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NEW QUESTION: 1

An AI Specialist is tasked with configuring a generative model to create personalized sales emails using customer data stored in Salesforce. The AI Specialist has already fine-tuned a large language model (LLM) on the OpenAI platform. Security and data privacy are critical concerns for the client.

How should the AI Specialist integrate the custom LLM into Salesforce?

- A. Create an application of the custom LLM and embed it in Sales Cloud via iFrame.
- B. Add the fine-tuned LLM in Einstein Studio Model Builder.
- C. Enable model endpoint on OpenAI and make callouts to the model to generate emails.

Answer: (SHOW ANSWER)

Since security and data privacy are critical, the best option for the AI Specialist is to integrate the fine-tuned LLM (Large Language Model) into Salesforce by adding it to Einstein Studio Model Builder. Einstein Studio allows organizations to bring their own AI models (BYOM), ensuring the model is securely managed within Salesforce's environment, adhering to data privacy standards.

* Option A (embedding via iFrame) is less secure and doesn't integrate deeply with Salesforce's data and security models.

* Option C (making callouts to OpenAI) raises concerns about data privacy, as sensitive Salesforce data would be sent to an external system.

Einstein Studio provides the most secure and seamless way to integrate custom AI models while maintaining control over data privacy and compliance. More details can be found in Salesforce's Einstein Studio documentation on integrating external models.

NEW QUESTION: 2

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Which of the following is a benefit of using AI in sales?

- A. Reduces the time spent on administrative tasks
- B. Increases the number of leads generated
- C. Improves the accuracy of sales forecasts

Answer: A ([LEAVE A REPLY](#))

Artificial Intelligence (AI) is revolutionizing the sales process by automating repetitive tasks, providing data-driven insights, and enhancing customer interactions. One of the primary benefits of using AI in sales is the reduction in time spent on administrative tasks. AI-powered tools can automate tasks such as data entry, lead qualification, and scheduling, freeing up sales representatives to focus on high-value activities like building relationships and closing deals. Additionally, AI can analyze vast amounts of data to identify trends, predict customer behavior, and generate personalized recommendations, leading to more accurate sales forecasts and improved customer satisfaction. Salesforce's Einstein Trust Layer is a prime example of AI being used to enhance sales performance.

NEW QUESTION: 3

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Answer: A ([LEAVE A REPLY](#))

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- * Bmisses the Copilot Action Library, which is crucial for managing actions.
- * Cincludes the Copilot Detail page, which isn't the primary place for action management.

References:

- * Salesforce Documentation onManaging Copilot Actions
- * Salesforce AI Specialist Guide onCopilot Action Management

NEW QUESTION: 4

Universal Containers is implementing Einstein Copilot. Which of the following is a benefit of using Einstein Copilot?

It can automatically generate sales forecasts based on historical data and current trends.

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Answer: C (LEAVE A REPLY)

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NEW QUESTION: 5

Universal Containers Is Interested In Improving the sales operation efficiency by analyzing their data using AI-powered predictions in Einstein Studio.

Which use case works for this scenario?

A. Predict customer sentiment toward a promotion message.

B. Predict customer lifetime value of an account.

C. Predict most popular products from new product catalog.

Answer: B (LEAVE A REPLY)

For improving sales operations efficiency, Einstein Studio is ideal for creating AI-powered models that can predict outcomes based on data. One of the most valuable use cases is predicting customer lifetime value, which helps sales teams focus on high-value accounts and make more informed decisions. Customer lifetime value (CLV) predictions can optimize strategies around customer retention, cross-selling, and long-term engagement.

* Option B is the correct choice as predicting customer lifetime value is a well-established use case for AI in sales.

* Option A (customer sentiment) is typically handled through NLP models, while Option C (product popularity) is more of a marketing analysis use case.

References:

* Salesforce Einstein Studio Use Case Overview: https://help.salesforce.com/s/articleView?id=sf.einstein_studio_overview

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NEW QUESTION: 6

Universal Containers uses a third-party Large Language Model (LLM) to generate responses to customer inquiries. The LLM is configured to use a specific system prompt and a set of instructions.

AI-generated responses are being flagged as toxic by the system. What should the AI Specialist do to address this issue?

A. Update the system prompt to include a toxicity filter. Set `isToxicityDetected` to `true` if the response is flagged as toxic.

B. Update the system prompt to include a toxicity filter. Set `isToxicityDetected` to `false` if the response is flagged as toxic.

C. Update the system prompt to include a toxicity filter. Set `isToxicityDetected` to `true` if the response is flagged as toxic.

Answer: (SHOW ANSWER)

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C. Update the system prompt to include a toxicity filter. Set `isToxicityDetected` to `true` if the response is flagged as toxic.

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B. Update the system prompt to include a toxicity filter. Set `isToxicityDetected` to `false` if the response is flagged as toxic.

Answer:

Salesforce Knowledge Article ID: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_audit.htm

NEW QUESTION: 7

An AI Specialist has created a copilot custom action using flow as the reference action type. However, it is not delivering the expected results to the conversation preview, and therefore needs troubleshooting.

What should the AI Specialist do to identify the root cause of the problem?

A. Copilot Builder: Check the custom action configuration and ensure it is correctly linked to the reference action.

B. Copilot Builder: Check the custom action configuration and ensure it is correctly linked to the reference action.

C. Copilot Builder: Check the custom action configuration and ensure it is correctly linked to the reference action.

Answer: A (LEAVE A REPLY)

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https://help.salesforce.com/s/articleView?id=sf.copilot_custom_action_debugging.htm

NEW QUESTION: 8

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Answer: B (LEAVE A REPLY)

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NEW QUESTION: 9

An AI Specialist built a Field Generation prompt template that worked for many records, but users are reporting random failures with token limit errors.

What is the cause of the random nature of this error?

A. The number of tokens generated by the dynamic nature of the prompt template will vary by record.

B. The template type needs to be switched to Flex to accommodate the variable amount of tokens generated by the prompt grounding.

C. The number of tokens that can be processed by the LLM varies with total user demand.

Answer: A ([LEAVE A REPLY](#))

The reason behind the token limit errors lies in the dynamic nature of the prompt template used in Field Generation. In Salesforce's AI generative models, each prompt and its corresponding output are subject to a token limit, which encompasses both the input and output of the large language model (LLM). Since the prompt template dynamically adjusts based on the specific data of each record, the number of tokens varies per record. Some records may generate longer outputs based on their data attributes, pushing the token count beyond the allowable limit for the LLM, resulting in token limit errors.

This behavior explains why users experience random failures-it is dependent on the specific data used in each case. For certain records, the combined input and output may fall within the token limit, while for others, it may exceed it. This variation is intrinsic to how dynamic templates interact with large language models.

