

2025 Marvelous Salesforce Salesforce-AI-Associate: Study Salesforce Certified AI Associate Exam Reference



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Salesforce Salesforce-AI-Associate Exam Syllabus Topics:

Topic	Details
Topic 1	AI Capabilities in CRM: Get familiar with the benefits of AI and capabilities of CRM.
Topic 2	Ethical Considerations of AI: It delves into the ethical challenges of AI such as human bias in machine learning, lack of transparency, etc. The topic also explains how to apply the Trusted AI Principles of Salesforce to given scenarios.
Topic 3	AI Fundamentals: This topic discusses the major principles and applications of AI within Salesforce. It also focuses on different types of AI and their capabilities.
Topic 4	Data for AI: Questions about the importance of data quality and different elements or components of data quality are related to this topic.

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Salesforce Certified AI Associate Exam Sample Questions (Q19-Q24):

NEW QUESTION # 19

Cloud Kicks' latest email campaign is struggling to attract new customers.
How can AI increase the company's customer email engagement?

- A. Resend emails to inactive recipients
- B. Remove invalid email addresses
- **C. Create personalized emails**

Answer: C

Explanation:

AI can significantly increase customer email engagement by creating personalized emails. Salesforce Einstein AI enhances email marketing campaigns by analyzing customer data and past interactions to tailor the content, timing, and recommendations within emails. This personalization leads to higher engagement rates as emails resonate more closely with individual preferences and behaviors. Salesforce Marketing Cloud provides tools to leverage AI for crafting personalized email campaigns, ensuring that emails are relevant and appealing to recipients. For more insights into how AI can be used to enhance email marketing, see the Salesforce Marketing Cloud page at Salesforce Marketing Cloud Email Studio.

NEW QUESTION # 20

A sales manager wants to use AI to help sales representatives log their calls quicker and more accurately.
Which functionality provides the best solution?

- **A. Call Summaries**
- B. Auto-Generated Sales Tasks
- C. Sales Dialer

Answer: A

Explanation:

The best functionality to help sales representatives log their calls quicker and more accurately is the use of AI-generated Call Summaries. This feature leverages AI to analyze voice data from sales calls and automatically generate concise summaries and actionable insights, which are then logged into the CRM system. This not only speeds up the process of recording call details but also enhances the accuracy of the data captured, reducing the likelihood of human error and ensuring that important details are not missed.

Salesforce provides AI tools that integrate with telephony solutions to enable these capabilities, enhancing the efficiency of sales operations. For more information on Salesforce AI features like Einstein Call Coaching that support this functionality, visit Salesforce Einstein Call Coaching.

NEW QUESTION # 21

What should organizations do to ensure data quality for their AI initiatives?

- A. Prioritize model fine-tuning over data quality improvements.
- B. Rely on AI algorithms to automatically handle data quality issues.
- **C. Collect and curate high-quality data from reliable sources.**

Answer: C

Explanation:

"Organizations should collect and curate high-quality data from reliable sources to ensure data quality for their AI initiatives. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. Reliable sources mean that the data is trustworthy, credible, and authoritative. Collecting and curating high-quality data from reliable sources can improve the performance and reliability of AI systems."

NEW QUESTION # 22

A sales manager wants to improve their processes using AI in Salesforce?
Which application of AI would be most beneficial?

- A. Sales dashboards and reporting
- B. Data modeling and management

- C. Lead scoring and opportunity forecasting

Answer: C

Explanation:

Explanation

"Lead scoring and opportunity forecasting are applications of AI that would be most beneficial for a sales manager who wants to improve their processes using AI in Salesforce. Lead scoring can help prioritize leads based on their likelihood to convert, while opportunity forecasting can help predict future sales or revenue based on historical data and trends. These applications of AI can help optimize sales processes by providing insights and recommendations that can increase sales efficiency and effectiveness."

NEW QUESTION # 23

A sales manager wants to use AI to help sales representatives log their calls quicker and more accurately. Which functionality provides the best solution?

- A. Call Summaries
- B. Auto-Generated Sales Tasks
- C. Sales Dialer

Answer: A

Explanation:

The best functionality to help sales representatives log their calls quicker and more accurately is the use of AI-generated Call Summaries. This feature leverages AI to analyze voice data from sales calls and automatically generate concise summaries and actionable insights, which are then logged into the CRM system. This not only speeds up the process of recording call details but also enhances the accuracy of the data captured, reducing the likelihood of human error and ensuring that important details are not missed. Salesforce provides AI tools that integrate with telephony solutions to enable these capabilities, enhancing the efficiency of sales operations. For more information on Salesforce AI features like Einstein Call Coaching that support this functionality, visit Salesforce Einstein Call Coaching.

NEW QUESTION # 24

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