

Salesforce

Exam Questions Salesforce-AI-Specialist

Salesforce Certified AI Specialist Exam



NEW QUESTION 1

Universal Containers tests out a new Einstein Generative AI feature for its sales team to create personalized and contextualized emails for its customers. Sometimes, users find that the draft email contains placeholders for attributes that could have been derived from the recipient's contact record. What is the most likely explanation for why the draft email shows these placeholders?

- A. The user does not have Einstein Sales Emails permission assigned.
- B. The user does not have permission to access the fields.
- C. The user's locale language is not supported by Prompt Builder.

Answer: B

Explanation:

When using Einstein Generative AI to create personalized emails, if placeholders appear in the draft email where data from a recipient's Contact record should be, the most likely reason is that the user lacks permission to access the necessary fields. Salesforce's field-level security may prevent users from viewing or utilizing certain data fields, resulting in placeholders being shown instead of the actual values.

? Option B is correct because missing field permissions will cause placeholders in email drafts.

? Option A (missing Einstein Sales Emails permission) is unlikely, as this would prevent email generation altogether, not just placeholders.

? Option C (locale language issues) would more likely affect language-specific issues, not field placeholders.

References:

? Salesforce Email Template and Permissions Documentation: https://help.salesforce.com/s/articleView?id=sf.email_templates_field_permissions.htm

NEW QUESTION 2

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: A

Explanation:

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.

This feature leverages the agent's existing context (the travel itinerary) and provides actionable insights or next steps from the relevant Knowledge articles to help the agent quickly resolve the customer's needs.

The other options are incorrect:

? Refers to invoking a flow to create a Knowledge article, which is unrelated to the task of retrieving existing Knowledge articles.

? Focuses on generating Knowledge articles, which is not the immediate need for this situation where the agent requires guidance on existing procedures.

References:

? Salesforce Documentation on Einstein Copilot

? Trailhead Module on Einstein for Service

NEW QUESTION 3

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

Answer: A

Explanation:

When Universal Containers uses the Draft with Einstein feature in Sales Cloud to create a personalized email, the predefined adjustment to Make Less Formal is 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 Friendliness would make the tone more positive, but not necessarily more casual.

? Optimize for Clarity focuses on making the draft clearer but doesn't adjust the tone. For more details, see Salesforce documentation on Einstein-generated email drafts and tone adjustments.

NEW QUESTION 4

An AI Specialist needs to create a Sales Email with a custom prompt template. They need to ground on the following data. Opportunity Products Events near the customer Tone and voice examples How should the AI Specialist obtain related items?

- A. Call prompt initiated flow to fetch and ground the required data.
- B. Create a flex template that takes the records in question as inputs.
- C. Utilize a standard email template and manually insert the required data fields.

Answer: A

Explanation:

To ground a sales email on Opportunity Products, Events near the customer, and Tone and voice examples, the AI Specialist should use a prompt-initiated flow.

This flow can dynamically fetch the necessary data from related records in Salesforce and ground the generative AI output with contextually accurate information.
 ? Option B (flex template) does not provide the ability to fetch dynamic data from Salesforce records automatically.
 ? Option C (manual insertion) would not allow for the dynamic and automated grounding of data required for custom prompts.
 Refer to Salesforce documentation on flows and grounding for more details on integrating data into custom prompt templates.

NEW QUESTION 5

An AI Specialist wants to ground a new prompt template with the User related list. What should the AI Specialist consider?

- A. The User related list should have View All access.
- B. The User related list needs to be included on the record page.
- C. The User related list is not supported in prompt templates.

Answer: C

Explanation:

An AI Specialist wants to ground a new prompt template with the User related list. Grounding in prompt templates involves using data from related lists to provide context or additional information to the Large Language Model (LLM) when generating responses.

Key Consideration:

? Unsupported Related Lists in Prompt Templates:

Why Options A and B are Incorrect:

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

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

References:

? Salesforce AI Specialist Documentation - Prompt Templates Limitations:

? Salesforce Help - Data Access in Prompt Templates:

? Salesforce Trailhead - Understanding Prompt Template Grounding:

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 6

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: B

Explanation:

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.