Salesforce provides guidance in their documentation, stating that prompt template design should take into account token limits and suggests testing with varied records to avoid such random errors. It does not mention switching to Flex template type as a solution, nor does it suggest that token limits fluctuate with user demand.

Token limits are a constant defined by the model itself, independent of external user load.

References:

* Salesforce Developer Documentation on Token Limits for Generative AI Models

* Salesforce AI Best Practices on Prompt Design (Trailhead or Salesforce blog resources)

NEW QUESTION: 10

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. Sales Email

B. Field Generation

C. Record Summary

Answer: ([SHOW ANSWER](#))

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.

NEW QUESTION: 13

Universal Containers is implementing Einstein Bot Service for its sales team. The sales team has identified several common sales inquiries that the bot should be able to handle. The bot is currently configured to handle only one type of inquiry. The sales team wants to ensure that the bot can handle all the identified inquiries. Which of the following actions should the administrator take to ensure that the bot can handle all the identified inquiries?

- A. Assign the bot to the sales team.
- B. Add the sales team as a user.
- C. Add the sales team as a contact.

Answer: (SHOW ANSWER)

The correct answer is C. Add the sales team as a contact. This is because the bot is currently configured to handle only one type of inquiry, and the sales team wants to ensure that the bot can handle all the identified inquiries. Adding the sales team as a contact will allow the bot to handle all the identified inquiries.

Why A is incorrect:

* 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: 14

permission, they will not be able to access Prompt Builder in the Setup menu, even though Einstein Generative AI is enabled.

Option B is correct because the Prompt Template Manager permission set is required to use Prompt Builder.

Option A (Prompt Template User permission set) is incorrect because this permission allows users to use prompts, but not create or manage them.

Option C (LLM configuration in Data Cloud) is unrelated to the ability to access Prompt Builder.

Reference:

Salesforce Prompt Builder Permissions: https://help.salesforce.com/s/articleView?id=sf.prompt_builder_permissions.htm

NEW QUESTION: 16

Which two actions can a user with the Einstein Prompt Studio (UC) AI Builder permission set perform? (Choose two.) UC AI Builder permission set allows users to create and manage prompts, but not use them.

AI Builder permission set allows users to create and manage prompts, but not use them.

A. Flex Builder permission set, but not use them.

B. Create and manage prompts, but not use them.

C. Create and manage prompts, but not use them.

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 19

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B. ☐ ☐ ☐ ☐

C. ☐ ☐ ☐ ☐

Answer: (SHOW ANSWER)

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NEW QUESTION: 20

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The sales team wants the summary to be available on the contact record page, which aligns with the capabilities of Prompt Builder to generate and display content on specific record pages.

Implementation Steps:

Create a Field Generation Prompt Template:

Use Prompt Builder to create a new prompt template of type Field Generation.

Design the prompt to instruct the AI to generate a summary based on the guest's interests and activity preferences.

Include Relevant Data:

Use merge fields to include data from the guest profile in the prompt.

Ensure that the prompt accesses the necessary fields to generate accurate recommendations.

Configure the Contact Page Layout:

Add the field that will display the AI-generated summary to the contact record page layout.

Ensure that the field is only visible where appropriate, adhering to the requirement of availability only on the contact record page.

Why Not Einstein Copilot or Model Builder:

Option A (Einstein Copilot):

Purpose: Einstein Copilot is a conversational AI assistant designed to interact with users through natural language.

Mismatch with Requirements:

The team wants a static summary displayed on the contact record page, not an interactive conversational experience.

Option C (Model Builder):

Purpose: Model Builder is used to create custom AI models for predictions and classifications.

Inapplicability:

Building a custom model is unnecessary for generating text summaries based on existing data.

Model Builder does not directly provide functionality to generate and display summaries on record pages.

Reference:

Salesforce AI Specialist Documentation - Prompt Builder Overview:

Provides an introduction to Prompt Builder and its capabilities.

Salesforce Help - Creating Field Generation Prompt Templates:

Guides on creating prompt templates that generate content for fields on records.

Salesforce Trailhead - Customize AI Content with Prompt Builder:

Offers hands-on experience in building and customizing prompt templates.

Conclusion:

By utilizing Prompt Builder, the sales team can create a customized prompt template that generates personalized guest summaries and recommendations based on activity preferences. This solution meets the requirement of displaying the summary only on the contact record page, enhancing the team's ability to engage with guests effectively.

NEW QUESTION: 21

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NEW QUESTION: 22

A sales manager is using Agent Assistant to streamline their daily tasks. They ask the agent to Show me a list of my open opportunities.

How does the large language model (LLM) in Agentforce identify and execute the action to show the sales manager a list of open opportunities?

- A.** The LLM interprets the user's request, generates a plan by identifying the apcMopnete topics and actions, and executes the actions to retrieve and display the open opportunities
- B.** The LLM uses a static set of rules to match the user's request with predefined topics and actions, bypassing the need for dynamic interpretation and planning.
- C.** Using a dialog pattern. the LLM matches the user query to the available topic, action and steps then performs the steps for each action, such as retrieving a fast of open opportunities.

Answer: A (LEAVE A REPLY)

Agentforce's LLM dynamically interprets natural language requests (e.g., "Show me open opportunities"), generates an execution plan using the planner service, and retrieves data via actions (e.g., querying Salesforce records). This contrasts with static rules (B) or rigid dialog patterns (C), which lack contextual adaptability. Salesforce documentation highlights the planner's role in converting intents into actionable steps while adhering to security and business logic.

NEW QUESTION: 23

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NEW QUESTION: 24

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NEW QUESTION: 25

A service agent is looking at a custom object that stores travel information. They recently received a weather alert and now need to cancel flights for the customers that are related with this itinerary. The service agent needs to review the Knowledge articles about canceling and rebooking the customer flights.

Which Einstein Copilot capability helps the agent accomplish this?

A. Execute tasks based on available actions, answering questions using information from accessible Knowledge articles.

B. Invoke a flow which makes a call to external data to create a Knowledge article.

C. Generate a Knowledge article based off the prompts that the agent enters to create steps to cancel flights.

Answer: C (LEAVE A REPLY)

In this scenario, the Einstein Copilot capability that best helps the agent is its ability to execute tasks based on available actions and answer questions using data from Knowledge articles. Einstein Copilot can assist the service agent by providing relevant

Knowledge articles on canceling and rebooking flights, ensuring that the agent has access to the correct steps and procedures directly within the workflow.

