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Salesforce Salesforce-AI-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Einstein Trust Layer: This section evaluates the skills of Salesforce AI specialists responsible for implementing security protocols and safeguarding data privacy. It emphasizes the security, privacy, and foundational features of the Einstein Trust Layer.

Topic 2	<ul style="list-style-type: none"> • Prompt Builder: This section evaluates the expertise of AI specialists working with Salesforce's AI tools. It focuses on the Prompt Builder feature, requiring candidates to understand its usage based on business needs.
Topic 3	<ul style="list-style-type: none"> • Model Builder: This portion of the exam focuses on Salesforce AI specialists' expertise in working with AI models within Salesforce environments. Candidates will need to demonstrate knowledge of when to use the Model Builder and how to configure standard, custom, or Bring Your Own Large Language Model (BYOLLM) generative models to meet business needs.
Topic 4	<ul style="list-style-type: none"> • Generative AI in CRM Applications: This part of the exam assesses AI specialists' knowledge of generative AI within CRM systems. It covers the use of generative AI features in Einstein for Sales and Einstein for Service.
Topic 5	<ul style="list-style-type: none"> • Agentforce Tools: In this topic, AI specialists get knowledge using agents when it is appropriate. Moreover, the topic explains the working of agents and reasoning engine powers Agentforce. Lastly, the topic focuses on managing and monitoring agent adoption.

Salesforce Certified AI Specialist Exam Sample Questions (Q104-Q109):

NEW QUESTION # 104

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. Generate a Knowledge article based off the prompts that the agent enters to create steps to cancel flights.**
- B. Invoke a flow which makes a call to external data to create a Knowledge article.
- C. Execute tasks based on available actions, answering questions using information from accessible Knowledge articles.

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.

Reference:

Salesforce Documentation on Einstein Copilot

Trailhead Module on Einstein for Service

NEW QUESTION # 105

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. Responses that do not meet the relevance threshold will be automatically rejected.
- C. Masked data will be de-masked during request journey.

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:

Sensitive Data Identification: Before sending the prompt to the LLM, the Einstein Trust Layer scans the input for sensitive data, such as personally identifiable information (PII), confidential business information, or any other data deemed sensitive.

Masking Sensitive Data: Identified sensitive data is replaced with placeholders or masks. This ensures that the LLM does not receive any raw sensitive information, thereby protecting it from potential exposure.

Processing by the LLM:

Masked Input: The LLM processes the masked prompt and generates a response based on the masked data.

No Exposure of Sensitive Data: Since the LLM never receives the actual sensitive data, there is no risk of it inadvertently including that data in its output.

De-masking in the Response Journey:

Re-insertion of Sensitive Data: After the LLM generates a response, the Einstein Trust Layer replaces the placeholders in the response with the original sensitive data.

Providing Meaningful Responses: This de-masking process ensures that the final response is both meaningful and complete, including the necessary sensitive information where appropriate.

Maintaining Data Security: At no point is the sensitive data exposed to the LLM or any unintended recipients, maintaining data security and compliance.

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):

Incorrect Process: De-masking during the request journey would expose sensitive data before it reaches the LLM, defeating the purpose of masking and compromising data security.

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

Irrelevant to Data Protection: While the Einstein Trust Layer does enforce relevance thresholds to filter out inappropriate or irrelevant responses, this mechanism does not directly relate to the protection of sensitive data. It addresses response quality rather than data security.

Reference:

Salesforce AI Specialist Documentation - Einstein Trust Layer Overview:

Explains how the Trust Layer masks sensitive data in prompts and re-inserts it after LLM processing to protect data privacy.

Salesforce Help - Data Masking and De-masking Process:

Details the masking of sensitive data before sending to the LLM and the de-masking process during the response journey.

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

Outlines the importance of data protection mechanisms like the Einstein Trust Layer in AI implementations.

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 # 106

Universal Containers wants to use an external large language model (LLM) in Prompt Builder.

What should an AI Specialist recommend?

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

Answer: C

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.htm

NEW QUESTION # 107

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. Copilot Builder**
- B. Einstein Copilot
- C. Model Playground

Answer: A

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.

Reference:

Salesforce Copilot Builder Overview: https://help.salesforce.com/s/articleView?id=sf.einstein_copilot_builder.htm

NEW QUESTION # 108

When configuring a prompt template, an AI Specialist previews the results of the prompt template they've written. They see two distinct text outputs: Resolution and Response.

Which information does the Resolution text provide?

- **A. It shows the response from the LLM based on the sample record.**
- B. It shows which sensitive data is masked before it is sent to the LLM.
- C. It shows the full text that is sent to the Trust Layer.

Answer: A

Explanation:

When previewing a prompt template in Salesforce, the Resolution text provides the response from the LLM (Large Language Model) based on the data from a sample record. This output shows what the AI model generated in response to the prompt, giving the AI Specialist a chance to review and adjust the response before finalizing the template.

Option B is correct because Resolution displays the actual response generated by the LLM.

Option A refers to sending the text to the Trust Layer, but that's not what Resolution represents.

Option C relates to data masking, which is shown elsewhere, not under Resolution.

Reference:

Salesforce Prompt Builder Overview: https://help.salesforce.com/s/articleView?id=sf.prompt_builder_overview.htm

NEW QUESTION # 109

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Studying from an updated practice material is necessary to get success in the Salesforce Salesforce-AI-Specialist certification test on the first try. If you don't adopt this strategy, you will not be able to clear the Salesforce Certified AI Specialist Exam (Salesforce-AI-Specialist) examination. Failure in the Salesforce Certified AI Specialist Exam (Salesforce-AI-Specialist) test will lead to loss of confidence, time, and money.

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