

1 of 60. 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?

Make Less Formal

2 of 60. What should an AI Specialist consider when using related list merge fields in a prompt template associated with an Account object in Prompt Builder?

The Activities related list on the Account object is not supported because it is a polymorphic field

3 of 60. 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?

Add the fine-tuned LLM in Einstein Studio Model Builder

4 of 60. The sales team at a hotel resort would like to generate a guest summary about the guests' interests and provide recommendations based on their activity preferences captured in each guest profile. They want the summary to be available only on the contact record page. Which AI capability should the team use?

Prompt Builder

5 of 60. 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?

REST API

6 of 60. An AI Specialist wants to include data from the response of external service invocation (REST API callout) into the prompt template. How should the AI Specialist meet this requirement?

Use "Add Prompt Instructions" flow element

7 of 60. What is the correct process to leverage Prompt Builder in a Salesforce org?

Select the appropriate prompt template type to use, develop the prompt within the prompt workspace, select resources to dynamically insert CRM-derived grounding data, pick the model to use, and test and validate the generated responses

8 of 60. Universal Containers (UC) wants to assess Salesforce's generative AI 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?

Zero-Data Retention Policy

9 of 60. 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?

Flows

10 of 60. Universal Containers is planning a marketing email about products that most closely match a customer's expressed interests. What should an AI Specialist recommend to generate this email?

Custom sales email template which is grounded with interest and product information

11 of 60. 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?

Use the standard Copilot action

12 of 60. 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?

Matched opportunities have a status of Closed Won from last 12 months

13 of 60. An AI Specialist wants to use the related lists from an account in a custom prompt template. What should the AI Specialist consider when configuring the prompt template?

The maximum number of related list merge fields

14 of 60. Which use case is best supported by Salesforce Einstein Copilot's capabilities?

Bring together a conversational interface for interacting with AI for all Salesforce users, such as developers and ecommerce retailers.

15 of 60. An AI Specialist wants to ground a new prompt template with the User related list. What should the AI Specialist consider?

The User related list should have View All access.

16 of 60. Based on the user utterance, "Show me all the customers in New York", which standard Einstein Copilot action will the planner service use?

Query Records

17 of 60. Universal Containers Implements Custom Copilot Actions to enhance its customer service operations. The development team needs to understand the core components of a Custom Copilot Action to ensure proper configuration and functionality. What should the development team review in the Custom Copilot Action configuration to identify one of the core components of a Custom Copilot Action?

Instructions

18 of 60. An AI Specialist at Universal Containers is working on a prompt template to generate personalized emails for product demonstration requests from customers. It is important for the AI-generated email to adhere strictly to the guidelines, using only associated opportunity information, and to encourage the recipient to take the desired action. How should the AI Specialist include these instructions on a new line in the prompt template?

Surround them with triple quotes ("").

19 of 60. 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?

Predict most popular products from new product catalog.

20 of 60. Universal Containers wants to use an external large language model (LLM) in Prompt Builder. What should an AI Specialist recommend?

Use BYO-LLM functionality in Einstein Studio.

21 of 60. 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?

To generate relevant content when engaging with each customer

22 of 60. Universal Containers has an active standard email prompt template that does not fully deliver on the business requirements. Which steps should an AI Specialist take to use the content of the standard prompt email template in question and customize it to fully meet the business requirements?

Save as New Template and edit as needed.

23 of 60. 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 AI Toxicity Score?

Safe

25 of 60. 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?

Template-triggered prompt flow

26 of 60. 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?

Einstein Service Replies for Email

27 of 60. What is the main purpose of Prompt Builder?

A tool that enables companies to create reusable prompts for large language models (LLMs), bringing generative AI responses to their flow of work

28 of 60. 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?

Case and Knowledge

29 of 60. 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?

Service AI Grounding

30 of 60. Universal Containers plans to implement prompt templates that utilize the standard foundation models. What should the AI Specialist consider when building prompt templates in Prompt Builder?

Ask it to role-play as a character in the prompt template to provide more context to the LLM.

31 of 60. 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?

Field Generation, and that Dynamic Forms is enabled

32 of 60. 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?

