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

Topic	Details
Topic 1	<ul style="list-style-type: none"><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>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>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.</li></ul>

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## Salesforce Certified AI Specialist Exam Sample Questions (Q38-Q43):

### NEW QUESTION # 38

Universal Containers (UC) wants to offer personalized service experiences and reduce agent handling time with AI-generated email responses, grounded in Knowledge base.

Which AI capability should UC use?

- A. Einstein Generative Service Replies for Email
- B. Einstein Service Replies for Email
- C. Einstein Email Replies

**Answer: B**

Explanation:

For Universal Containers (UC) to offer personalized service experiences and reduce agent handling time using AI-generated responses grounded in the Knowledge base, the best solution is Einstein Service Replies for Email. This capability leverages AI to automatically generate responses to service-related emails based on historical data and the Knowledge base, ensuring accuracy and relevance while saving time for service agents.

Einstein Email Replies (option A) is more suited for sales use cases.

Einstein Generative Service Replies for Email (option C) could be a future offering, but as of now, Einstein Service Replies for Email is the correct choice for grounded, knowledge-based responses.

Reference:

Einstein Service Replies Overview: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_service\\_replies.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_service_replies.htm)

### NEW QUESTION # 39

A Salesforce AI Specialist is reviewing the feedback from a customer about the ineffectiveness of the prompt template.

What should the AI Specialist do to ensure the prompt template's effectiveness?

- A. Monitor and refine the template based on user feedback.
- B. Periodically change the templates grounding object.
- C. Use the Prompt Builder Scorecard to help monitor.

**Answer: C**

Explanation:

To address the ineffectiveness of a prompt template reported by a customer, the Salesforce AI Specialist should use the Prompt Builder Scorecard (Option B). This tool is explicitly designed to evaluate and monitor prompt templates against key criteria such as relevance, accuracy, safety, and grounding. By leveraging the scorecard, the specialist can systematically identify weaknesses in the template and make data-driven refinements. While monitoring and refining based on user feedback (Option A) is a general best practice, the Prompt Builder Scorecard is Salesforce's recommended tool for structured evaluation, aligning with documented processes for maintaining prompt effectiveness. Changing the grounding object (Option C) without proper evaluation is reactive and does not address the root cause.

References:

\* Salesforce Einstein AI Specialist Certification Guide: Emphasizes using the Prompt Builder Scorecard to evaluate prompts and iterate based on results.

\* Trailhead Module: "Einstein for Developers" highlights the scorecard as a critical tool for assessing prompt performance.

\* Salesforce Help Documentation: Details the Scorecard's role in evaluating prompts against predefined criteria.

### NEW QUESTION # 40

Universal Containers (UC) has a mature Salesforce org with a lot of data in cases and Knowledge articles. UC is concerned that there are many legacy fields, with data that might not be applicable for Einstein AI to draft accurate email responses.

Which solution should UC use to ensure Einstein AI can draft responses from a defined data source?

- A. Service Replies

- B. Work Summaries
- C. Service AI Grounding

**Answer: C**

Explanation:

Service AI Grounding is the solution that Universal Containers should use to ensure Einstein AI drafts responses based on a well-defined data source. Service AI Grounding allows the AI model to be anchored in specific, relevant data sources, ensuring that any AI-generated responses (e.g., email replies) are accurate, relevant, and drawn from up-to-date information, such as Knowledge articles or cases.

Given that UC has legacy fields and outdated data, Service AI Grounding ensures that only the valid and applicable data is used by Einstein AI to craft responses. This helps improve the relevance of responses and avoids inaccuracies caused by outdated or irrelevant fields.

Work Summaries and Service Replies are useful features but do not address the need for grounding AI outputs in specific, current data sources like Service AI Grounding does.

For more details, you can refer to Salesforce's Service AI Grounding documentation for managing AI-generated content based on accurate data sources.

**NEW QUESTION # 41**

Where should the AI Specialist go to add/update actions assigned to a copilot?

- A. Copilot Actions page, the record page for the copilot action, or the Copilot Action Library tab
- B. Copilot Detail page, Global Actions, or the record page for the copilot action
- C. Copilot Actions page or Global Actions

**Answer: A**

Explanation:

To add or update actions assigned to a copilot, an AI Specialist can manage this through several areas:

Copilot Actions Page: This is the central location where copilot actions are managed and configured.

Record Page for the Copilot Action: From the record page, individual copilot actions can be updated or modified.

Copilot Action Library Tab: This tab serves as a repository where predefined or custom actions for Copilot can be accessed and modified.

These areas provide flexibility in managing and updating the actions assigned to Copilot, ensuring that the AI assistant remains aligned with business requirements and processes.

The other options are incorrect:

B misses the Copilot Action Library, which is crucial for managing actions.

C includes the Copilot Detail page, which isn't the primary place for action management.

Reference:

Salesforce Documentation on Managing Copilot Actions

Salesforce AI Specialist Guide on Copilot Action Management

**NEW QUESTION # 42**

Universal Containers is using Einstein Copilot for Sales to find similar opportunities to help close deals faster. The team wants to understand the criteria used by the copilot to match opportunities.

What is one criteria that Einstein Copilot for Sales uses to match similar opportunities?

- A. Matched opportunities have a status of Closed Won from last 12 months.
- B. Matched opportunities are limited to the same account.
- C. Matched opportunities were created in the last 12 months.

**Answer: A**

Explanation:

When Einstein Copilot for Sales matches similar opportunities, one of the primary criteria used is whether the opportunities have a status of Closed Won within the last 12 months. This is a key factor in identifying successful patterns that could help close current deals. By focusing on opportunities that have been recently successful, Einstein Copilot can provide relevant insights and suggestions to sales reps to help them close similar deals faster.

For more information, review Salesforce Einstein Copilot documentation related to opportunity matching and sales success patterns.

## NEW QUESTION # 43

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