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Salesforce Agentforce-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Agentforce and Service Cloud: This section measures the skills of AI Engineers and focuses on building agents that answer questions based on Knowledge articles and connecting them to digital channels. It also covers identifying the correct generative AI features in Agentforce for Service Cloud scenarios.
Topic 2	<ul style="list-style-type: none">Agentforce and Data Cloud: This section measures the skills of AI Developers and addresses how Agentforce integrates with Data Cloud to improve response accuracy and personalize answers. It involves grounding with retrievers in Data Cloud to enhance agent performance.

Topic 3	<ul style="list-style-type: none"> Agentforce Concepts: This section assesses the skills of AI Engineers and covers how Agentforce works, including its reasoning engine, standard and custom topics, agent actions, and user security management. It also includes testing and deploying agents from sandbox to production environments.
Topic 4	<ul style="list-style-type: none"> Prompt Engineering: This section measures the skills of AI Developers and focuses on prompt engineering techniques. It covers identifying when to use Prompt Builder, managing prompt templates, selecting appropriate grounding techniques, and explaining the process for creating and executing prompt templates.
Topic 5	<ul style="list-style-type: none"> Agentforce and Sales Cloud: This section assesses the skills of AI Developers and covers identifying the correct generative AI features in Agentforce for Sales Cloud scenarios. It also includes determining when to use Agentforce Sales Agents, such as Sales Development Representatives (SDRs) and Sales Coaches.

Salesforce Certified Agentforce Specialist Sample Questions (Q233-Q238):

NEW QUESTION # 233

An Agentforce Specialist is creating a prompt template to assist support reps in drafting responses to customer complaints. To ensure the responses are empathetic and helpful, what is a key element to include in the prompt template?

- A. A list of keywords related to customer complaints
- B. A direct instruction to the large language model (LLM) to role-play as a character**
- C. The entire history of the customer's previous interactions with the company

Answer: B

Explanation:

The Prompt Builder Best Practices Guide emphasizes including a role instruction in prompts to set tone and communication style. The document explains: "Role-playing instructions (e.g., 'You are an empathetic customer support agent') are a best practice for ensuring the LLM adopts the desired persona, tone, and style in responses." Option A directly reflects this principle by instructing the LLM to role-play as a character, resulting in empathetic, customer-centric responses.

Option B (listing keywords) provides no tone or intent guidance.

Option C (including full interaction history) risks token overload and redundancy, which can degrade prompt performance. Thus, Option A aligns with Salesforce's prompt design best practices for tone and empathy.

References (AgentForce Documents / Study Guide):

- * Salesforce Prompt Builder Design Guide: "Using Role Instructions for Empathy and Tone"
- * AgentForce Prompt Engineering Handbook: "Persona and Context in Prompts"
- * AgentForce Study Guide: "Creating Effective Prompts for Customer-Facing Use Cases"

NEW QUESTION # 234

An Agentforce implements Einstein Sales Emails for a sales team. The team wants to send personalized follow-up emails to leads based on their interactions and data stored in Salesforce. The Agentforce Specialist needs to configure the system to use the most accurate and up-to-date information for email generation.

Which grounding technique should the Agentforce Specialist use?

- A. Ground with Record Merge Fields
- B. Ground with Apex Merge Fields
- C. Automatic grounding using Draft with Einstein feature**

Answer: C

Explanation:

For Einstein Sales Emails to generate personalized follow-up emails, it is crucial to ground the email content with the most up-to-date and accurate information. Grounding refers to connecting the AI model with real-time data. The most appropriate technique in this case is Ground with Record Merge Fields. This method ensures that the content in the emails pulls dynamic and accurate data directly from Salesforce records, such as lead or contact information, ensuring the follow-up is relevant and customized based on the specific record.

* Record Merge Fields ensure the generated emails are highly personalized using data like lead name, company, or other Salesforce fields directly from the records.

* Apex Merge Fields are typically more suited for advanced, custom logic-driven scenarios but are not the most straightforward for

this use case.

* Automatic grounding using Draft with Einstein is a different feature where Einstein automatically drafts the email, but it does not specifically ground the content with record-specific data like Record Merge Fields.

References:

* Salesforce Einstein Sales Emails Documentation: https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_sales_emails.htm

NEW QUESTION # 235

Universal Containers (UC) has configured an Agentforce Data Library using Knowledge articles. When testing in Agent Builder and the Experience Cloud site, the agent is not responding with grounded Knowledge article information. However, when tested in Prompt Builder, the response returns correctly. What should UC do to troubleshoot the issue?

- A. Create a new permission set that assigns "Manage Knowledge" and assign it to the Agentforce Service Agent User.
- B. Ensure the assigned User permission set includes access to the prompt template used to access the Knowledge articles.
- C. Ensure the Data Cloud User permission set has been assigned to the Agentforce Service Agent User.

Answer: C

Explanation:

UC has set up an Agentforce Data Library with Knowledge articles, and while Prompt Builder retrieves the data correctly, the agent fails to do so in Agent Builder and Experience Cloud. Let's troubleshoot the issue.