Call Explorer

33 of 60. An AI Specialist implements Einstein Sales Emails for a sales team. The team wants to send personalized follow-up emails to leads based on their interactions and data stored in Salesforce. The AI Specialist needs to configure the system to use the most accurate and up-to-date information for email generation. Which grounding technique should the AI Specialist use?

Automatic grounding using Draft with Einstein feature

34 of 60. How should an organization use the Einstein Trust layer to audit, track, and view masked data?

Utilize the audit trail that captures and stores all LLM submitted prompts in Data Cloud

35 of 60. In Model Playground, which hyperparameters of an existing Salesforce-enabled foundational model can an AI Specialist change?

Temperature, Frequency Penalty, Presence Penalty.

36 of 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?

Storing this data requires Data Cloud to be provisioned.

37 of 60. 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?

The user does not have the Prompt Template User permission set assigned.

38 of 60. Universal Containers wants to implement a solution in Salesforce with a custom 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?

Create a screen flow to collect sales order number and invoke the prompt template using the standard "Prompt Template" flow action.

39 of 60. 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?

Turn on Einstein Generative AI.

40 of 60. Universal Containers (UC) is looking to enhance its operational efficiency. UC has recently adopted Salesforce and is considering implementing Einstein Copilot to improve its processes. What is a key reason for implementing Einstein Copilot?

Streamlining workflows and automating repetitive tasks.

41 of 60. Universal Containers wants to reduce overall agent handling time by 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?

Einstein Reply Recommendations and Case Classification.

42 of 60. Where should the AI Specialist go to add/update actions assigned to a copilot?

Copilot Detail page, Global Actions, or the record page for the copilot action.

43 of 60. Universal Containers implemented Einstein Copilot for its users. One user complains that Einstein Copilot is not deleting activities from the past 7 days. What is the reason for this issue?

Einstein Copilot does not support the Delete Record action.

44 of 60. 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?

Einstein Reply Recommendations.

45 of 60. 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?

In Copilot Builder, verify the utterance entered by the user and review session event logs for debug information.

46 of 60. 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?

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

47 of 60. What is the role of the large language model (LLM) in executing an Einstein Copilot Action?

Identify the best matching actions and correct order of execution.

48 of 60. Universal Containers (UC) wants to enable its sales team to get insights into product and competitor names mentioned during calls. How should UC meet this requirement?

Enable Einstein Conversation Insights, connect a recording provider, assign permission sets, and customize insights with up to 25 products.

49 of 60. How does the Einstein Trust Layer ensure that sensitive data is protected while generating useful and meaningful responses?

Masked data will be de-masked during response journey.

50 of 60. 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?

Create Close Plan.

51 of 60. A Salesforce Administrator is exploring the capabilities of Einstein Copilot to enhance user interaction within their organization. They are particularly interested in how Einstein Copilot processes user requests and the mechanism it employs to deliver responses. The administrator is evaluating whether Einstein Copilot directly interfaces with a large language model (LLM) to fetch and display responses to user inquiries, facilitating a broad range of requests from users. How does Einstein Copilot handle user requests in Salesforce?

Einstein Copilot analyzes the user's request and LLM technology is used to generate and display the appropriate response.

52 of 60. 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?

Dynamic grounding with secure data retrieval.

53 of 60. 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?

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

54 of 60. 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?

Model Builder

55 of 60. 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?

The records related to the prompt have not been selected.

56 of 60. 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?

Configure data masking in the Einstein Trust Layer setup.

57 of 60. What is an AI Specialist able to do when the "Enrich event logs with conversation data" setting in Einstein Copilot is enabled?

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

58 of 60. Universal Containers wants to make a sales proposal and directly use data from multiple unrelated objects (standard and custom) in a prompt template. What should the AI Specialist recommend?

Create a Flex template to add resources with standard and custom objects as inputs.

59 of 60. Universal Containers is considering leveraging the Einstein Trust Layer in conjunction with Einstein Generative AI Audit Data. Which audit data is available using the Einstein Trust Layer?

Masked data and toxicity score.

60 of 60. 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?