References:

? Salesforce Developer Documentation on Einstein Trust Layer

? Salesforce Security Documentation for AI and Data Privacy

NEW QUESTION 7

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: B

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 8

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 9

Universal Containers (UC) is Implementing Service AI Grounding to enhance its customer service operations. UC wants to ensure that its AI-generated responses are grounded in the most relevant data sources. The team needs to configure the system to include all supported objects for grounding. Which objects should UC select to configure Service AI Grounding?

- A. Case, Knowledge, and Case Notes
- B. Case and Knowledge
- C. Case, Case Emails, and Knowledge

Answer: B

Explanation:

Universal Containers (UC) is implementing Service AI Grounding to enhance its customer service operations. They aim to ensure that AI-generated responses are grounded in the most relevant data sources and need to configure the system to include all supported objects for grounding.

Supported Objects for Service AI Grounding:

- ? Case
- ? Knowledge
- ? Case Object:
- ? Knowledge Object:
- ? Exclusion of Other Objects:

Why Options A and C are Incorrect:

- ? Option A (Case, Knowledge, and Case Notes):
- ? Option C (Case, Case Emails, and Knowledge):

References:

- ? Salesforce AI Specialist Documentation -Service AI Grounding Configuration:Details the objects supported for grounding AI responses in Service Cloud.
- ? Salesforce Help -Implementing Service AI Grounding:Provides guidance on setting up grounding with Case and Knowledge objects.
- ? Salesforce Trailhead -Enhance Service with AI Grounding:Offers an interactive learning path on using AI grounding in service scenarios.

NEW QUESTION 10

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

Answer: A

Explanation:

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.

? Metadata API is used for retrieving and deploying metadata, not for data operations like generating summaries.

? 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 10

Universal Containers (UC) has recently received an increased number of support cases. As a result, UC has hired more customer support reps and has started to assign some of the ongoing cases to newer reps.

Which generative AI solution should the new support reps use to understand the details of a case without reading through each case comment?

- A. Einstein Copilot

- B. Einstein Sales Summaries
- C. Einstein Work Summaries

Answer: C

Explanation:

New customer support reps at Universal Containers can use Einstein Work Summaries to quickly understand the details of a case without reading through each case comment. Work Summaries leverage generative AI to provide a concise overview of ongoing cases, summarizing all relevant information in an easily digestible format.

? Einstein Copilot can assist with a variety of tasks but is not specifically designed for summarizing case details.

? Einstein Sales Summaries are focused on summarizing sales-related activities, which is not applicable for support cases.

For more details, refer to Salesforce documentation on Einstein Work Summaries.

NEW QUESTION 14

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: C

Explanation:

The "Create Close Plan" feature is designed to help sales reps by providing AI-generated strategies and steps specifically focused on closing deals. This feature leverages AI to analyze the current state of opportunities and generate a plan that outlines the actions, timelines, and key steps required to move deals toward closure. It aligns directly with the sales team's need to meet quotas by offering actionable insights and structured plans.

? Find Similar Deals (Option A) helps sales reps discover opportunities similar to their current deals but doesn't offer a plan for closing.

? Create Account Plan (Option B) focuses on long-term strategies for managing accounts, which might include customer engagement and retention, but doesn't focus on deal closure.

Salesforce AI Specialist References: For more information on using AI for sales, visit: https://help.salesforce.com/s/articleView?id=sf.einstein_for_sales_overview.htm

NEW QUESTION 16

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 a template-triggered prompt flow and invoke the prompt template using the standard "Prompt Template" flow action.
- C. Create an autolaunched 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 References: For further guidance on creating prompt templates with flows: https://help.salesforce.com/s/articleView?id=sf.prompt_template_flow_integration.htm

NEW QUESTION 20

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

Explanation:

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

NEW QUESTION 22

Universal Containers?? data science team is hosting a generative large language model (LLM) on Amazon Web Services (AWS). What should the team use to access externally-hosted models in the Salesforce Platform?

- A. Model Builder
- B. App Builder
- C. Copilot Builder

Answer: A

Explanation:

To access externally-hosted models, such as a large language model (LLM) hosted on AWS, the Model Builder in Salesforce is the appropriate tool. Model Builder allows teams to integrate and deploy external AI models into the Salesforce platform, making it possible to leverage models hosted outside of Salesforce infrastructure while still benefiting from the platform's native AI capabilities.

