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### Salesforce Salesforce-AI-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	<ul> <li>Agentforce Tools: In this topic, AI specialists get knowledge using agents when it is appropriate.</li> <li>Moreover, the topic explains the working of agents and reasoning engine powers Agentforce. Lastly, the topic focuses on managing and monitoring agent adoption.</li> </ul>
Торіс 2	<ul> <li>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.</li> </ul>

Торіс 3	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.
Торіс 4	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 5	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.

## Salesforce Certified AI Specialist Exam Sample Questions (Q116-Q121):

#### **NEW QUESTION #116**

Universal Containers (UC) plans to send one of three different emails to its customers based on the customer's lifetime value score and their market segment.

Considering that UC are required to explain why an e-mail was selected, which AI model should UC use to achieve this?

- A. Predictive model
- B. Generative model
- C. Predictive model and generative model

#### Answer: A

#### Explanation:

Universal Containers should use a Predictive model to decide which of the three emails to send based on the customer's lifetime value score and market segment. Predictive models analyze data to forecast outcomes, and in this case, it would predict the most appropriate email to send based on customer attributes.

Additionally, predictive models can provide explainability to show why a certain email was chosen, which is crucial for UC's requirement to explain the decision-making process.

- \* Generative models are typically used for content creation, not decision-making, and thus wouldn't be suitable for this requirement.
- \* Predictive models offer the ability to explain why a particular decision was made, which aligns with UC's needs.

Refer to Salesforce's Predictive AI model documentation for more insights on how predictive models are used for segmentation and decision making.

#### **NEW QUESTION #117**

Which feature in the Einstein Trust Layer helps to minimize the risks of jailbreaking and prompt injection attacks?

- A. Data Masking
- B. Prompt Defense
- C. Secure Data Retrieval and Grounding

#### Answer: B

#### Explanation:

The Einstein Trust Layer is designed to ensure responsible and compliant AI usage. Data Masking (B) is the mechanism that directly addresses compliance with data protection regulations like GDPR by obscuring or anonymizing sensitive personal data (e.g., names, emails, phone numbers) before it is processed by AI models. This prevents unauthorized exposure of personally identifiable information (PII) and ensures adherence to privacy laws.

Salesforce documentation explicitly states that Data Masking is a core component of the Einstein Trust Layer, enabling organizations to meet GDPR requirements by automatically redacting sensitive fields during AI interactions. For example, masked data ensures that PII is not stored or used in AI model training or inference without explicit consent.

#### In contrast:

- \* Toxicity Scoring (A) identifies harmful or inappropriate content in outputs but does not address data privacy.
- \* Prompt Defense (C) guards against malicious prompts or injection attacks but focuses on security rather than data protection compliance.

#### **NEW QUESTION #118**

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 Recordsis 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 Recordsis 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 #119**

Universal Containers (UC) uses Salesforce Service Cloud to support its customers and agents handling cases. UC is considering implementing Einstein Copilot and extending Service Cloud to mobile users. When would Einstein Copilot implementation be most advantageous?

- A. When the focus is on optimizing marketing campaigns and strategies
- B. When the main objective is to enhance data security and compliance measures
- C. When the goal is to streamline customer support processes and improve response times

#### Answer: C

#### Explanation:

Einstein Copilotimplementation would be most advantageous in Salesforce Service Cloudwhen the goal is to streamline customer support processes and improve response times. Einstein Copilot can assist agents by providing real-time suggestions, automating repetitive tasks, and generating contextual responses, thus enhancing service efficiency.

- \* Option B (data security) is not the primary focus of Einstein Copilot, which is more about improving operational efficiency.
- \* Option C (marketing campaigns) falls outside the scope of Service Cloud and Einstein Copilot's primary benefits, which are aimed at improving customer service and case management.

For further reading, refer to Salesforce documentation on Einstein Copilot for Service Cloudand how it improves support processes.

#### **NEW QUESTION # 120**

Universal Containers plans to enhance the customer support team's productivity using AI. Which specific use case necessitates the use of Prompt Builder?

- A. Estimating support ticket volume based on historical data and seasonal trends
- B. Creating an Al-generated customer support agent performance score
- C. Creating a draft of a support bulletin post for new product patches

#### Answer: C

#### Explanation:

The use case that necessitates the use of Prompt Builderiscreating a draft of a support bulletin postfor new product patches. Prompt Builderallows the AI Specialist to create and refine prompts that generate specific, relevant outputs, such as drafting support communication based on product information and patch details.

- \* Option B(agent performance score) would likely involve predictive modeling, not prompt generation.
- \* Option C(estimating support ticket volume) would require data analysis and predictive tools, not prompt building. For more details, refer to Sales force's Prompt Builder documentation for generative AI content creation.

#### **NEW QUESTION # 121**

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