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NEW QUESTION: 26

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NEW QUESTION: 27

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B. Salesforce Prompt Builder is a tool that allows administrators to create and manage prompts for Salesforce AI, such as Einstein GPT. It provides a user-friendly interface for defining prompts, managing templates, and integrating with various Salesforce applications, including CRM, Marketing, and Service. This tool is designed to streamline the process of generating personalized content and improve the efficiency of AI-driven workflows.

C. Salesforce Prompt Builder is a tool that allows administrators to create and manage prompts for Salesforce AI, such as Einstein GPT. It provides a user-friendly interface for defining prompts, managing templates, and integrating with various Salesforce applications, including CRM, Marketing, and Service. This tool is designed to streamline the process of generating personalized content and improve the efficiency of AI-driven workflows.

Answer: B (LEAVE A REPLY)

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* CRM Prompt Builder is a tool that allows administrators to create and manage prompts for Salesforce AI, such as Einstein GPT. It provides a user-friendly interface for defining prompts, managing templates, and integrating with various Salesforce applications, including CRM, Marketing, and Service. This tool is designed to streamline the process of generating personalized content and improve the efficiency of AI-driven workflows.

* Salesforce Prompt Builder is a tool that allows administrators to create and manage prompts for Salesforce AI, such as Einstein GPT. It provides a user-friendly interface for defining prompts, managing templates, and integrating with various Salesforce applications, including CRM, Marketing, and Service. This tool is designed to streamline the process of generating personalized content and improve the efficiency of AI-driven workflows.

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References:

* Salesforce Prompt Builder: https://help.salesforce.com/s/articleView?id=sf.prompt_builder_overview.htm

NEW QUESTION: 28

A Salesforce Administrator wants to generate personalized, targeted emails that incorporate customer interaction data. The admin wants to leverage large language models (LLMs) to write the emails, and wants to reuse templates for different products and customers.

Which solution approach should the admin leverage?

A. Use sales Email standard templates

B. Create a Text Field Generation prompt template type

C. Create a Sales Email prompt template type.

Answer: C (LEAVE A REPLY)

To generate personalized emails using LLMs while reusing templates:

* Sales Email Prompt Template Type (Option C): Designed specifically for generating dynamic email content by combining LLMs with structured templates. It allows admins to define placeholders (e.g., customer name, product details) and reuse templates across scenarios.

* Option A: Standard email templates lack LLM integration and dynamic personalization.

* Option B: "Text Field Generation" is not a valid Salesforce prompt template type.

References:

* Describes using Sales Email prompt templates to "generate targeted emails using dynamic data and LLMs."

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Event Logs in Salesforce capture detailed interaction data, including agent errors, triggered actions, and incomplete plans. These logs provide visibility into user-Agent interactions for troubleshooting performance issues. The Einstein Bot Analytics documentation highlights Event Logs as the primary source for auditing bot behavior and diagnosing issues like misconfigured actions or plan execution failures.

* Agent Settings (C) control configuration but do not store interaction history.

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NEW QUESTION: 31

Universal Containers (UC) wants to enable its sales team to use AI to suggest recommended products from its catalog.

Which type of prompt template should UC use?

- A. Record summary prompt template
- B. Email generation prompt template
- C. Flex prompt template

Answer: (SHOW ANSWER)

Universal Containers (UC) wants to enable its sales team to leverage AI to recommend products from its catalog. The best option for this use case is a Flex prompt template.

A Flex prompt template is designed to provide flexible, customizable AI-driven recommendations or responses based on specific data points, such as product information, customer needs, or sales history. This template type allows the AI to consider various inputs and parameters, making it ideal for generating product recommendations dynamically.

In contrast:

* **Record summary prompt template (A)** is used to generate a summary of a record's data. It is not designed for generating recommendations or responses based on specific data points.

* **Email generation prompt template (B)** is used to generate email content. It is not designed for generating recommendations or responses based on specific data points.

Therefore, the correct answer is **C. Flex prompt template**, which is designed to provide flexible, customizable AI-driven recommendations or responses based on specific data points.

Salesforce **AI** **AI**:

* Salesforce **AI** **AI** **AI**: <https://help.salesforce.com/s/articleView?id=000391407&type=1>

* Flex **AI** **AI** **AI**: [https://developer.salesforce.com/docs/atlas.en-us.salesforce_ai.meta](https://developer.salesforce.com/docs/atlas.en-us.salesforce_ai.meta/salesforce_ai/prompt_flex_template)

[/salesforce_ai/prompt_flex_template](https://developer.salesforce.com/docs/atlas.en-us.salesforce_ai.meta/salesforce_ai/prompt_flex_template)

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NEW QUESTION: 32

What is the role of the large language model (LLM) in understanding intent and executing an Agent Action?

- A. Find similar requested topics and provide the actions that need to be executed
- B. Identify the best matching topic and actions and correct order of execution
- C. Determine a user's topic access and sort actions by priority to be executed

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 33

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Answer: A ([LEAVE A REPLY](#))

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NEW QUESTION: 34

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Answer: ([SHOW ANSWER](#))

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- * **Option A:** Salesforce prompt templates do not support direct inclusion of REST API merge fields from JSON conversion.
- * **Option B:** Salesforce prompt templates do not support direct inclusion of API merge fields from JSON conversion.
- * **Option C:** Use "Add Prompt Instructions" flow element:
- * **Purpose of Add Prompt Instructions:**
 - * Allows adding instructions to the prompt within a flow but does not facilitate including external data.
 - * **Limitation:** Does not directly help in incorporating external service responses into the prompt template.
- References:**
 - * Salesforce AI Specialist Documentation -Integrating External Services with Prompt Templates:

- * Explains how to use External Services and merge fields in prompt templates.
- * Salesforce Help -Using Merge Fields with External Data:
- * Provides guidance on referencing external data in templates using merge fields.
- * Salesforce Trailhead -External Services and Flow:
- * Offers a practical understanding of integrating external APIs using External Services and Flow.

Conclusion:

By using External Service Record merge fields, the AI Specialist can effectively include data from external REST API responses into prompt templates, ensuring that the AI-generated content is enriched with up-to- date and relevant external data.

NEW QUESTION: 35

Universal Containers (UC) wants to leverage Generative AI Salesforce functionality to reduce Service Agent handling time by providing recommended replies based on the existing Knowledge articles.

On which AI capability should UC train the service agents?

- A. Case Replies
- B. Knowledge Replies
- C. Service Replies

Answer: B (LEAVE A REPLY)

Knowledge Replies is the Einstein Generative AI capability that generates recommended responses for service agents by grounding responses in the organization's Knowledge articles. This reduces handling time by providing contextually accurate suggestions sourced directly from approved content. Salesforce documentation states that Knowledge Replies leverage natural language processing (NLP) to match customer inquiries with relevant articles and draft replies, ensuring consistency and compliance.