? Option B, App Builder, is primarily used to build and configure applications in Salesforce, not to integrate AI models.

? Option C, Copilot Builder, focuses on building assistant-like tools rather than integrating external AI models.

Model Builder enables seamless integration with external systems and models, allowing Salesforce users to use external LLMs for generating AI-driven insights and automation. Salesforce AI Specialist References: For more details, check the Model Builder guide here: https://help.salesforce.com/s/articleView?id=sf.model_builder_external_models.htm

NEW QUESTION 27

A support team handles a high volume of chat interactions and needs a solution to provide quick, relevant responses to customer inquiries. Responses must be grounded in the organization's knowledge base to maintain consistency and accuracy. Which feature in Einstein for Service should the support team use?

- A. Einstein Service Replies
- B. Einstein Reply Recommendations
- C. Einstein Knowledge Recommendations

Answer: B

Explanation:

The support team should use Einstein Reply Recommendations to provide quick, relevant responses to customer inquiries that are grounded in the organization's knowledge base. This feature leverages AI to recommend accurate and consistent replies based on historical interactions and the knowledge stored in the system, ensuring that responses are aligned with organizational standards.

? Einstein Service Replies (Option A) is focused on generating replies but doesn't have the same emphasis on grounding responses in the knowledge base.

? Einstein Knowledge Recommendations (Option C) suggests knowledge articles to agents, which is more about assisting the agent in finding relevant articles than providing automated or AI-generated responses to customers.

Salesforce AI Specialist References: For more information on Einstein Reply Recommendations: https://help.salesforce.com/s/articleView?id=sf.einstein_reply_recommendations_overview.htm

NEW QUESTION 32

Universal Containers wants to use an external large language model (LLM) in Prompt Builder. What should an AI Specialist recommend?

- A. Use Apex to connect to an external LLM and ground the prompt.
- B. Use BYO-LLM functionality in Einstein Studio,
- C. Use Flow and External Services to bring data from an external LLM.

Answer: B

Explanation:

Bring Your Own Large Language Model (BYO-LLM) functionality in Einstein Studio allows organizations to integrate and use external large language models (LLMs) within the Salesforce ecosystem. Universal Containers can leverage this feature to connect and ground prompts with external LLMs, allowing for custom AI model use cases and seamless integration with Salesforce data.

? Option B is the correct choice as Einstein Studio provides a built-in feature to work with external models.

? Option A suggests using Apex, but BYO-LLM functionality offers a more streamlined solution.

? Option C focuses on Flow and External Services, which is more about data integration and isn't ideal for working with LLMs.

References:

? Salesforce Einstein Studio BYO-LLM Documentation: https://help.salesforce.com/s/articleView?id=sf.einstein_studio_llm.

NEW QUESTION 35

What is best practice when refining Einstein Copilot custom action instructions?

- A. Provide examples of user messages that are expected to trigger the action.
- B. Use consistent introductory phrases and verbs across multiple action instructions.
- C. Specify the persona who will request the action.

Answer: A

Explanation:

When refining Einstein Copilot custom action instructions, it is considered best practice to provide examples of user messages that are expected to trigger the action. This helps ensure that the custom action understands a variety of user inputs and can effectively respond to the intent behind the messages.

? Option B (consistent phrases) can improve clarity but does not directly refine the triggering logic.

? Option C (specifying a persona) is not as crucial as giving examples that illustrate how users will interact with the custom action.

For more details, refer to Salesforce's Einstein Copilot documentation on building and refining custom actions.

NEW QUESTION 38

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 main objective is to enhance data security and compliance measures
- C. When the focus is on optimizing marketing campaigns and strategies

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 41

Universal Containers (UC) is experimenting with using public Generative AI models and is familiar with the language required to get the information it needs. However, it can be time-consuming for both UC's sales and service reps to type in the prompt to get the information they need, and ensure prompt consistency. Which Salesforce feature should a Salesforce AI Specialist recommend to address these concerns?

