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Salesforce Salesforce-AI-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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.
Topic 4	<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 5	<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.

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Salesforce Certified AI Specialist Exam Sample Questions (Q106-Q111):

NEW QUESTION # 106

Based on the user utterance, "Show me all the customers in New York", which standard Einstein Copilot action will the planner service use?

- A. Query Records
- B. Fetch Records
- C. Select Records

Answer: A

Explanation:

The standard Einstein Copilot action that would be used in response to the user utterance, "Show me all the customers in New York," is Query Records. This action is responsible for retrieving a set of records from Salesforce based on a specified condition - in this case, filtering customers by location (New York).

* Query Records is the action that fetches relevant data based on the criteria provided in the user's input.

* Select Records is more about picking specific records from an already presented list.

* Fetch Records is not a standard term used in this context for the action.

Refer to Einstein Copilot documentation on how Copilot actions work with natural language queries and data retrieval.

NEW QUESTION # 107

An AI Specialist is tasked with analyzing Agent interactions looking into user inputs, requests, and queries to identify patterns and trends.

What functionality allows the AI Specialist to achieve this?

- A. User Utterances dashboard
- B. Agent Event Logs dashboard
- C. AI Audit & Feedback Data dashboard

Answer: A

Explanation:

The User Utterances dashboard (Option A) is the correct functionality for analyzing user inputs, requests, and queries to identify patterns and trends. This dashboard aggregates and categorizes the natural language inputs (utterances) from users, enabling the AI Specialist to:

* Identify Common Queries: Surface frequently asked questions or recurring issues.

* Detect Intent Patterns: Understand how users phrase requests, which helps refine intent detection models.

* Improve Bot Training: Highlight gaps in training data or misclassified utterances that require adjustment.

Why Other Options Are Incorrect:

* B. Agent Event Logs dashboard: Focuses on agent activity (e.g., response times, resolved cases) rather than user input analysis.

* C. AI Audit & Feedback Data dashboard: Tracks AI model performance, audit trails, and user feedback scores but does not directly analyze raw user utterances or queries.

References:

* Salesforce Einstein AI Specialist Certification Guide: Emphasizes the User Utterances dashboard as the primary tool for analyzing user inputs to improve conversational AI.

* Trailhead Module: "Einstein Bots Basics" highlights using the dashboard to refine bot training based on user interaction data.

* Salesforce Help Documentation: Describes the User Utterances dashboard as critical for identifying trends in customer interactions.

NEW QUESTION # 108

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. Create Account Plan
- B. Create Close Plan
- C. Find Similar Deals

Answer: B

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

NEW QUESTION # 109

Universal Containers (UC) noticed an increase in customer contract cancellations in the last few months. UC is seeking ways to address this issue by implementing a proactive outreach program to customers before they cancel their contracts and is asking the Salesforce team to provide suggestions.

Which use case functionality of Model Builder aligns with UC's request?

- A. Product recommendation prediction
- B. Customer churn prediction
- C. Contract Renewal Date prediction

Answer: B

Explanation:

Customer churn prediction is the best use case for Model Builder in addressing Universal Containers' concerns about increasing customer contract cancellations. By implementing a model that predicts customer churn, UC can proactively identify customers who are at risk of canceling and take action to retain them before they decide to terminate their contracts. This functionality allows the business to forecast churn probability based on historical data and initiate timely outreach programs.

Option B is correct because customer churn prediction aligns with UC's need to reduce cancellations through proactive measures.

Option A (product recommendation prediction) is unrelated to contract cancellations.

Option C (contract renewal date prediction) addresses timing but does not focus on predicting potential cancellations.

Reference:

Salesforce Model Builder Use Case Overview: https://help.salesforce.com/s/articleView?id=sf.model_builder_use_cases.htm

NEW QUESTION # 110

A Salesforce Administrator wants to generate personalized, targeted emails that incorporate customer interaction data. The admin wants to leverage large language models (LLMs) to write the emails, and wants to reuse templates for different products and customers.

Which solution approach should the admin leverage?

- A. Use sales Email standard templates
- B. Create a t field Generation prompt template type
- C. Create a Sales Email prompt template type.

Answer: C

Explanation:

To generate personalized emails using LLMs while reusing templates:

* Sales Email Prompt Template Type (Option C): Designed specifically for generating dynamic email content by combining LLMs with structured templates. It allows admins to define placeholders (e.g., customer name, product details) and reuse templates across scenarios.

* Option A: Standard email templates lack LLM integration and dynamic personalization.

* Option B: "t field Generation" is not a valid Salesforce prompt template type.

References:

* Salesforce Help: Sales Email Prompt Templates

* Describes using Sales Email prompt templates to "generate targeted emails using dynamic data and LLMs."

NEW QUESTION # 111

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