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# Salesforce Salesforce-AI-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	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	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 4	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 5	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.

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# Salesforce Certified AI Specialist Exam Sample Questions (Q23-Q28):

#### **NEW OUESTION #23**

Universal Containers (UC) wants to use the Draft with Einstein feature in Sales Cloud to create a personalized introduction email. After creating a proposed draft email, which predefined adjustment should UC choose to revise the draft with a more casual tone?

- A. Enhance Friendliness
- B. Optimize for Clarity
- C. Make Less Formal

#### Answer: C

#### Explanation:

When Universal Containers uses the Draft with Einsteinfeature in Sales Cloudto create a personalized email, the predefined adjustment to Make Less Formalis the correct option to revise the draft with a more casual tone. This option adjusts the wording of the draft to sound less formal, making the communication more approachable while still maintaining professionalism.

- \* Enhance Friendlinesswould make the tone more positive, but not necessarily more casual.
- \* Optimize for Clarityfocuses on making the draft clearer but doesn't adjust the tone.

For more details, seeSalesforce documentation on Einstein-generated email draftsand tone adjustments.

#### **NEW OUESTION #24**

Universal Containers' current AI data masking rules do not align with organizational privacy and security policies and requirements. What should an AI Specialist recommend to resolve the issue?

- A. Configure data masking in the Einstein Trust Layer setup.
- B. Enable data masking for sandbox refreshes.
- C. Add new data masking rules in LLM setup.

#### Answer: A

### Explanation:

WhenUniversal Containers' AI data masking rulesdo not meet organizational privacy and security standards, the AI Specialist should configure thedata maskingrules within the Einstein Trust Layer. The Einstein Trust Layerprovides a secure and compliant environment where sensitive data can be masked or anonymized to adhere to privacy policies and regulations.

- \* Option A, enabling data masking for sandbox refreshes, is related to sandbox environments, which are separate from how AI interacts with production data.
- \* Option C, adding masking rules in the LLM setup, is not appropriate because data masking is managed through the Einstein Trust Layer, not the LLM configuration.

The Einstein Trust Layer allows for more granular control over what data is exposed to the AI model and ensures compliance with privacy regulations.

Salesforce AI Specialist References:For more information, refer to:https://help.salesforce.com/s/articleView? id=sf.einstein trust layer data masking.htm

#### **NEW QUESTION #25**

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

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

#### Answer: A

#### 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 Formsallow 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 Mobileand adding those fields to the dynamic layout. Therefore, Option Cis 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 GuideReiterates that to expose generative AI fields or components in mobile, you must configure dynamic forms and ensure compatibility on mobile layouts.

#### **NEW QUESTION #26**

Universal Containers (UC) is using Einstein Generative AI to generate an account summary. UC aims to ensure the content is safe and inclusive, utilizing the Einstein Trust Layer's toxicity scoring to assess the content's safety level. What does a safety category score of 1 indicate in the Einstein Generative Toxicity Score?

- A. Not safe
- B. Safe
- C. Moderately safe

## Answer: B

#### Explanation:

In the Einstein Trust Layer, the toxicity scoring system is used to evaluate the safety level of content generated by AI, particularly to ensure that it is non-toxic, inclusive, and appropriate for business contexts. A toxicity score of 1 indicates that the content is deemed safe.

The scoring system ranges from 0 (unsafe) to 1 (safe), with intermediate values indicating varying degrees of safety. In this case, a score of 1 means that the generated content is fully safe and meets the trust and compliance guidelines set by the Einstein Trust Layer.

For further reference, check Salesforce's official Einstein Trust Layer documentation regarding toxicity scoring for AI-generated content.

## **NEW QUESTION #27**

Universal Containers implements three custom actions to get three distinct types of sales summaries for its users. Users are complaining that they are not getting the right summary based on their utterances. What should the AI Specialist investigate as the root cause?

- A. Review the action Instructions to ensure they are unique.
- B. Review that the custom action Is assigned to an Agent.
- C. Ensure the input and output types are correctly chosen.

#### Answer: A

#### Explanation:

The root cause of users receiving incorrect sales summaries lies in non-unique action instructions (Option B). In Einstein Bots, custom actions are triggered based on how well user utterances align with the action instructions defined for each action. If the instructions for the three custom actions overlap or lack specificity, the bot's natural language processing (NLP) cannot reliably distinguish between them, leading to mismatched responses.

Steps to Investigate:

- \* Review Action Instructions: Ensure each custom action has distinct, context-specific instructions. For example:
- \* Action 1: "Summarize quarterly sales by region."

- \* Action 2: "Generate a product-wise sales breakdown for the current fiscal year."
- \* Action 3: "Provide a comparison of sales performance between online and in-store channels." Ambiguous or overlapping instructions (e.g., "Get sales summary") cause confusion.
- \* Test Utterance Matching: Use Einstein Bot's training tools to validate if user utterances map to the correct action. Overlap indicates instruction ambiguity.
- \* Refine Instructions: Incorporate keywords or phrases unique to each sales summary type to improve intent detection. Why Other Options Are Incorrect:
- \* A. Assigning actions to an agent is irrelevant, as custom actions are automated bot components.
- \* C. Input/output types relate to data formatting, not intent routing. While important for execution, they don't resolve utterance mismatches.

#### References:

- \* Einstein Bot Developer Guide: Stresses the need for unique action instructions to avoid intent conflicts.
- \* Trailhead Module: "Build AI-Powered Bots with Einstein" highlights instruction specificity for accurate action triggering.
- \* Salesforce Help Documentation: Recommends testing and refining action instructions to ensure clarity in utterance mapping.

## **NEW QUESTION #28**

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