- A. Einstein Recommendation Builder
- B. Einstein Copilot Action: Query Records
- C. Einstein Prompt Builder and Prompt Templates

Answer: C

Explanation:

For Universal Containers (UC), to reduce the time and ensure prompt consistency when using public generative AI models, the recommended feature is Einstein Prompt Builder and Prompt Templates. This feature allows teams to create reusable and consistent prompts for generative AI tasks, ensuring that all users receive uniform responses without having to type in detailed prompts manually every time.

? Einstein Prompt Builder simplifies the creation of prompts, and Prompt Templates standardize the inputs, saving time for sales and service reps.

? Option A (Einstein Recommendation Builder) is more focused on recommendations, not prompt standardization.

? Option B (Einstein Copilot Action: Query Records) is for querying records, not generating AI-driven prompts.

References:

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

NEW QUESTION 43

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 44

Universal Containers (UC) wants to assess Salesforce's generative features but has concerns over its company data being exposed to third-party large language models (LLMs). Specifically, UC wants the following capabilities to be part of Einstein's generative AI service.

No data is used for LLM training or product improvements by third-party LLMs. No data is retained outside of UC's Salesforce org.

The data sent cannot be accessed by the LLM provider.

Which property of the Einstein Trust Layer should the AI Specialist highlight to UC that addresses these requirements?

- A. Prompt Defense
- B. Zero-Data Retention Policy
- C. Data Masking

Answer: B

Explanation:

Universal Containers (UC) has concerns about data privacy when using

Salesforce's generative AI features, particularly around preventing third-party LLMs from accessing or retaining their data. The Zero-Data Retention Policy in the Einstein Trust Layer is designed to address these concerns by ensuring that:

? No data is used for training or product improvements by third-party LLMs.
? No data is retained outside of the customer's Salesforce organization.
? The LLM provider cannot access any customer data.
This policy aligns perfectly with UC's requirements for keeping their data safe while leveraging generative AI capabilities.
? Prompt Defense and Data Masking are also security features, but they do not directly address the concerns related to third-party data access and retention.
References:
? Salesforce Einstein Trust Layer Documentation: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer.htm

NEW QUESTION 48

How should an organization use the Einstein Trust layer to audit, track, and view masked data?

- A. Utilize the audit trail that captures and stores all LLM submitted prompts in Data Cloud.
- B. In Setup, use Prompt Builder to send a prompt to the LLM requesting for the masked data.
- C. Access the audit trail in Setup and export all user-generated prompts.

Answer: A

Explanation:

The Einstein Trust Layer is designed to ensure transparency, compliance, and security for organizations leveraging Salesforce's AI and generative AI capabilities. Specifically, for auditing, tracking, and viewing masked data, organizations can utilize:

? Audit Trail in Data Cloud: The audit trail captures and stores all prompts submitted to large language models (LLMs), ensuring that sensitive or masked data interactions are logged. This allows organizations to monitor and audit all AI-generated outputs, ensuring that data handling complies with internal and regulatory guidelines. The Data Cloud provides the infrastructure for managing and accessing this audit data.

? Why not B? Using Prompt Builder in Setup to send prompts to the LLM is for creating and managing prompts, not for auditing or tracking data. It does not interact directly with the audit trail functionality.

? Why not C? Although the audit trail can be accessed in Setup, the user-generated prompts are primarily tracked in the Data Cloud for broader control, auditing, and analysis. Setup is not the primary tool for exporting or managing these audit logs. More information on auditing AI interactions can be found in the Salesforce AI Trust Layer documentation, which outlines how organizations can manage and track generative AI interactions securely.

NEW QUESTION 51

Universal Containers recently launched a pilot program to integrate conversational AI into its CRM business operations with Einstein Copilot. How should the AI Specialist monitor Copilot's usability and the assignment of actions?

- A. Run a report on the Platform Debug Logs.
- B. Query the Copilot log data using the metadata API.
- C. Run Einstein Copilot Analytics.

Answer: C

Explanation:

To monitor Einstein Copilot's usability and the assignment of actions, the AI Specialist should run Einstein Copilot Analytics. This feature provides insights into how often Copilot is used, the types of actions it is handling, and overall user engagement with the system. It's the most effective way to track Copilot's performance and usage patterns.

? Platform Debug Logs are not relevant for tracking user behavior or the assignment of Copilot actions.