* Case Replies (A) focus on generating responses based on case data (e.g., case fields, history) but do not explicitly ground responses in Knowledge articles.

* Service Replies (C) is not a standard Einstein capability tied to Knowledge-driven responses.

NEW QUESTION: 36

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Answer: C (LEAVE A REPLY)

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* Reason:Salesforce restricts certain objects and related lists from being used in prompt templates to maintain data security and integrity. The User object often contains sensitive information and is subject to strict access controls.

* Impact:Attempting to use the User related list in a prompt template will not work as expected because the system does not support it.

Why Options A and B are Incorrect:

* Option A (The User related list should have View All access):

* Incorrect:Even with View All access, the User related list is still not supported in prompt templates.

* Security Concerns:Granting View All access to the User object is a significant security risk and not a recommended practice.

* Option B (The User related list needs to be included on the record page):

* Incorrect:Including the User related list on the record page does not affect its availability in prompt templates.

* Irrelevance:The placement of the related list on the record page does not change the system's ability to access it in a prompt template.

References:

* Salesforce AI Specialist Documentation -Prompt Templates Limitations:

* Details the objects and related lists that are not supported in prompt templates.

* Salesforce Help -Data Access in Prompt Templates:

* Explains how data access and security considerations affect the use of objects in prompt templates.

* Salesforce Trailhead -Understanding Prompt Template Grounding:

* Provides insights into grounding prompt templates and the limitations involved.

Conclusion:

Since the User related list is not supported in prompt templates, the AI Specialist must consider alternative approaches. They might need to redesign the prompt template to use supported objects or related lists, or explore other methods to incorporate necessary user information while adhering to Salesforce's data access policies.

NEW QUESTION: 37

An AI Specialist at Universal Containers (UC) is building with no-code tools only. They have many small accounts that are only touched periodically by a specialized sales team, and UC wants to maximize the sales operations team's time. UC wants to help prep the sales team for the calls by summarizing past purchases, interests in products shown by the Contact captured via Data Cloud, and a recap of past email and phone conversations for which there are transcripts.

Which approach should the AI Specialist recommend to achieve this use case?

* Salesforce [Einstein Trust Layer](#): "Einstein Trust Layer AI" provides a secure environment for AI models to process sensitive data. It ensures that data is only used for the intended purpose and is protected from unauthorized access.

NEW QUESTION: 39

An AI specialist wants to leverage Record Snapshots grounding feature in a prompt template.

What preparations are required?

- A. Configure page layout of the master record type
- B. Create a field set for all the fields to be grounded
- C. Enable and configure dynamic form for the object

Answer: B ([LEAVE A REPLY](#))

To use the Record Snapshots grounding feature in a prompt template, you must create a field set that includes all fields required for grounding. Field sets define which fields from an object are accessible to the AI model, ensuring the prompt template has structured data to generate contextually accurate responses.

Salesforce documentation emphasizes that grounding relies on explicitly defined field sets to avoid exposing unintended data and to comply with security policies.

* Page Layout configuration (A) controls UI organization but does not directly enable grounding.

* Dynamic Forms (C) customize record pages dynamically but are unrelated to data grounding for prompts.

NEW QUESTION: 40

An AI Specialist is tasked with analyzing Agent interactions looking into user inputs, requests, and queries to identify patterns and trends.

What functionality allows the AI Specialist to achieve this?

- A. User Utterances dashboard
- B. Agent Event Logs dashboard
- C. AI Audit & Feedback Data dashboard

Answer: ([SHOW ANSWER](#))

The User Utterances dashboard (Option A) is the correct functionality for analyzing user inputs, requests, and queries to identify patterns and trends. This dashboard aggregates and categorizes the natural language inputs (utterances) from users, enabling the AI Specialist to:

* Identify Common Queries: Surface frequently asked questions or recurring issues.

* Detect Intent Patterns: Understand how users phrase requests, which helps refine intent detection models.

* Improve Bot Training: Highlight gaps in training data or misclassified utterances that require adjustment.

Why Other Options Are Incorrect:

- * B. Agent Event Logs dashboard: Focuses on agent activity (e.g., response times, resolved cases) rather than user input analysis.
- * C. AI Audit & Feedback Data dashboard: Tracks AI model performance, audit trails, and user feedback scores but does not directly analyze raw user utterances or queries.

References:

- * Salesforce Einstein AI Specialist Certification Guide: Emphasizes the User Utterances dashboard as the primary tool for analyzing user inputs to improve conversational AI.
- * Trailhead Module: "Einstein Bots Basics" highlights using the dashboard to refine bot training based on user interaction data.
- * Salesforce Help Documentation: Describes the User Utterances dashboard as critical for identifying trends in customer interactions.

NEW QUESTION: 41

Universal Containers (UC) wants to improve the efficiency of addressing customer questions and reduce agent handling time with AI- generated responses. The agents should be able to leverage their existing knowledge base and identify whether the responses are coming from the large language model (LLM) or from Salesforce Knowledge.

Which step should UC take to meet this requirement?

- A. Turn on Service AI Grounding, Grounding with Case, and Service Replies.
- B. Turn on Service Replies, Service AI Grounding, and Grounding with Knowledge.
- C. Turn on Service AI Grounding and Grounding with Knowledge.

Answer: B (LEAVE A REPLY)

To meet Universal Containers' goal of improving efficiency and reducing agent handling time with AI- generated responses, the best approach is to enable Service Replies, Service AI Grounding, and Grounding with Knowledge.

- * Service Replies generates responses automatically.
- * Service AI Grounding ensures that the AI is using relevant case data.
- * Grounding with Knowledge ensures that responses are backed by Salesforce Knowledge articles, allowing agents to identify whether a response is coming from the LLM or Salesforce Knowledge.
- * Option C does not include Service Replies, which is necessary for generating AI responses.
- * Option A lacks the Grounding with Knowledge, which is essential for identifying response sources.

For more details, refer to Salesforce Service AI documentation on grounding and service replies.

NEW QUESTION: 42

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.

In the score of 1 indicate?

- A. The response is the least toxic Einstein Generative AI Toxicity Scoring system, what does a toxicity category.
- B. The response is not toxic.
- C. The response is the most toxic.

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 43

What is the role of the large language model (LLM) in executing an Einstein Copilot Action?

- A. Find similar requests and provide actions that need to be executed
- B. Identify the best matching actions and correct order of execution
- C. Determine a user's access and sort actions by priority to be executed

Answer: B (LEAVE A REPLY)

In Einstein Copilot, the role of the Large Language Model (LLM) is to analyze user inputs and identify the best matching actions that need to be executed. It uses natural language understanding to break down the user's request and determine the correct sequence of actions that should be performed.

