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Salesforce Salesforce-AI-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">• 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 4	<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 5	<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.

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Salesforce Certified AI Specialist Exam Sample Questions (Q10-Q15):

NEW QUESTION # 10

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

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 # 11

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. Predictive model and generative model
- C. 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 # 12

Which configuration must an AI Specialist complete for users to access generative AI-enabled fields in the Salesforce mobile app?

- A. Enable Mobile Generative AI.
- B. Enable Mobile Prompt Responses.
- C. **Enable Dynamic Forms on Mobile.**

Answer: C

Explanation:

* Context of the Question

* Universal Containers (UC) has generative AI-enabled fields that users can access in the desktop experience.

* The AI Specialist needs these same fields to be visible and usable in the Salesforce Mobile App.

* Why Dynamic Forms on Mobile?

* Dynamic Forms allow you to configure record pages so that fields and sections can appear or be hidden based on certain criteria.

* When you enable "Dynamic Forms for Mobile," any generative AI-enabled fields placed on the dynamic layout become accessible in the Salesforce mobile experience.

* There is no standard Setup option labeled "Enable Mobile Generative AI" or "Enable Mobile Prompt Responses" as a universal toggle; the existing official approach is to ensure dynamic forms (and the relevant fields) are supported on mobile.

* Conclusion

* Ensuring that these AI-driven fields are visible on mobile is accomplished by turning on Dynamic Forms on Mobile and adding those fields to the dynamic layout. Therefore, Option C is correct.

Salesforce AI Specialist References & Documents

* Salesforce Documentation: Dynamic Forms Overview Explains how to enable Dynamic Forms for both desktop and mobile UIs, allowing newly added fields (including generative AI-enabled ones) to display in the Salesforce Mobile App.

* Salesforce AI Specialist Study Guide Reiterates that to expose generative AI fields or components in mobile, you must configure dynamic forms and ensure compatibility on mobile layouts.

NEW QUESTION # 13

Leadership needs to populate a dynamic form field with a summary or description created by a large language model (LLM) to facilitate more productive conversations with customers. Leadership also wants to keep a human in the loop to be considered in their AI strategy.

Which prompt template type should the AI Specialist recommend?

- A. Record Summary
- B. **Field Generation**
- C. Sales Email

Answer: B

Explanation:

The correct answer is Field Generation because this template type is designed to dynamically populate form fields with content generated by a large language model (LLM). In this scenario, leadership wants a dynamic form field that contains a summary or description generated by AI to aid customer interactions. Additionally, they want to keep a human in the loop, meaning the generated content will likely be reviewed or edited by a person before it's finalized, which aligns with the Field Generation prompt template.

* Field Generation: This prompt type allows you to generate content for specific fields in Salesforce, leveraging large language models to create dynamic and contextual information. It ensures that AI content is available within the record where needed, but it allows human oversight or review, supporting the "human-in-the-loop" strategy.

* Sales Email: This prompt type is mainly used for generating email content for outreach or responses, which doesn't align directly with populating fields in a form.

* Record Summary: While this option might seem close, it is typically used to summarize entire records for high-level insights rather than filling specific fields with dynamic content based on AI generation.

Salesforce AI Specialist References:

* You can explore more about these prompt templates and AI capabilities through Salesforce documentation and official resources on Prompt Builder: <https://help.salesforce.com/s/articleView?>

id=sf.prompt_builder_templates_overview.htm

NEW QUESTION # 14

Universal Containers wants to incorporate the current order fulfillment status into a prompt for a large language model (LLM). The order status is stored in the external enterprise resource planning (ERP) system. Which data grounding technique should the AI Specialist recommend?

- A. External Object Record Merge Fields
- B. External Services Merge Fields
- C. Apex Merge Fields

Answer: A

Explanation:

- * Context of the Requirement: Universal Containers wants to pull in real-time order status data from an external ERP system into an LLM prompt.
 - * Data Grounding in LLM Prompts: Data grounding ensures the Large Language Model has access to the most current and relevant information. In Salesforce, one recommended approach is to use External Objects (via Salesforce Connect) when data resides outside of Salesforce.
 - * Why External Object Record Merge Fields:
 - * External Objects appear much like standard or custom objects but map to tables in external systems.
 - * You can reference fields from these External Objects in merge fields, allowing real-time data retrieval from the external ERP system without storing that data natively in Salesforce.
 - * This is a simpler "point-and-reference" approach compared to coding custom Apex or configuring external services for direct prompt embedding.
 - * Why Not External Services Merge Fields or Apex Merge Fields:
 - * External Services Merge Fields typically leverage flows or external service definitions. While feasible, it is more about orchestrating or invoking external services for automation (e.g., Flow).
- It's not the standard approach for seamlessly referencing external record data in prompt merges.
- * Apex Merge Fields would imply custom Apex code controlling the prompt insertion. While possible, it's less "clicks not code" friendly and is not the default method for referencing typical record data.
 - * References and Study Resources:
 - * Salesforce Help & Training #Salesforce Connect and External Objects
 - * Salesforce Trailhead # "Integrate External Data with Salesforce Connect"
 - * Salesforce AI Specialist Study Resources (documentation regarding how to ground LLM prompts using External Objects)

NEW QUESTION # 15

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