? Querying the Copilot log data via the Metadata API would not provide the necessary insights in a structured manner. For more details, refer to Salesforce's Copilot Analytics documentation for tracking AI-driven interactions.

NEW QUESTION 52

Universal Containers (UC) wants to enable its sales reps to explore opportunities that are similar to previously won opportunities by entering the utterance, "Show me other opportunities like this one."
How should UC achieve this in Einstein Copilot?

- A. Use the standard Copilot action.
- B. Create a custom Copilot action calling a flow.
- C. Create a custom Copilot action calling an Apex class.

Answer: A

Explanation:

Universal Containers can achieve the request to explore similar opportunities by using the standard Copilot action. Einstein Copilot has built-in actions to handle natural language queries, such as "Show me other opportunities like this one." The standard action will process the query and return results based on predefined matching criteria like opportunity details and past Closed Won deals.

This approach avoids the need to create custom flows or Apex classes, leveraging out-of-the-box functionality.

For further details, refer to Einstein Copilot for Sales documentation regarding standard actions and natural language processing.

NEW QUESTION 54

Universal Containers is evaluating Einstein Generative AI features to improve the productivity of the service center operation. Which features should the AI Specialist recommend?

- A. Service Replies and Case Summaries
- B. Service Replies and Work Summaries
- C. Reply Recommendations and Sales Summaries

Answer: A

Explanation:

To improve the productivity of the service center, the AI Specialist should recommend the Service Replies and Case Summaries features.

- ? Service Replies helps agents by automatically generating suggested responses to customer inquiries, reducing response time and improving efficiency.
- ? Case Summaries provide a quick overview of case details, allowing agents to get up to speed faster on customer issues.
- ? Work Summaries are not as relevant for direct customer service operations, and Sales Summaries are focused on sales processes, not service center productivity.

For more information, see Salesforce's Einstein Service Cloud documentation on the use of generative AI to assist customer service teams.

NEW QUESTION 55

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

Explanation:

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 56

Universal Containers' service team wants to customize the standard case summary response from Einstein Copilot. What should the AI Specialist do to achieve this?

- A. Customize the standard Record Summary template for the Case object,
- B. Summarize the Case with a standard copilot action.
- C. Create a custom Record Summary prompt template for the Case object.

Answer: C

Explanation:

To customize the case summary response from Einstein Copilot, the AI Specialist should create a custom Record Summary prompt template for the Case object. This allows Universal Containers to tailor the way case data is summarized, ensuring the output aligns with specific business requirements or user preferences.

- ? Option A (customizing the standard Record Summary template) does not provide the flexibility required for deep customization.
- ? Option B (standard Copilot action) won't allow customization; it will only use default settings.

Refer to Salesforce Prompt Builder documentation for guidance on creating custom templates for record summaries.

NEW QUESTION 60

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

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

Answer: A

Explanation:

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

- ? Audit and feedback data generated by Einstein Generative AI needs to be stored in a scalable and accessible environment, and the Data Cloud provides this capability, ensuring that data can be easily accessed for reporting, analytics, and further model improvement.
- ? Custom objects or Salesforce Big Objects are not designed for the scale or the specific type of real-time, unified data processing required in such AI-driven interactions. Big Objects are more suited for archival data, whereas Data Cloud ensures more robust processing, segmentation, and analysis capabilities.

References:

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

NEW QUESTION 65

The AI Specialist of Northern Trail Outfitters reviewed the organization's data masking settings within the Configure Data Masking menu within Setup. Upon assessing all of the fields, a few additional fields were deemed sensitive and have been masked within Einstein's Trust Layer. Which steps should the AI Specialist take upon modifying the masked fields?

- A. Turn off the Einstein Trust Layer and turn it on again.
- B. Test and confirm that the responses generated from prompts that utilize the data and masked data do not adversely affect the quality of the generated response
- C. Turn on Einstein Feedback so that end users can report if there are any negative side effects on AI features.

Answer: B

Explanation:

After modifying masked fields in Einstein's Trust Layer, the next important step is to test and confirm that the responses generated by prompts utilizing the newly masked data still meet quality standards. This ensures that masking sensitive information does not negatively impact the usefulness or accuracy of the AI-generated content. Thorough testing helps identify any issues in prompt performance that could arise due to masking, and adjustments can be made if needed.