By doing so, the LLM ensures that the tasks and actions executed are contextually relevant and are performed in the proper order. This process provides a seamless, AI-enhanced experience for users by matching their requests to predefined Salesforce actions or flows.

The other options are incorrect because:

A mentions finding similar requests, which is not the primary role of the LLM in this context. C focuses on access and sorting by priority, which is handled more by security models and governance than by the LLM.

References:

Salesforce Einstein Documentation on Einstein Copilot Actions

Salesforce AI Documentation on Large Language Models

NEW QUESTION: 44

An account manager is preparing for an upcoming customer call and wishes to get a snapshot of key data points from accounts, contacts, leads, and opportunities in Salesforce.

Which feature provides this?

- A. Sales Summaries
- B. Sales Insight Summary
- C. Work Summaries

Answer: B (LEAVE A REPLY)

Sales Insight Summary aggregates key data points from multiple Salesforce objects (accounts, contacts, leads, opportunities) into a consolidated view, enabling account managers to quickly access relevant information for customer calls.

* Option A (Sales Summaries): Typically refers to Einstein-generated summaries of specific interactions (e.g., emails, calls), not multi-object snapshots.

* Option C (Work Summaries): Focuses on summarizing customer service interactions (e.g., chat transcripts), not sales data.

* Option B (Sales Insight Summary): Directly provides a holistic snapshot of sales-related objects, aligning with the scenario.

References:

* Salesforce Help: Sales Insight Overview

* Describes Sales Insight Summary as "a unified view of account, contact, and opportunity data for sales readiness."

NEW QUESTION: 45

Universal Containers' sales team engages in numerous video sales calls with prospects across the nation. Sales management wants an easy way to understand key information such as deal terms or customer sentiments.

Which Einstein Generative AI feature should an AI Specialist recommend for this request?

- A. Einstein Call Summaries
- B. Einstein Conversation Insights
- C. Einstein Video KPI

Answer: A (LEAVE A REPLY)

Einstein Call Summaries is the best option for this scenario because it leverages Salesforce's AI capabilities to automatically summarize key details of video or voice calls. It includes details like deal terms, customer sentiments, follow-up tasks, and other crucial information. This feature is designed to help sales teams focus on their strategies rather than taking extensive manual notes during conversations.

* Einstein Call Summaries: Automatically generates summaries for calls, identifying critical points such as next steps and follow-ups, enhancing efficiency and understanding of deal progression.

* Einstein Conversation Insights: While it provides insights into customer sentiment and engagement, it is more suited for analyzing patterns across conversations rather than summarizing specific call details.

* Einstein Video KPI: Focuses on analyzing key performance indicators within video calls but does not offer summarization features needed for deal terms or sentiment tracking. This feature ensures actionable insights are delivered directly into the Salesforce CRM, allowing sales managers to gain a concise overview without manually reviewing long recordings.

NEW QUESTION: 46

When a customer chat is initiated, which functionality in Salesforce provides generative AI replies or draft emails based on recommended Knowledge articles?

- A. Einstein Reply Recommendations**
B. Einstein Service Replies
C. Einstein Grounding

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 47

An administrator wants to check the response of the Flex prompt

template they've built, but the preview button is greyed out.

What is the reason for this?

- A. The records related to the prompt have not been selected.
- B. The prompt has not been saved and activated,
- C. A merge field has not been inserted in the prompt.

Answer: A (LEAVE A REPLY)

When the preview button is greyed out in a Flex prompt template, it is often because the records related to the prompt have not been selected. Flex prompt templates pull data dynamically from Salesforce records, and if there are no records specified for the prompt, it can't be previewed since there is no content to generate based on the template.

Option B, not saving or activating the prompt, would not necessarily cause the preview button to be greyed out, but it could prevent proper functionality.

Option C, missing a merge field, would cause issues with the output but would not directly grey out the preview button.

Ensuring that the related records are correctly linked is crucial for testing and previewing how the prompt will function in real use cases.

Salesforce AI Specialist Reference:

Refer to the documentation on troubleshooting Flex templates here:

https://help.salesforce.com/s/articleView?id=sf.flex_prompt_builder_troubleshoot.htm

NEW QUESTION: 48

Universal Containers plans to enhance its sales team's productivity using AI.

Which specific requirement necessitates the use of Prompt Builder?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 49

Universal Containers is evaluating AI solutions to enhance sales productivity. The company is considering using Prompt Builder to create AI prompts for Salesforce AI. Which of the following is a requirement for using Prompt Builder?

AI solutions must be implemented using Salesforce AI.

- A. Apex is required to integrate with LLMs.
- B. Einstein Studio is required for BYO-LLM.
- C. Flow is required to integrate with LLMs.

Answer: B (LEAVE A REPLY)

Einstein Studio is required for BYO-LLM (Bring Your Own Large Language Model) integration.

Salesforce AI solutions must be implemented using Salesforce AI. Universal Containers is evaluating AI solutions to enhance sales productivity. The company is considering using Prompt Builder to create AI prompts for Salesforce AI. Which of the following is a requirement for using Prompt Builder?

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NEW QUESTION: 50

Universal Containers (UC) wants to use Flow to bring data from unified Data Cloud objects to prompt templates.

Which type of flow should UC use?

- A. Data Cloud-triggered flow
- B. Template-triggered prompt flow
- C. Unified-object linking flow

Answer: B (LEAVE A REPLY)

In this scenario, Universal Containers wants to bring data from unified Data Cloud objects into prompt templates, and the best way to do that is through a Data Cloud-triggered flow. This type of flow is specifically designed to trigger actions based on data changes within Salesforce Data Cloud objects.

Data Cloud-triggered flows can listen for changes in the unified data model and automatically bring relevant data into the system, making it available for prompt templates. This ensures that the data is both real-time and up-to-date when used in generative AI contexts.

For more detailed guidance, refer to Salesforce documentation on Data Cloud-triggered flows and Data Cloud integrations with generative AI solutions.

NEW QUESTION: 51

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

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

Answer: C (LEAVE A REPLY)

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 Einstein Trust Layer, AI models process data in a secure manner, ensuring GDPR compliance. This prevents unauthorized exposure of personally identifiable information (PII) to AI models and ensures adherence to privacy laws.

Options:

* Data Masking(A) obscures sensitive data before it is processed by AI models, ensuring GDPR compliance.

* Prompt Defense(C) prevents unauthorized access to AI models, ensuring data security.

