, knowledge-based responses.

References:

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

### NEW QUESTION 36

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 39

Universal Containers plans to implement prompt templates that utilize the standard foundation models.

What should the AI Specialist consider when building prompt templates in Prompt Builder?

- A. Include multiple-choice questions within the prompt to test the LLM's understanding of the context.
- B. Ask it to role-play as a character in the prompt template to provide more context to the LLM.
- C. Train LLM with data using different writing styles including word choice, intensifiers, emojis, and punctuation.

**Answer:** C

#### Explanation:

When building prompt templates in Prompt Builder, it is essential to consider how the Large Language Model (LLM) processes and generates outputs. Training the LLM with various writing styles, such as different word choices, intensifiers, emojis, and punctuation, helps the model better understand diverse writing patterns and produce more contextually appropriate responses.

This approach enhances the flexibility and accuracy of the LLM when generating outputs for different use cases, as it is trained to recognize various writing conventions and styles. The prompt template should focus on providing rich context, and this stylistic variety helps improve the model's adaptability.

Options A and B are less relevant because adding multiple-choice questions or role-playing scenarios doesn't contribute significantly to improving the AI's output generation quality within standard business contexts.

For more details, refer to Salesforce's Prompt Builder documentation and LLM tuning strategies.

### NEW QUESTION 44

Universal Containers needs a tool that can analyze voice and video call records to provide insights on competitor mentions, coaching opportunities, and other key information. The goal is to enhance the team's performance by identifying areas for improvement and competitive intelligence.

Which feature provides insights about competitor mentions and coaching opportunities?

- A. Call Summaries
- B. Einstein Sales Insights
- C. Call Explorer

**Answer:** C

#### Explanation:

For analyzing voice and video call records to gain insights into competitor mentions, coaching opportunities, and other key information, Call Explorer is the most suitable feature. Call Explorer, a part of Einstein Conversation Insights, enables sales teams to analyze calls, detect patterns, and identify areas where improvements can be

made. It uses natural language processing (NLP) to extract insights, including competitor mentions and moments for coaching. These insights are vital for improving sales performance by providing a clear understanding of the interactions during calls.

? Call Summaries offer a quick overview of a call but do not delve deep into competitor mentions or coaching insights.

? Einstein Sales Insights focuses more on pipeline and forecasting insights rather than call-based analysis.

References:

? Salesforce Einstein Conversation Insights Documentation: [https://help.salesforce.com/s/articleView?id=einstein\\_conversation\\_insights.htm](https://help.salesforce.com/s/articleView?id=einstein_conversation_insights.htm)

### NEW QUESTION 49

How does the Einstein Trust Layer ensure that sensitive data is protected while generating useful and meaningful responses?

- A. Masked data will be de-masked during response journey.
- B. Masked data will be de-masked during request journey.

C. Responses that do not meet the relevance threshold will be automatically rejected.

**Answer:** A

**Explanation:**

The Einstein Trust Layer ensures that sensitive data is protected while generating useful and meaningful responses by masking sensitive data before it is sent to the Large Language Model (LLM) and then de-masking it during the response journey.

How It Works:

? Data Masking in the Request Journey:

? Processing by the LLM:

? De-masking in the Response Journey:

Why Option A is Correct:

? De-masking During Response Journey: The de-masking process occurs after the LLM has generated its response, ensuring that sensitive data is only reintroduced into the output at the final stage, securely and appropriately.

? Balancing Security and Utility: This approach allows the system to generate useful and meaningful responses that include necessary sensitive information without compromising data security.

Why Options B and C are Incorrect:

? Option B (Masked data will be de-masked during request journey):

? Option C (Responses that do not meet the relevance threshold will be automatically rejected):

References:

? Salesforce AI Specialist Documentation -Einstein Trust Layer Overview:

? Salesforce Help -Data Masking and De-masking Process:

? Salesforce AI Specialist Exam Guide -Security and Compliance in AI:

Conclusion:

The Einstein Trust Layer ensures sensitive data is protected by masking it before sending any prompts to the LLM and then de-masking it during the response journey. This process allows Salesforce to generate useful and meaningful responses that include necessary sensitive information without exposing that data during the AI processing, thereby maintaining data security and compliance.

**NEW QUESTION 51**

Where should the AI Specialist go to add/update actions assigned to a copilot?

A. Copilot Actions page, the record page for the copilot action, or the Copilot Action Library tab

B. Copilot Actions page or Global Actions

C. Copilot Detail page, Global Actions, or the record page for the copilot action

**Answer:** A

**Explanation:**

To add or update actions assigned to a copilot, an AI Specialist can manage this through several areas:

? Copilot Actions Page: This is the central location where copilot actions are managed and configured.

? Record Page for the Copilot Action: From the record page, individual copilot actions can be updated or modified.

? Copilot Action Library Tab: This tab serves as a repository where predefined or custom actions for Copilot can be accessed and modified.

These areas provide flexibility in managing and updating the actions assigned to Copilot, ensuring that the AI assistant remains aligned with business requirements and processes. The other options are incorrect:

? Bmisses the Copilot Action Library, which is crucial for managing actions.

? Cincludes the Copilot Detail page, which isn't the primary place for action management.

References:

? Salesforce Documentation onManaging Copilot Actions

? Salesforce AI Specialist Guide onCopilot Action Management

**NEW QUESTION 55**

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 60**

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