? Option B is correct because testing the effects of masking on AI responses is a critical step in ensuring AI continues to function as expected.

? Option A (turning off and on the Einstein Trust Layer) is unnecessary after changing the masked fields.

? Option C (turning on Einstein Feedback) allows for user feedback but is not a direct step following field masking modifications.

References:

? Salesforce Einstein Trust Layer Overview: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer.htm

NEW QUESTION 69

Universal Containers wants to be able to detect with a high level of confidence if content generated by a large language model (LLM) contains toxic language. Which action should an AI Specialist take in the Trust Layer to confirm toxicity is being appropriately managed?

A. Access the Toxicity Detection log in Setup and export all entries where isToxicityDetected is true.

B. Create a flow that sends an email to a specified address each time the toxicity score from the response exceeds a predefined threshold.

C. Create a Trust Layer audit report within Data Cloud that uses a toxicity detector type filter to display toxic responses and their respective scores.

Answer: C

Explanation:

To ensure that content generated by a large language model (LLM) is appropriately screened for toxic language, the AI Specialist should create a Trust Layer audit report within Data Cloud. By using the toxicity detector type filter, the report can display toxic responses along with their respective toxicity scores, allowing Universal Containers to monitor and manage any toxic content generated with a high level of confidence.

? Option C is correct because it enables visibility into toxic language detection within the Trust Layer and allows for auditing responses for toxicity.

? Option A suggests checking a toxicity detection log, but Salesforce provides more comprehensive options via the audit report.

? Option B involves creating a flow, which is unnecessary for toxicity detection monitoring.

References:

? Salesforce Trust Layer Documentation: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_audit.htm

NEW QUESTION 73

Universal Containers wants to reduce overall agent handling time minimizing the time spent typing routine answers for common questions in-chat, and reducing the post-chat analysis by suggesting values for case fields.

Which combination of Einstein for Service features enables this effort?

A. Einstein Service Replies and Work Summaries

B. Einstein Reply Recommendations and Case Summaries

C. Einstein Reply Recommendations and Case Classification

Answer: C

Explanation:

Universal Containers aims to reduce overall agent handling time by minimizing the time agents spend typing routine answers for common questions during chats and by reducing post-chat analysis through suggesting values for case fields.

To achieve these objectives, the combination of Einstein Reply Recommendations and Case Classification is the most appropriate solution.

* 1. Einstein Reply Recommendations:

? Purpose: Helps agents respond faster during live chats by suggesting the best responses based on historical chat data and common customer inquiries.

? Functionality:

? Benefit: Significantly reduces the time agents spend typing routine answers, thus improving efficiency and reducing handling time.

* 2. Case Classification:

? Purpose: Automatically suggests or populates values for case fields based on historical data and patterns identified by AI.

? Functionality:

? Benefit: Reduces the time agents spend on post-chat analysis and data entry by automating the classification and field population process.

Why Options A and B are Less Suitable:

? Option A (Einstein Service Replies and Work Summaries):

? Option B (Einstein Reply Recommendations and Case Summaries):

References:

? Salesforce AI Specialist Documentation - Einstein Reply Recommendations:

? Salesforce AI Specialist Documentation - Einstein Case Classification:

? Salesforce Trailhead - Optimize Service with AI:

NEW QUESTION 78

An AI Specialist configured Data Masking within the Einstein Trust Layer.

How should the AI Specialist begin validating that the correct fields are being masked?

A. Use a Flow-based resource in Prompt Builder to debug the fields?? merge values using Flow Debugger.

B. Request the Einstein Generative AI Audit Data from the Security section of the Setup menu.

C. Enable the collection and storage of Einstein Generative AI Audit Data on the Einstein Feedback setup page.

Answer: B

Explanation:

To begin validating that the correct fields are being masked in Einstein Trust Layer, the AI Specialist should request the Einstein Generative AI Audit Data from the Security section of the Salesforce Setup menu. This audit data allows the AI Specialist to see how data is being processed, including which fields are being masked, providing transparency and validation that the configuration is working as expected.

