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Salesforce Certified AI Specialist Exam Sample Questions (Q35-Q40):

NEW QUESTION # 35

An AI Specialist is tasked with creating a prompt template for a sales team. The template needs to generate a summary of all related opportunities for a given Account.

Which grounding technique should the AI Specialist use to include data from the related list of opportunities in the prompt template?

- A. Use merge fields to reference the default related list of opportunities.
- B. Use formula fields to reference the Einstein related list of opportunities.
- C. Use the merge fields to reference a custom related list of opportunities.

Answer: A

Explanation:

In Salesforce, when creating a prompt template for the sales team, you can include data from related objects such as Opportunities that are linked to an Account. The best method to ground the AI model and provide relevant information from related records, like Opportunities, is by using merge fields.

Merge fields in Salesforce allow you to dynamically reference data from a record or related records, like Opportunities for a given

Account. In this scenario, the AI Specialist needs to pull data from the default related list of Opportunities associated with the Account. This is achieved by using merge fields, which pull in data from the standard relationship Salesforce creates between Accounts and Opportunities.

Option A (referencing a custom related list) and Option C (using formula fields with Einstein-related lists) do not align with the standard, practical grounding method for this task. Custom lists would require additional configurations not typically necessary for a basic use case, and formula fields are typically not used to directly fetch related list data for prompt generation in templates. The standard and straightforward method is using merge fields tied to the default related list of opportunities.

Salesforce Reference:

Merge Fields in Templates: <https://help.salesforce.com/s/articleView?id=000387601&type=1> Grounding Data in Prompts: https://developer.salesforce.com/docs/atlas.en-us.salesforce_ai.meta/salesforce_ai/grounding_data_prompts

NEW QUESTION # 36

Universal Containers plans to enhance its sales team's productivity using AI. Which specific requirement necessitates the use of Prompt Builder?

- A. Creating an estimated Customer Lifetime Value (CLV) with historical purchase data
- B. Predicting the likelihood of customers churning or discontinuing their relationship with the company
- C. Creating a draft newsletter for an upcoming tradeshow

Answer: C

NEW QUESTION # 37

Universal Containers (UC) wants to create a new Sales Email prompt template in Prompt Builder using the "Save As" function. However, UC notices that the new template produces different results compared to the standard Sales Email prompt due to missing hyperparameters.

What should UC do to ensure the new prompt template produces results comparable to the standard Sales Email prompts?

- A. Use Model Playground to create a model configuration with the specified parameters.
- B. Manually add the hyperparameters to the new template.
- C. Revert to using the standard template without modifications.

Answer: B

Explanation:

When Universal Containers creates a new Sales Email prompt template using the "Save As" function, missing hyperparameters can result in different outputs. To ensure the new prompt produces comparable results to the standard Sales Email prompt, the AI Specialist should manually add the necessary hyperparameters to the new template.

* Hyperparameters like Temperature, Frequency Penalty, and Presence Penalty directly affect how the AI generates responses. Ensuring that these are consistent with the standard template will result in similar outputs.

* Option A (Model Playground) is not necessary here, as it focuses on fine-tuning models, not adjusting templates directly.

* Option C (Reverting to the standard template) does not solve the issue of customizing the prompt template.

For more information, refer to Prompt Builder documentation on configuring hyperparameters in custom templates.

NEW QUESTION # 38

Universal Containers (UC) wants to enable its sales team to get insights into product and competitor names mentioned during calls. How should UC meet this requirement?

- A. Enable Einstein Conversation Insights, connect a recording provider, assign permission sets, and customize insights with up to 25 products.
- B. Enable Einstein Conversation Insights, assign permission sets, define recording managers, and customize insights with up to 50 competitor names.
- C. Enable Einstein Conversation Insights, enable sales recording, assign permission sets, and customize insights with up to 50 products.

Answer: C

Explanation:

To provide the sales team with insights into product and competitor names mentioned during calls, Universal Containers should:

- * **Enable Einstein Conversation Insights:** Activates the feature that analyzes call recordings for valuable insights.
- * **Enable Sales Recording:** Allows calls to be recorded within Salesforce without needing an external recording provider.
- * **Assign Permission Sets:** Grants the necessary permissions to sales team members to access and utilize conversation insights.
- * **Customize Insights:** Configure the system to track mentions of up to 50 products and 50 competitors, providing tailored insights relevant to the organization's needs.

Option C accurately reflects these steps. Option A mentions defining recording managers but omits enabling sales recording within Salesforce. Option B suggests connecting a recording provider and limits customization to 25 products, which does not fully meet UC's requirements.

References:

- * **Salesforce AI Specialist Documentation - Setting Up Einstein Conversation Insights:** Provides instructions on enabling conversation insights and sales recording.
- * **Salesforce Help - Customizing Conversation Insights:** Details how to customize insights with up to 50 products and competitors.
- * **Salesforce AI Specialist Exam Guide:** Outlines best practices for implementing AI features like Einstein Conversation Insights in a sales context.

NEW QUESTION # 39

Universal Containers (UC) is implementing Einstein Generative AI to improve customer insights and interactions. UC needs audit and feedback data to be accessible for reporting purposes.

What is a consideration for this requirement?

- A. Storing this data requires a custom object for data to be configured.
- **B. Storing this data requires Data Cloud to be provisioned.**
- C. Storing this data requires Salesforce big objects.

Answer: B

Explanation:

When implementing Einstein Generative AI for improved customer insights and interactions, the Data Cloud is a key consideration for storing and managing large-scale audit and feedback data. The Salesforce Data Cloud (formerly known as Customer 360 Audiences) is designed to handle and unify massive datasets from various sources, making it ideal for storing data required for AI-powered insights and reporting. By provisioning Data Cloud, organizations like Universal Containers (UC) can gain real-time access to customer data, making it a central repository for unified reporting across various systems.

* Audit and feedback data generated by Einstein Generative AI needs to be stored in a scalable and accessible environment, and the Data Cloud provides this capability, ensuring that data can be easily accessed for reporting, analytics, and further model improvement.

* Custom objects or Salesforce Big Objects are not designed for the scale or the specific type of real-time, unified data processing required in such AI-driven interactions. Big Objects are more suited for archival data, whereas Data Cloud ensures more robust processing, segmentation, and analysis capabilities.

References:

- * **Salesforce Data Cloud Documentation:** <https://www.salesforce.com/products/data-cloud/overview/>
- * **Salesforce Einstein AI Overview:** <https://www.salesforce.com/products/einstein/overview/>

NEW QUESTION # 40

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