NEW QUESTION: 52

An administrator is responsible for ensuring the security and reliability of Universal Containers' (UC) CRM data. UC needs enhanced data protection and up-to-date AI capabilities. UC also needs to include relevant information from a Salesforce record to be merged with the prompt.

Which feature in the Einstein Trust Layer best supports UC's need?

- A. Data masking
- B. Dynamic grounding with secure data retrieval
- C. Zero-data retention policy

Answer: (SHOW ANSWER)

Dynamic grounding with secure data retrieval is a key feature in Salesforce's Einstein Trust Layer, which provides enhanced data protection and ensures that AI-generated outputs are both accurate and securely sourced. This feature allows relevant Salesforce data to be merged into the AI-generated responses, ensuring that the AI outputs are contextually aware and aligned with real-time CRM data.

Dynamic grounding means that AI models are dynamically retrieving relevant information from Salesforce records (such as customer records, case data, or custom object data) in a secure manner. This ensures that any sensitive data is protected during AI processing and that the AI model's outputs are trustworthy and reliable for business use.

The other options are less aligned with the requirement:

Data masking refers to obscuring sensitive data for privacy purposes and is not related to merging Salesforce records into prompts.

Zero-data retention policy ensures that AI processes do not store any user data after processing, but this does not address the need to merge Salesforce record information into a prompt.

Reference:

Salesforce Developer Documentation on Einstein Trust Layer

* Salesforce Trailhead: Prompt Builder □□□□ - □□ □□ □□ □□□□ □□□ □□□ □□□□ □□□□ □□□ □□□□□.

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NEW QUESTION: 54

After a successful implementation of Agentforce Sales Agent with sales users. Universal Containers now aims to deploy it to the service team.

Which key consideration should the AI Specialist keep in mind for this deployment?

- A. Assign the Agentforce for Service permission to the Service Cloud users.
- B. Assign the standard service actions to Agentforce Service Agent.
- C. Review and test standard and custom Agent topics and actions for Service Center use cases.

Answer: C (LEAVE A REPLY)

When deploying Einstein Agent (formerly Agentforce) from Sales to Service Cloud:

* Agent Topics and Actions are context-specific. Service Cloud use cases (e.g., case resolution, knowledge retrieval) require validation of existing topics/actions to ensure alignment with service workflows.

* Option A: Permissions like "Agentforce for Service" are necessary but secondary to functional compatibility.

* Option B: Standard service actions must be mapped to Agentforce, but testing ensures they function as intended.

References:

* Salesforce Help: Einstein Agent Setup

* Emphasizes reviewing "topics and actions for different user groups (Sales vs. Service)."

NEW QUESTION: 55

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Answer: A (LEAVE A REPLY)

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NEW QUESTION: 58

What is an AI Specialist able to do when the "Enrich event logs with conversation data" setting in Einstein Copilot is enabled?

- A. View the user click path that led to each copilot action.
- B. View session data including user Input and copilot responses for sessions over the past 7 days.
- C. Generate details reports on all Copilot conversations over any time period.

Answer: B (LEAVE A REPLY)

When the "Enrich event logs with conversation data" setting is enabled in Einstein Copilot, it allows an AI Specialist or admin to view session data, including both the user input and copilot responses from interactions over the past 7 days. This data is crucial for monitoring how the copilot is being used, analyzing its performance, and improving future interactions based on past inputs.

* This setting enriches the event logs with detailed conversational data for better insights into the interaction history, helping AI specialists track AI behavior and user engagement.

* Option A, viewing the user click path, focuses on navigation but is not part of the conversation data enrichment functionality.

* Option C, generating detailed reports over any time period, is incorrect because this specific feature is limited to data for the past 7 days.

Salesforce AI Specialist References: You can refer to this documentation for further insights: [https://help](https://help.salesforce.com/s/articleView?id=sf.einstein_copilot_event_logging.htm).

[salesforce.com/s/articleView?id=sf.einstein_copilot_event_logging.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_copilot_event_logging.htm)

NEW QUESTION: 59

Universal Containers (UC) is tracking web activities in Data Cloud for a unified contact, and wants to use that in a prompt template to help extract insights from the data.

Assuming that the Contact object is one of the objects associated with the prompt template, what is a valid way for DC to do this?

- A. Call the prompt directly from Data Cloud with a web tracing activity included in the prompt definition.
- B. Add the activity records as an enrichment related list to the Contact then pass the Contact into a prompt template workspace using related list grounding.
- C. Create a prompt template that takes a list of all Data Cloud activity records as input to pass to the large language model (LLM).

Answer: (SHOW ANSWER)

To integrate web activity data from Data Cloud into a prompt template, the correct approach is to enrich the Contact object with the activity records as a related list and use related list grounding (Option B). Here's why:

- * Data Cloud Integration: Data Cloud unifies web activity data and associates it with the unified Contact record. By adding these activities as a related list to the Contact, the data becomes accessible to the prompt template.

- * Prompt Template Grounding: Salesforce prompt templates support grounding on related records.

When the Contact is passed to the prompt template, the template can reference the related web activity records (via the related list) to extract insights.

- * Structured Data Handling: This method aligns with Salesforce best practices for grounding, ensuring the large language model (LLM) receives structured, context-rich data without overwhelming it with raw activity lists.

Why Other Options Are Incorrect:

- * A. Calling the prompt directly from Data Cloud: Prompt templates are invoked within Salesforce, not directly from Data Cloud. Grounding requires associating data with Salesforce objects, not ad-hoc web activity inclusion.

- * C. Passing a list of activity records as input: While technically possible, this bypasses Salesforce's grounding framework, which relies on object relationships. It also risks exceeding LLM input limits and lacks scalability.

References:

- * Salesforce Data Cloud Implementation Guide: Explains how to enrich standard/custom objects with related data for AI use cases.

- * Prompt Template Documentation: Highlights grounding on related lists to leverage contextual data for LLM prompts.

- * Trailhead Module: "Einstein Prompt Builder Basics" demonstrates grounding techniques using related records.

NEW QUESTION: 60

An AI Specialist needs to enable the use of Sales Email prompt templates for the sales team. The AI Specialist has already created the templates in Prompt Builder.

According to best practices, which steps should the AI Specialist take to ensure the sales team can use these templates?

A. Assign the Prompt Template User permission set and enable Sales Emails in Setup.

B. Assign the Prompt Template Manager permission set and enable Sales Emails in setup.

C. Assign the Data Cloud Admin permission set and enable Sales Emails in Setup.

Answer: A (LEAVE A REPLY)

To enable Sales Email prompt templates:

- * Permission Set: Assign the Prompt Template User permission set to the sales team to grant access to use pre-built templates.

