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Salesforce Salesforce-AI-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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	• 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	• 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.

Salesforce Certified AI Specialist Exam Sample Questions (Q63-Q68):

NEW QUESTION # 63
Universal Containers (UC) has implemented Generative AI within Salesforce to enable summarization of a custom object called Guest. Users have reported mismatches in the generated information.
In refining its prompt design strategy, which key practices should UC prioritize?

- A. Submit a prompt review case to Salesforce and conduct thorough testing In the playground to refine outputs until they meet user expectations.
- B. Create concise, clear, and consistent prompt templates with effective grounding, contextual role- playing, clear instructions, and iterative feedback.
- C. Enable prompt test mode, allocate different prompt variations to a subset of users for evaluation, and standardize the most effective model based on performance feedback.

Answer: B

Explanation:
ForUniversal Containers (UC)to refine itsGenerative AIprompt design strategy and improve the accuracy of the generated summaries for the custom objectGuest, the best practice is to focus on craftingconcise, clear, and consistent prompt templates. This includes:
* Effective grounding: Ensuring the prompt pulls data from the correct sources.
* Contextual role-playing: Providing the AI with a clear understanding of its role in generating the summary.
* Clear instructions: Giving unambiguous directions on what to include in the response.
* Iterative feedback: Regularly testing and adjusting prompts based on user feedback.
* Option Bis correct because it follows industry best practices for refining prompt design.
* Option A(prompt test mode) is useful but less relevant for refining prompt design itself.
* Option C(prompt review case with Salesforce) would be more appropriate for technical issues or complex prompt errors, not general design refinement.
References:
* Salesforce Prompt Design Best Practices:https://help.salesforce.com/s/articleView?id=sf.
prompt_design_best_practices.htm

NEW QUESTION # 64
Universal Containers wants to allow its service agents to query the current fulfillment status of an order with natural language. There is an existing auto launched flow to query the information from Oracle ERP, which is the system of record for the order fulfillment process.
How should an AI Specialist apply the power of conversational AI to this use case?

- A. Create a custom copilot action which calls a flow.
- B. Create a Flex prompt template in Prompt Builder.
- C. Configure the Integration Flow Standard Action in Einstein Copilot.

Answer: A

Explanation:
To enable Universal Containers service agents to query the current fulfillment status of an order using natural language and leverage

an existing auto-launched flow that queries Oracle ERP, the best solution is to create a custom copilot action that calls the flow. This action will allow Einstein Copilot to interact with the flow and retrieve the required order fulfillment information seamlessly. Custom copilot actions can be tailored to call various backend systems or flows in response to user requests.

Option B is correct because it enables integration between Einstein Copilot and the flow that connects to Oracle ERP.

Option A (Flex prompt template) is more suited for static responses and not for invoking flows.

Option C (Integration Flow Standard Action) is not directly related to creating a specific copilot action for this use case.

Reference:

Salesforce Einstein Copilot Actions: https://help.salesforce.com/s/articleView?id=einstein_copilot_actions.htm

NEW QUESTION # 65

A data scientist needs to view and manage models in Einstein Studio. The data scientist also needs to create prompt templates in Prompt Builder.

Which permission sets should an AI Specialist assign to the data scientist?

- A. Data Cloud Admin and Prompt Template Manager
- B. Prompt Template Manager and Prompt Template User
- C. Prompt Template User and Data Cloud Admin

Answer: A

Explanation:

To allow a data scientist to view and manage models in Einstein Studio and create prompt templates in Prompt Builder, the AI Specialist should assign the Data Cloud Admin and Prompt Template Manager permission sets.

Data Cloud Admin provides access to manage and oversee models within Einstein Studio.

Prompt Template Manager gives the user the ability to create and manage prompt templates within Prompt Builder.

Option A is correct because it assigns the necessary permissions for both managing models and creating prompt templates.

Option B and Option C are incorrect as they do not provide the correct combination of permissions for managing models and building prompts.

Reference:

Salesforce Permissions Documentation: https://help.salesforce.com/s/articleView?id=sf.perm_sets_overview.htm

NEW QUESTION # 66

Universal Containers wants to incorporate CRM data as well-formatted JSON in a prompt to a large language model (LLM). What is an important consideration for this requirement?

- A. "CRM data to JSON" checkbox must be selected when creating a prompt template.
- B. Apex code can be used to return a JSON formatted merge field.
- C. JSON format should be enabled in Prompt Builder Settings.

Answer: B

Explanation:
* Context of the Question
* Universal Containers (UC) wants to send well-formatted JSON data in a prompt to a large language model (LLM).
* The question is about an important technical or design consideration for including CRM data as JSON in that prompt.
* Why Apex Code for JSON Formatting?
* Apex to Generate JSON: Salesforce does not have a simple "checkbox" or single setting to
"convert CRM data to JSON." Typically, to structure data as JSON in a template, you either:
* Use an Apex class that queries or processes the data, then returns a JSON string.
* Use a Flow or formula approach (though complex data structures often require Apex).
* No Built-In "Enable JSON Format in Prompt Builder": Prompt Builder doesn't have a toggle that automatically transforms data into JSON.
* ConclusionThe practical solution to pass CRM data in JSON format to an LLM is touse Apex code(or a specialized Flow approach) to produce a JSON string, which the prompt can then merge and pass along. Hence,Option Bis correct.
Salesforce AI Specialist References & Documents
* Salesforce Documentation:Working with JSON in ApexDescribes how to serialize and deserialize data using Apex for integration or AI prompts.
* Salesforce AI Specialist Study GuideEmphasizes the need for custom logic (often in Apex) when complex data transformations (like JSON formatting) are required.

NEW QUESTION # 67

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

Answer: B

Explanation:

Einstein Copilot implementation would be most advantageous in Salesforce Service Cloud when 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 Cloud and how it improves support processes.

NEW QUESTION # 68

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