* Option A: Create a new permission set that assigns "Manage Knowledge" and assign it to the Agentforce Service Agent User. The "Manage Knowledge" permission is for authoring and managing Knowledge articles, not for reading or retrieving them in an agent context. The Agentforce Service Agent User (a system user) needs read access to Knowledge, not management rights. This option is excessive and irrelevant to the grounding issue, making it incorrect.

* Option B: Ensure the assigned User permission set includes access to the prompt template used to access the Knowledge articles. Prompt templates in Prompt Builder don't require specific permissions beyond general Einstein Generative AI access. Since the Prompt Builder test works, the template and its grounding are accessible to the testing user. The issue lies with the agent's runtime access, not the template itself, making this incorrect.

* Option C: Ensure the Data Cloud User permission set has been assigned to the Agentforce Service Agent User. When Knowledge articles are grounded via an Agentforce Data Library, they are often ingested into Data Cloud for indexing and retrieval. The Agentforce Service Agent User, which runs the agent, needs the "Data Cloud User" permission set (or equivalent) to access Data Cloud resources, including the Data Library. If this permission is missing, the agent cannot retrieve Knowledge article data during runtime (e.g., in Agent Builder or Experience Cloud), even though Prompt Builder (running under a different user context) succeeds. This is a common setup oversight and aligns with the symptoms, making it the correct answer.

Why Option C is Correct:

The Agentforce Service Agent User's lack of Data Cloud access explains the failure in agent-driven contexts while Prompt Builder (likely run by an admin with broader permissions) succeeds. Assigning the "Data Cloud User" permission set resolves this, per Salesforce documentation.

References:

Salesforce Agentforce Documentation: Data Library Setup > Permissions - Requires Data Cloud access for agents.

Trailhead: Ground Your Agentforce Prompts - Notes Data Cloud User permission for Knowledge grounding.

Salesforce Help: Agentforce Security > Agent User Setup - Lists required permission sets.

NEW QUESTION # 236

Universal Containers (UC) is implementing Service AI Grounding to enhance its customer service operations.

UC wants to ensure that its AI-generated responses are grounded in the most relevant data sources. The team needs to configure the system to include all supported objects for grounding.

Which objects should UC select to configure Service AI Grounding?

- A. Case, Knowledge, and Case Notes
- B. Case and Knowledge
- C. Case, Case Emails, and Knowledge

Answer: B

Explanation:

Universal Containers (UC) is implementing Service AI Grounding to enhance its customer service operations.

They aim to ensure that AI-generated responses are grounded in the most relevant data sources and need to configure the system to

include all supported objects for grounding.

Supported Objects for Service AI Grounding:

* Case

* Knowledge

* Case Object:

* Role in Grounding: Provides contextual data about customer inquiries, including case details, status, and history.

* Benefit: Grounding AI responses in case data ensures that the information provided is relevant to the specific customer issue being addressed.

* Knowledge Object:

* Role in Grounding: Contains articles and documentation that offer solutions and information related to common issues.

* Benefit: Utilizing Knowledge articles helps the AI provide accurate and helpful responses based on verified information.

* Exclusion of Other Objects:

* Case Notes and Case Emails:

* Not Supported for Grounding: While useful for internal reference, these objects are not included in the supported objects for Service AI Grounding.

* Reason: They may contain sensitive or unstructured data that is not suitable for AI grounding purposes.

Why Options A and C are Incorrect:

* Option A (Case, Knowledge, and Case Notes):

* Case Notes Not Supported: Case Notes are not among the supported objects for grounding in Service AI.

* Option C (Case, Case Emails, and Knowledge):

* Case Emails Not Supported: Case Emails are also not included in the list of supported objects for grounding.

References:

* Salesforce Agentforce Specialist Documentation - Service AI Grounding Configuration: Details the objects supported for grounding AI responses in Service Cloud.

* Salesforce Help - Implementing Service AI Grounding: Provides guidance on setting up grounding with Case and Knowledge objects.

* Salesforce Trailhead - Enhance Service with AI Grounding: Offers an interactive learning path on using AI grounding in service scenarios.

NEW QUESTION # 237

Universal Containers (UC) wants to enable its sales team with automatic post-call visibility into mention of competitors, products, and other custom phrases.

Which feature should the Agentforce Specialist set up to enable UC's sales team?

- A. Call Insights
- B. Call Summaries
- C. Call Explorer

Answer: A

Explanation:

To enable Universal Containers' sales team with automatic post-call visibility into mentions of competitors, products, and custom phrases, the Agentforce Specialist should set up Call Insights. Call Insights analyzes voice and video calls for key phrases, topics, and mentions, providing insights into critical aspects of the conversation. This feature automatically surfaces key details such as competitor mentions, product discussions, and custom phrases specified by the sales team.

* Call Summaries provide a general overview of the call but do not specifically highlight keywords or topics.

* Call Explorer is a tool for navigating through call data but does not focus on automatic insights.

For more information, refer to Salesforce's Call Insights documentation regarding the analysis of call content and extracting actionable information.

NEW QUESTION # 238

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