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Universal Containers (UC) has a legacy system that needs to integrate with Salesforce. UC wishes to create a digest of account action plans using the generative API feature. Which API service should UC use to meet this requirement?

- A. REST API**
B. Metadata API
C. SOAP API

To create a digest of account action plans using the generative API feature, Universal Containers should use the REST API. The REST API is ideal for integrating Salesforce with external systems and enabling interaction with Salesforce data, including generative capabilities like creating summaries or digests. It supports modern web standards and is suitable for flexible, lightweight interactions between Salesforce and legacy systems.

* SOAP API is an older API used for integration but is less flexible compared to REST for this specific use case.

For more details, refer to [Salesforce REST API documentation](#) regarding using REST for data integration and generating content.

NEW QUESTION: 62

NEW QUESTION: 64

An AI Specialist has created a copilot custom action using flow as the reference action type. However, it is not delivering the expected results to the conversation preview, and therefore needs troubleshooting.

What should the AI Specialist do to identify the root cause of the problem?

- A.** In Copilot Builder within the Dynamic Panel, turn on dynamic debugging to show the inputs and outputs.
- B.** Copilot Builder within the Dynamic Panel, confirm selected action and observe the values in Input and Output sections.
- C.** In Copilot Builder, verify the utterance entered by the user and review session event logs for debug information.

Answer: A (LEAVE A REPLY)

When troubleshooting a copilot custom action using flow as the reference action type, enabling dynamic debugging within Copilot Builder's Dynamic Panel is the most effective way to identify the root cause. By turning on dynamic debugging, the AI Specialist can see detailed logs showing both the inputs and outputs of the flow, which helps identify where the action might be failing or not delivering the expected results.

Option B, confirming selected actions and observing the Input and Output sections, is useful for monitoring flow configuration but does not provide the deep diagnostic details available with dynamic debugging.

Option C, verifying the user utterance and reviewing session event logs, could provide helpful context, but dynamic debugging is the primary tool for identifying issues with inputs and outputs in real time.

Salesforce AI Specialist Reference:

To explore more about dynamic debugging in Copilot Builder, see:

https://help.salesforce.com/s/articleView?id=sf.copilot_custom_action_debugging.htm

NEW QUESTION: 65

Universal Containers is rolling out a new generative AI initiative.

Which Prompt Builder limitations should the AI Specialist be aware of?

- A.** Rich text area fields are only supported in Flex template types.
- B.** Creations or updates to the prompt templates are not recorded in the Setup Audit Trail.
- C.** Custom objects are supported only for Flex template types.

Answer: C (LEAVE A REPLY)

The Prompt Builder in Salesforce has some specific limitations, one of which is that custom objects are supported only for Flex template types. This means that users must rely on Flex templates to integrate custom objects into their prompts.

* Option A: While rich text area fields have certain restrictions, this does not pertain to the core limitation of integrating custom objects.

* Option B: Updates and creations for prompt templates are indeed recorded in the Setup Audit Trail, so this statement is incorrect.

* Option C: This is the correct answer as it reflects a documented limitation of the Prompt Builder.

NEW QUESTION: 66

Universal Containers needs to provide insights on the usability of Agents to drive adoption in the organization.

What should the AI Specialist recommend?

A. Agent Analytics

B. Agentforce Analytics

C. Agent Studio Analytics

Answer: ([SHOW ANSWER](#))

* **Agent Analytics:** This tool is specifically designed to provide usability insights for Salesforce agents. It tracks metrics like adoption rates, task completion times, and efficiency levels, helping organizations identify areas where agents excel or need additional support.

* Agentforce Analytics: □ □□□ Salesforce□□ □□□□□ □□□□ □□□ □□□□ □
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NEW QUESTION: 67

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Answer: C (LEAVE A REPLY)

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B. View session data including user Input and copilot responses for sessions over the past 7 days.

C. Generate details reports on all Copilot conversations over any time period.

Answer: B (LEAVE A REPLY)

When the "Enrich event logs with conversation data" setting is enabled in Einstein Copilot, it allows an AI Specialist or admin to view session data, including both the user input and copilot responses from interactions over the past 7 days. This data is crucial for monitoring how the copilot is being used, analyzing its performance, and improving future interactions based on past inputs.

This setting enriches the event logs with detailed conversational data for better insights into the interaction history, helping AI specialists track AI behavior and user engagement.

Option A, viewing the user click path, focuses on navigation but is not part of the conversation data enrichment functionality.

Option C, generating detailed reports over any time period, is incorrect because this specific feature is limited to data for the past 7 days.

Salesforce AI Specialist Reference:

You can refer to this documentation for further insights:

https://help.salesforce.com/s/articleView?id=sf.einstein_copilot_event_logging.htm

NEW QUESTION: 70

An AI Specialist is considering using a Field Generation prompt template type.

What should the AI Specialist check before creating the Field Generation prompt to ensure it is possible for the field to be enabled for generative AI?

A. That the field chosen must be a rich text field with 255 characters or more.

B. That the org is set to API version 59 or higher

C. That the Lightning page layout where the field will reside has been upgraded to Dynamic Forms

Answer: B (LEAVE A REPLY)

Before creating a Field Generation prompt template, the AI Specialist must ensure that the Salesforce org is set to API version 59 or higher. This version of the API introduces support for advanced generative AI features, such as enabling fields for generative AI outputs. This is a critical technical requirement for the Field Generation prompt template to function correctly.

* Option A (rich text field requirement) is not necessary for generative AI functionality.

* Option C (Dynamic Forms) does not impact the ability of a field to be generative AI-enabled, although it might enhance the user interface.

For more information, refer to Salesforce documentation on API versioning and Field Generation templates.

NEW QUESTION: 71

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

Answer: (SHOW ANSWER)

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: 72

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

Answer: B (LEAVE A REPLY)

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 References:

* 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: 73

Universal Containers has seen a high adoption rate of a new feature that uses generative AI to populate a summary field of a custom object, Competitor Analysis. All sales users have the same profile but one user cannot see the generative AI-enabled field icon next to the summary field.

What is the most likely cause of the issue?

- A. The user does not have the Prompt Template User permission set assigned.
- B. The prompt template associated with summary field is not activated for that user.
- C. The user does not have the field Generative AI User permission set assigned.

Answer: (SHOW ANSWER)

In Salesforce, Generative AI capabilities are controlled by specific permission sets. To use features such as generating summaries with AI, users need to have the correct permission sets that allow access to these functionalities.

* Generative AI User Permission Set: This is a key permission set required to enable the generative AI capabilities for a user. In this case, the missing Generative AI User permission set prevents the user from seeing the generative AI-enabled field icon. Without this permission, the generative AI feature in the Competitor Analysis custom object won't be accessible.