? Option Bis correct because it allows for the retrieval of audit data that can be used to validate data masking.
? Option A(Flow Debugger) andOption C(Einstein Feedback) do not relate to validating field masking in the context of theEinstein Trust Layer.
References:
? Salesforce Einstein Trust Layer Documentation:https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_audit.htm

NEW QUESTION 83

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

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

Answer: B

Explanation:

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

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

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

References:

? Einstein Service Replies Overview:https://help.salesforce.com/s/articleView?id=sf.einstein_service_replies.htm

NEW QUESTION 88

An AI Specialist is creating a custom action in Einstein Copilot.
Which option is available for the AI Specialist to choose for the custom copilot action?

- A. Apex trigger
- B. SOQL
- C. Flows

Answer: C

Explanation:

When creating acustom actionin Einstein Copilot, one of the available options is to useFlows. Flows are a powerful automation tool in Salesforce, allowing the AI Specialist to define custom logic and actions within the Copilot system. This makes it easy to extend Copilot's functionality without needing custom code.

WhileApex triggersandSOQLare important Salesforce tools,Flowsare the recommended method for creating custom actions within Einstein Copilot because they are declarative and highly adaptable.

For further guidance, refer toSalesforce Flow documentationandEinstein Copilot customization resources.

NEW QUESTION 91

An AI Specialist at Universal Containers (UC) Is tasked with creating a new custom prompt template to populate a field with generated output. UC enabled the Einstein Trust Layer to ensure AI Audit data is captured and monitored for adoption and possible enhancements.
Which prompt template type should the AI Specialist use and which consideration should they review?

- A. Flex, and that Dynamic Fields is enabled
- B. Field Generation, and that Dynamic Fields is enabled
- C. Field Generation, and that Dynamic Forms is enabled

Answer: B

Explanation:

When creating acustom prompt templateto populate a field with generated output, the most appropriate template type isField Generation. This template is specifically designed for generating field-specific outputs using generative AI.

Additionally, the AI Specialist must ensure thatDynamic Fieldsare enabled.Dynamic Fieldsallow the system to use real-time data inputs from related records or fields when generating content, ensuring that the AI output is contextually accurate and relevant. This is crucial when populating specific fields with AI-generated content, as it ensures the data source remains dynamic and up-to-date.

TheEinstein Trust Layerwill track and audit the interactions to ensure the organization can monitor AI adoption and make necessary enhancements based on AI usage patterns.

For further reading, refer to Salesforce's guidelines onField Generation templatesand the Einstein Trust Layer.

NEW QUESTION 96

Universal Containers (UC) has implemented Generative AI within Salesforce to enable summarization of a custom object called Guest. Users have reported mismatches in the generated information.
In refining its prompt design strategy, which key practices should UC prioritize?

- A. Enable prompt test mode, allocate different prompt variations to a subset of users for evaluation, and standardize the most effective model based on performance feedback.
- B. Create concise, clear, and consistent prompt templates with effective grounding, contextual role-playing, clear instructions, and iterative feedback.
- C. Submit a prompt review case to Salesforce and conduct thorough testing In the playground to refine outputs until they meet user expectations.

Answer: B

Explanation:

For Universal Containers (UC) to refine its Generative AI prompt design strategy and improve the accuracy of the generated summaries for the custom object Guest, the best practice is to focus on crafting concise, clear, and consistent prompt templates. This includes:

- ? Effective grounding: Ensuring the prompt pulls data from the correct sources.
- ? Contextual role-playing: Providing the AI with a clear understanding of its role in generating the summary.
- ? Clear instructions: Giving unambiguous directions on what to include in the response.
- ? Iterative feedback: Regularly testing and adjusting prompts based on user feedback.
- ? Option B is correct because it follows industry best practices for refining prompt design.
- ? Option A (prompt test mode) is useful but less relevant for refining prompt design itself.
- ? Option C (prompt review case with Salesforce) would be more appropriate for technical issues or complex prompt errors, not general design refinement.

References:

- ? Salesforce Prompt Design Best Practices: https://help.salesforce.com/s/articleView?id=sf.prompt_design_best_practices.htm

NEW QUESTION 100

Which use case is best supported by Salesforce Einstein Copilot's capabilities?

