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Salesforce Certified AI Specialist Exam Sample Questions (Q121-Q126):

NEW QUESTION # 121

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.

Reference:

Salesforce Einstein Studio Use Case Overview: https://help.salesforce.com/s/articleView?id=sf.einstein_studio_overview

NEW QUESTION # 122

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:

- * B 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 # 123

Universal Containers (UC) wants to enable its sales team to get insights into product and competitor names mentioned during calls. How should UC meet this requirement?

- A. Enable Einstein Conversation Insights, enable sales recording, assign permission sets, and customize insights with up to 50 products.
- B. Enable Einstein Conversation Insights, assign permission sets, define recording managers, and customize insights with up to 50 competitor names.
- C. Enable Einstein Conversation Insights, connect a recording provider, assign permission sets, and customize insights with up to 25 products.

Answer: A

Explanation:

To provide the sales team with insights into product and competitor names mentioned during calls, Universal Containers should: Enable Einstein Conversation Insights: Activates the feature that analyzes call recordings for valuable insights.

Enable Sales Recording: Allows calls to be recorded within Salesforce without needing an external recording provider.

Assign Permission Sets: Grants the necessary permissions to sales team members to access and utilize conversation insights.

Customize Insights: Configure the system to track mentions of up to 50 products and 50 competitors, providing tailored insights relevant to the organization's needs.

Option C accurately reflects these steps. Option A mentions defining recording managers but omits enabling sales recording within Salesforce. Option B suggests connecting a recording provider and limits customization to 25 products, which does not fully meet UC's requirements.

Reference:

Salesforce AI Specialist Documentation - Setting Up Einstein Conversation Insights: Provides instructions on enabling conversation insights and sales recording.

Salesforce Help - Customizing Conversation Insights: Details how to customize insights with up to 50 products and competitors.

Salesforce AI Specialist Exam Guide: Outlines best practices for implementing AI features like Einstein Conversation Insights in a sales context.

NEW QUESTION # 124

Amid their busy schedules, sales reps at Universal Containers dedicate time to follow up with prospects and existing clients via email regarding renewals or new deals. They spend many hours throughout the week reviewing past communications and details about their customers before performing their outreach.

Which standard Copilot action helps sales reps draft personalized emails to prospects by generating text based on previous successful communications?

- **A. Einstein Copilot Action: Draft or Revise Sales Email**
- B. Einstein Copilot Action: Summarize Record
- C. Einstein Copilot Action: Find Similar Opportunities

Answer: A

Explanation:

For sales reps who need to draft personalized emails based on previous communications, the AI Specialist should recommend the Einstein Copilot Action: Draft or Revise Sales Email. This action uses AI to generate or revise email content, leveraging past successful communications to create personalized and relevant outreach to prospects or clients.

* Find Similar Opportunities is used for opportunity matching, not email drafting.

* Summarize Record provides a summary of customer data but does not directly help with drafting emails.

For more information, refer to Salesforce's Einstein Copilot documentation on standard actions for sales teams.

NEW QUESTION # 125

Universal Containers is rolling out a new generative AI initiative.

Which Prompt Builder limitations should the AI Specialist be aware of?

- **A. Custom objects are supported only for Flex template types.**
- B. Creations or updates to the prompt templates are not recorded in the Setup Audit Trail.
- C. Rich text area fields are only supported in Flex template types.

Answer: A

Explanation:

The Prompt Builder in Salesforce has some specific limitations, one of which is that custom objects are supported only for Flex template types. This means that users must rely on Flex templates to integrate custom objects into their prompts.

* Option A: While rich text area fields have certain restrictions, this does not pertain to the core limitation of integrating custom objects.

* Option B: Updates and creations for prompt templates are indeed recorded in the Setup Audit Trail, so this statement is incorrect.

* Option C: This is the correct answer as it reflects a documented limitation of the Prompt Builder.

NEW QUESTION # 126

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