* Why not A? The Prompt Template User permission set relates specifically to users who need access to prompt templates for interacting with Einstein GPT, but it's not directly related to the visibility of AI-enabled field icons.

* Why not B? While a prompt template might need to be activated, this is not the primary issue here. The question states that other users with the same profile can see the icon, so the problem is more likely to be permissions-based for this particular user.

For more detailed information, you can review Salesforce documentation on permission sets related to AI capabilities at [Salesforce AI Documentation](#) and [Einstein GPT permissioning guidelines](#).

NEW QUESTION: 74

Universal Containers wants to allow its service agents to query the current fulfillment status of an order with natural language. There is an existing autolaunched flow to query the information from Oracle ERP, which is the system of record for the order fulfillment process. How should an AI Specialist apply the power of conversational AI to this use case?

- A. Create a Flex prompt template in Prompt Builder.
- B. Create a custom copilot action which calls a flow.

C. Configure the Integration Flow Standard Action in Einstein Copilot.

Answer: B (LEAVE A REPLY)

To enable Universal Containers service agents to query the current fulfillment status of an order using natural language and leverage an existing auto-launched flow that queries Oracle ERP, the best solution is to create a custom copilot action that calls the flow. This action will allow Einstein Copilot to interact with the flow and retrieve the required order fulfillment information seamlessly. Custom copilot actions can be tailored to call various backend systems or flows in response to user requests.

* Option B is correct because it enables integration between Einstein Copilot and the flow that connects to Oracle ERP.

* Option A (Flex prompt template) is more suited for static responses and not for invoking flows.

* Option C (Integration Flow Standard Action) is not directly related to creating a specific copilot action for this use case.

References:

* Salesforce Einstein Copilot Actions: https://help.salesforce.com/s/articleView?id=einstein_copilot_actions.htm

NEW QUESTION: 75

Universal Containers (UC) is a Salesforce Service Cloud client. UC is implementing Einstein Copilot for Service Cloud. UC wants to ensure that the copilot action is secure and that the data is protected. Which of the following is the best solution to ensure data security?

A. Implement a custom action that uses a secure endpoint.

B. Implement a custom action that uses a secure endpoint and a secure data source.

C. Implement a custom action that uses a secure endpoint and a secure data source and a secure data format.

Answer: A (LEAVE A REPLY)

Salesforce Service Cloud is implementing Einstein Copilot for Service Cloud. UC wants to ensure that the copilot action is secure and that the data is protected. Which of the following is the best solution to ensure data security?

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: 76

An AI Specialist is creating a custom action for Agentforce.

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\* References and Study Resources:

- \* Salesforce Help & Training#Email Templates: Merge Fields
- \* Salesforce Trailhead#"Create and Customize Email Templates in Sales Cloud"
- \* Salesforce AI Specialist Study Resources(covers recommended best practices for leveraging standard objects like Account in AI-powered or prompt-based communications)

**NEW QUESTION: 78**

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: (SHOW ANSWER)**

- \* 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: 79

An administrator wants to check the response of the Flex prompt template they've built, but the preview button is greyed out.

What is the reason for this?

A. The records related to the prompt have not been selected.

B. The prompt has not been saved and activated,

C. A merge field has not been inserted in the prompt.

**Answer:** (SHOW ANSWER)

When the preview button is greyed out in a Flex prompt template, it is often because the records related to the prompt have not been selected. Flex prompt templates pull data dynamically from Salesforce records, and if there are no records specified for the prompt, it can't be previewed since there is no content to generate based on the template.

\* Option B, not saving or activating the prompt, would not necessarily cause the preview button to be greyed out, but it could prevent proper functionality.

\* Option C, missing a merge field, would cause issues with the output but would not directly grey out the preview button.

Ensuring that the related records are correctly linked is crucial for testing and previewing how the prompt will function in real use cases.

Salesforce AI Specialist References: Refer to the documentation on troubleshooting Flex templates here:

[https://help.salesforce.com/s/articleView?id=sf.flex\\_prompt\\_builder\\_troubleshoot.htm](https://help.salesforce.com/s/articleView?id=sf.flex_prompt_builder_troubleshoot.htm)

### NEW QUESTION: 80

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**Answer: B (LEAVE A REPLY)**

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**NEW QUESTION: 81**

Universal Containers wants to utilize Einstein for Sales to help sales reps reach their sales quotas by providing AI-generated plans containing guidance and steps for closing deals. Which feature should the AI Specialist recommend to the sales team?

- A. Find Similar Deals**
- B. Create Account Plan**
- C. Create Close Plan**

**Answer: ([SHOW ANSWER](#))**

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**NEW QUESTION: 82**

Universal Containers (UC) plans to automatically populate the Description field on the Account object.

Which type of prompt template should UC use?

- A. Flex Prompt template**  
**B. Sales Email prompt template**  
**C. Field Generation prompt template**

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 83**

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 AI Grounding
- B. Work Summaries
- C. Service Replies

**Answer: A (LEAVE A REPLY)**

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: 84

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

- A. Service AI Grounding
- B. Work Summaries
- C. Service Replies

**Answer: A (LEAVE A REPLY)**

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.

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.

Reference:

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: 85

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

**Answer: B (LEAVE A REPLY)**

When Universal Containers' AI data masking rules do not meet organizational privacy and security standards, the AI Specialist should configure the data masking rules within the Einstein Trust Layer. The Einstein Trust Layer provides 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](https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_data_masking.htm)

### NEW QUESTION: 86

The marketing team at Universal Containers is looking for a way to personalize emails based on customer behavior, preferences, and purchase history.

Why should the team use Einstein Copilot as the solution?

- A. To generate relevant content when engaging with each customer
- B. To analyze past campaign performance

C. To send automated emails to all customers

**Answer: A (LEAVE A REPLY)**

Einstein Copilot is designed to assist in generating personalized, AI-driven content based on customer data such as behavior, preferences, and purchase history. For the marketing team at Universal Containers, this is the perfect solution to create dynamic and relevant email content. By leveraging Einstein Copilot, they can ensure that each customer receives tailored communications, improving engagement and conversion rates.

Option A is correct as Einstein Copilot helps generate real-time, personalized content based on comprehensive data about the customer.

Option B refers more to Einstein Analytics or Marketing Cloud Intelligence, and Option C deals with automation, which isn't the primary focus of Einstein Copilot.

Reference:

Salesforce Einstein Copilot Overview: [https://help.salesforce.com/s/articleView?id=einstein\\_copilot\\_overview.htm](https://help.salesforce.com/s/articleView?id=einstein_copilot_overview.htm)

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