- A. Bring together a conversational interface for interacting with AI for all Salesforce users, such as developers and ecommerce retailers.
- B. Enable Salesforce admin users to create and train custom large language models (LLMs) using CRM data.
- C. Enable data scientists to train predictive AI models with historical CRM data using built-in machine learning capabilities

Answer: A

Explanation:

Salesforce Einstein Copilot is designed to provide a conversational AI interface that can be utilized by different types of Salesforce users, such as developers, sales agents, and retailers. It acts as an AI-powered assistant that facilitates natural interactions with the system, enabling users to perform tasks and access data easily. This includes tasks like pulling reports, updating records, and generating personalized responses in real time.

- ? Option A is correct because Einstein Copilot brings a conversational interface that caters to a wide range of users.
- ? Option B and Option C are more focused on developing and training AI models, which are not the primary functions of Einstein Copilot.

References:

- ? Salesforce Einstein Copilot Overview: https://help.salesforce.com/s/articleView?id=einstein_copilot_overview.htm

NEW QUESTION 103

When configuring a prompt template, an AI Specialist previews the results of the prompt template they've written. They see two distinct text outputs: Resolution and Response.

Which information does the Resolution text provide?

- A. It shows the full text that is sent to the Trust Layer.
- B. It shows the response from the LLM based on the sample record.
- C. It shows which sensitive data is masked before it is sent to the LLM.

Answer: B

Explanation:

When previewing a prompt template in Salesforce, the Resolution text provides the response from the LLM (Large Language Model) based on the data from a sample record. This output shows what the AI model generated in response to the prompt, giving the AI Specialist a chance to review and adjust the response before finalizing the template.

- ? Option B is correct because Resolution displays the actual response generated by the LLM.
- ? Option A refers to sending the text to the Trust Layer, but that's not what Resolution represents.
- ? Option C relates to data masking, which is shown elsewhere, not under Resolution.

References:

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

NEW QUESTION 108

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: C

Explanation:

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 113

Universal Containers needs a tool that can analyze voice and video call records to provide insights on competitor mentions, coaching opportunities, and other key

information. The goal is to enhance the team's performance by identifying areas for improvement and competitive intelligence. Which feature provides insights about competitor mentions and coaching opportunities?

- A. Call Summaries
- B. Einstein Sales Insights
- C. Call Explorer

Answer: C

Explanation:

For analyzing voice and video call records to gain insights into competitor mentions, coaching opportunities, and other key information, Call Explorer is the most suitable feature. Call Explorer, a part of Einstein Conversation Insights, enables sales teams to analyze calls, detect patterns, and identify areas where improvements can be made. It uses natural language processing (NLP) to extract insights, including competitor mentions and moments for coaching. These insights are vital for improving sales performance by providing a clear understanding of the interactions during calls.

? Call Summaries offer a quick overview of a call but do not delve deep into competitor mentions or coaching insights.

? Einstein Sales Insights focuses more on pipeline and forecasting insights rather than call-based analysis.

References:

? Salesforce Einstein Conversation Insights Documentation: https://help.salesforce.com/s/articleView?id=einstein_conversation_insights.htm

NEW QUESTION 117

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

Explanation:

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 References: 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 122

A data scientist needs to view and manage models in Einstein Studio. The data scientist also needs to create prompt templates in Prompt Builder. Which permission sets should an AI Specialist assign to the data scientist?

- A. Data Cloud Admin and Prompt Template Manager
- B. Prompt Template Manager and Prompt Template User
- C. Prompt Template User and Data Cloud Admin

Answer: A

Explanation:

To allow a data scientist to view and manage models in Einstein Studio and create prompt templates in Prompt Builder, the AI Specialist should assign the Data Cloud Admin and Prompt Template Manager permission sets.

? Data Cloud Admin provides access to manage and oversee models within Einstein Studio.

? Prompt Template Manager gives the user the ability to create and manage prompt templates within Prompt Builder.

? Option A is correct because it assigns the necessary permissions for both managing models and creating prompt templates.

? Option B and Option C are incorrect as they do not provide the correct combination of permissions for managing models and building prompts.

References:

? Salesforce Permissions Documentation: https://help.salesforce.com/s/articleView?id=sf.perm_sets_overview.htm

NEW QUESTION 125

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: B

Explanation:

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 127

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