



Welcome to Trailmix-1

Fundamentals of Salesforce



Hello Everyone! , Hope everyone has successfully completed Trailmix 1 (two modules). Today ,Let's get into the section-2 of Trailmix-1: Salesforce Einstein 1& Salesforce CRM .

Here, we will Learn how to connect with your customers in a whole new way with Einstein 1. Please go through the information provided and then complete the quiz.

A screenshot of the Salesforce Einstein 1 Trailmix module. At the top, there's a blue header bar with a circular icon containing a brain and a lightbulb. Below it, the title "Salesforce Einstein 1" is displayed, along with a brief description: "Learn how to connect with your customers in a whole new way with Einstein 1.". A large blue "Start" button is centered below the description. To the right, there are three cards with course details: "Discover Salesforce Einstein 1" (~10 mins), "See Einstein 1 in Action" (~10 mins), and "Tour the Einstein 1 Portfolio" (~5 mins). The top right corner shows user stats: +300 points, Beginner level, Business User role, and 25 mins left.

1st Unit Quiz answers : Discover Salesforce Einstein 1

A screenshot of a quiz interface. The first question is "1 What is Einstein 1?". It lists five options: A (A solution that creates a universal customer ID across different systems), B (The entire portfolio of Salesforce technology and products, offering CRM applications, trusted AI, and data tools), C (The world's #1 AI CRM), D (A and B), and E (B and C). Option E is highlighted with a blue background. The second question is "2 What are the crucial business tools for empowering employees to enhance customer experiences?". It lists three options: A (CRM apps, trusted AI, and unified data), B (Generally available AI and multiple CRM systems), and C (A data lake). Option A is highlighted with a blue background.

2nd Unit : See Einstein 1 in action

Quiz +100 points

1 What is the primary role of AI in enhancing the customer service experience at Gucci?

A To replace human advisors entirely
B To generate "Guccified" brand voice messages for advisors to quickly help customers
C To handle all customer interactions without human oversight
D To track employee performance metrics
E To manage the supply chain operations

2 What was the outcome of Inter using Tableau and Data Cloud together?

A A decrease in conversion rates
B An increase in the time spent in meetings
C The creation of over 3,500 new audience segments to make more personal experiences
D A reduction in the number of developers at Inter
E A decrease in monthly savings in productivity

Second attempt earns 50 points. Three or more earns 25 points.

[Check the Quiz to Earn 100 Points](#)

3rd Unit : Tour the Einstein 1 Portfolio

Quiz +100 points

1 True or false: Einstein 1 only provides technology to support a specific department or business goal.

A True
B False

2 You're a new Salesforce customer and want to empower your company with generative AI. What solution would you consider to ensure that your AI model is grounded with your company's data—delivering trusted, secure, and relevant outcomes?

A Tableau
B Data Cloud
C MuleSoft
D Industry solutions
E Slack

Second attempt earns 50 points. Three or more earns 25 points.

[Check the Quiz to Earn 100 Points](#)

Here comes, second module : Salesforce CRM . In this we will learn about how to use customer relationship management (CRM).Please go through information provided before attending the quiz.

Trailhead Today Learn v Credentials v Community v Help v More v

+700 points Beginner Admin 33%

Salesforce CRM
Learn how to use customer relationship management (CRM) software to grow your business.

[Resume](#)

Get Started with Salesforce CRM -5 mins
Navigate Around -20 mins
Daily Dose of Salesforce CRM -25 mins

Products

Unit 1 : Get Started with Salesforce CRM

1 Salesforce organizes your data into:

- A Objects and records, like tabs and rows on a spreadsheet.
- B Objects and fields, like columns on a spreadsheet.
- C Fields and records, like different databases.
- D Objects and spreadsheets, like columns in a database.

2 Salesforce customer success platform:

- A Doesn't include mobile access.
- B Includes standard objects and a platform to deliver a personalized experience.
- C Requires software installation to use.

Unit 2 : Navigate around

1 What does the navigation bar in Salesforce allow users to do?

- A See all standard objects in their organization
- B Access objects and items included in the app they're currently using
- C Customize important pages in Salesforce
- D See all custom object in their organization

2 What does the App Launcher allow users to do?

- A Sync their apps, bookmarks, and other setting across devices
- B Download and install Salesforce platform apps
- C Access all standard, custom, and connected apps in Salesforce

Tomorrow we will focus on Hands on challenge : Daily dose of Salesforce CRM

Try to Complete up to this for today .

Happy Learning! 🌟

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