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Salesforce Certified AI Specialist Exam Sample Questions (Q20-Q25):

NEW QUESTION # 20

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. Configure data masking in the Einstein Trust Layer setup.
- B. Enable data masking for sandbox refreshes.
- C. Add new data masking rules in LLM setup.

Answer: A

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

NEW QUESTION # 21

What is the main purpose of Prompt Builder?

- A. A tool within Salesforce offering real-time AI-powered suggestions and guidance to users, improving productivity and decision-making.
- **B. A tool that enables companies to create reusable prompts for large language models (LLMs), bringing generative AI responses to their flow of work**
- C. A tool for developers to use in Visual Studio Code that creates prompts for Apex programming, assisting developers in writing code more efficiently.

Answer: B

Explanation:

Prompt Builder is designed to help organizations create and configure reusable prompts for large language models (LLMs). By integrating generative AI responses into workflows, Prompt Builder enables customization of AI prompts that interact with Salesforce data and automate complex processes. This tool is especially useful for creating tailored and consistent AI-generated content in various business contexts, including customer service and sales.

It is not a tool for Apex programming (as in option A).

It is also not limited to real-time suggestions as mentioned in option C. Instead, it provides a flexible way for companies to manage and customize how AI-driven responses are generated and used in their workflows.

Reference:

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

NEW QUESTION # 22

Universal Container (UC) has effectively utilized prompt templates to update summary fields on Lightning record pages. An admin now wishes to incorporate similar functionality into UC's automation process using Flow.

How can the admin get a response from this prompt template from within a flow to use as part of UC's automation?

- **A. Einstein for Flow**
- B. Invocable Apex
- C. Flow Action

Answer: A

Explanation:

* Context of the Question

* Universal Container (UC) has used prompt templates to update summary fields on record pages.

* Now, the admin wants to incorporate similar generative AI functionality within a Flow for automation purposes.

* How to Call a Prompt Template Within a Flow

* Flow Action: Salesforce provides a standard way to invoke generative AI templates or prompts within a Flow step. From the Flow Builder, you can add an "Action" that references the prompt template you created in Prompt Builder.

* Other Options:

* Invocable Apex: Possible fallback if there's no out-of-the-box Flow Action available.

However, Salesforce is releasing native Flow integration for AI prompts, making custom Apex less necessary.

* Einstein for Flow: A broad label for Salesforce's generative AI features within Flow.

Under the hood, you typically use a "Flow Action" that points to your prompt.

* Conclusion

* The easiest out-of-the-box solution is to use a Flow Action referencing the prompt template.

Hence, Option B is correct.

Salesforce AI Specialist References & Documents

* Salesforce Trailhead: Use Prompt Templates in Flow Demonstrates how to add an Action in Flow that calls a prompt template.

* Salesforce Documentation: Einstein GPT for Flow Explains standard flow actions to invoke and handle generative AI responses.

NEW QUESTION # 23

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

Answer: A

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.

Reference:

Salesforce Einstein Conversation Insights Documentation: https://help.salesforce.com/s/articleView?id=einstein_conversation_insights.htm

NEW QUESTION # 24

Universal Containers (UC) is implementing generative AI and wants to leverage a prompt template to provide responses to customers that gives personalized product recommendations to website visitors based on their browsing history.

Which initial step should UC take to ensure the chatbot can deliver accurate recommendations?

- A. Design universal product recommendations.
- B. Write a response script for the chatbot.
- **C. Collect and analyze browsing data.**

Answer: C

Explanation:

To enable personalized product recommendations using generative AI, the foundational step for Universal Containers (UC) is collecting and analyzing browsing data (Option C). Personalized recommendations depend on understanding user behavior, which requires structured data about their browsing history. Without this data, the AI model lacks the context needed to generate relevant suggestions.

* Data Collection: UC must first aggregate browsing data (e.g., pages visited, products viewed, session duration) to build a dataset that reflects user preferences.

* Data Analysis: Analyzing this data identifies patterns (e.g., frequently viewed categories) that inform how prompts should be structured to retrieve relevant recommendations.

* Grounding in Data: Salesforce's Prompt Templates rely on grounding data to generate accurate outputs. Without analyzing browsing data, the prompt template cannot reference meaningful insights for personalization.

Options A and D are incorrect because:

* Universal recommendations (A) ignore personalization, which is the core requirement.

* Writing a response script (D) addresses chatbot interaction design, not the accuracy of recommendations.

References:

* Salesforce AI Specialist Certification Guide: Highlights the importance of grounding prompts in relevant data sources to ensure accuracy.

- * Trailhead Module: "Einstein for Developers" emphasizes data preparation as a prerequisite for effective AI-driven personalization.
- * Salesforce Help Documentation: Recommends analyzing user behavior data to tailor generative AI outputs in commerce use cases.

NEW QUESTION # 25

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