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Salesforce Salesforce-AI-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.
Topic 3	<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 4	<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 5	<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.

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Salesforce Certified AI Specialist Exam Sample Questions (Q79-Q84):

NEW QUESTION # 79

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

Answer: A

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 # 80

Which feature in the Einstein Trust Layer helps to minimize the risks of jailbreaking and prompt injection attacks?

- A. Data Masking
- B. Secure Data Retrieval and Grounding
- C. Prompt Defense

Answer: C

Explanation:

The Einstein Trust Layer is designed to ensure responsible and compliant AI usage. Data Masking (B) is the mechanism that directly addresses compliance with data protection regulations like GDPR by obscuring or anonymizing sensitive personal data (e.g., names, emails, phone numbers) before it is processed by AI models. This prevents unauthorized exposure of personally identifiable information (PII) and ensures adherence to privacy laws.

Salesforce documentation explicitly states that Data Masking is a core component of the Einstein Trust Layer, enabling organizations to meet GDPR requirements by automatically redacting sensitive fields during AI interactions. For example, masked data ensures that PII is not stored or used in AI model training or inference without explicit consent.

In contrast:

* Toxicity Scoring (A) identifies harmful or inappropriate content in outputs but does not address data privacy.

* Prompt Defense (C) guards against malicious prompts or injection attacks but focuses on security rather than data protection compliance.

NEW QUESTION # 81

Universal Containers wants to implement a solution in Salesforce with a custom UX that allows users to enter a sales order number. Subsequently, the system will invoke a custom prompt template to create and display a summary of the sales order header and sales order details.

Which solution should an AI Specialist implement to meet this requirement?

- **A. Create a screen flow to collect sales order number and invoke the prompt template using the standard "Prompt Template" flow action.**
- B. Create an autolaunched flow and invoke the prompt template using the standard "Prompt Template" flow action.
- C. Create a template-triggered prompt flow and invoke the prompt template using the standard "Prompt Template" flow action.

Answer: A

Explanation:

To implement a solution where users enter a sales order number and the system generates a summary, the AI Specialist should create a screen flow to collect the sales order number and invoke the prompt template. The standard "Prompt Template" flow action can then be used to trigger the custom prompt, providing a summary of the sales order header and details.

Option B, creating a template-triggered prompt flow, is not necessary for this scenario because the requirement is to directly collect input through a screen flow.

Option C, using an autolaunched flow, would be inappropriate here because the solution requires user interaction (entering a sales order number), which is best suited to a screen flow.

Salesforce AI Specialist Reference:

For further guidance on creating prompt templates with flows: https://help.salesforce.com/s/articleView?id=sf.prompt_template_flow_integration.htm

NEW QUESTION # 82

Northern Trail Outfitters (NTO) wants to configure Einstein Trust Layer in its production org but is unable to see the option on the Setup page.

After provisioning Data Cloud, which step must an AI Specialist take to make this option available to NTO?

- A. Turn on Einstein Copilot.
- **B. Turn on Einstein Generative AI.**
- C. Turn on Prompt Builder.

Answer: B

Explanation:

For Northern Trail Outfitters (NTO) to configure the Einstein Trust Layer, the Einstein Generative AI feature must be enabled. The Einstein Trust Layer is closely tied to generative AI capabilities, ensuring that AI-generated content complies with data privacy, security, and trust standards.

* Option A (Turning on Einstein Copilot) is unrelated to the setup of the Einstein Trust Layer, which focuses more on generative AI interactions and data handling.

* Option C (Turning on Prompt Builder) is used for configuring and building AI-driven prompts, but it does not enable the Einstein Trust Layer.

Salesforce AI Specialist References: For more details on the Einstein Trust Layer and setup steps: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_overview.htm

NEW QUESTION # 83

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

Answer: A

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 # 84

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