Record Summary

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

Prompt Defense

62 . Universal Containers plans to enhance the customer support team's productivity using AI. Which specific use case necessitates the use of Prompt Builder?

Creating a draft of a support bulletin post for new product patches.

63 . 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?

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

64 . Universal Containers (UC) noticed an increase in customer contract cancellations in the last few months. UC is seeking ways to address this issue by implementing a proactive outreach program to customers before they cancel their contracts and is asking the Salesforce team to provide suggestions. Which use case functionality of Model Builder aligns with UC's request?

Customer churn prediction.

65 . Before activating a custom copilot action, an AI Specialist would like to understand multiple real-world user utterances to ensure the action is being selected appropriately. Which tool should the AI Specialist recommend?

Copilot Builder

66 . 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?

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.

67 . 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?

Turn on Service Replies, Service AI Grounding, and Grounding with Knowledge.

68 . 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?

Einstein Work Summaries.

69 . Universal Containers (UC) plans to send one of three different emails to its customers based on the customer's lifetime value score and their market segment. Considering that UC are required to explain why an e-mail was selected, which AI model should UC use to achieve this?

Predictive model and generative model.

70. Amid their busy schedules, sales reps at Universal Containers dedicate time to follow up with prospects and existing clients via email

regarding renewals or new deals. They spend many hours throughout the week reviewing past communications and details about their customers before performing their outreach. Which standard Copilot action helps sales reps draft personalized emails to prospects by generating text based on previous successful communications?

Einstein Copilot Action: Draft or Revise Sales Email.

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

Service Replies and Case Summaries.

39 of 60. Universal Containers is very concerned about security compliance and wants to understand:

- Which prompt text is sent to the large language model (LLM)

How it is masked

. The masked response

What should the AI Specialist recommend?

Enable audit trail in the Einstein Trust Layer

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

Service Replies and Case Summaries.

73. An AI Specialist turned on Einstein Generative AI in Setup. Now, the AI Specialist would like to create custom prompt templates in Prompt Builder. However, they cannot access Prompt Builder in the Setup menu. What is causing the problem?

The Prompt Template Manager permission set was not assigned correctly.

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

Einstein Service Replies.

75. 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?

Create a custom copilot action which calls a flow.

76. A sales rep at Universal Containers is extremely busy and sometimes will have very long sales calls on voice and video calls and might miss key details. They are just starting to adopt new generative AI features. Which Einstein Generative AI feature should an AI Specialist recommend to help the rep get the details they might have missed during a conversation?

Call Summary.

77. Universal Containers (UC) wants to enable its sales team with automatic post-call visibility into mention of competitors, products, and other custom phrases. Which feature should the AI Specialist set up to enable UC's sales team?

Call Insights.

78. What is the primary function of the planner service in the Einstein Copilot system?

Identifying copilot actions to respond to user utterances.

79. 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?

Flex prompt template.

80. 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?

It shows the response from the LLM based on the sample record.

81. 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?

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

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

Create a custom Record Summary prompt template for the Case object.

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

Provide examples of user messages that are expected to trigger the action.

84. Universal Containers (UC) recently rolled out Einstein Generative AI capabilities and has created a custom prompt to summarize case records. Users have reported that the case summaries generated are not returning the appropriate information. What is a possible explanation for the poor prompt performance?

The data being used for grounding is incorrect or incomplete.

85. 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?

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

86. 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?

Data Cloud Admin and Prompt Template Manager.

87. An AI Specialist needs to create a prompt template to fill a custom field named Latest Opportunities Summary on the Account object with information from the three most recently opened opportunities. How should the AI Specialist gather the necessary data for the prompt template?

Create a flow to retrieve the opportunity information.

86. 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?

When the goal is to streamline customer support processes and improve response times.

87. 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?

Use merge fields to reference the default related list of opportunities.

88. Universal Containers (UC) wants to create a new Sales Email prompt template in Prompt Builder using the "Save As" function. However, UC notices that the new template produces different results compared to the standard Sales Email prompt due to missing hyperparameters. What should UC do to ensure the new prompt template produces results comparable to the standard Sales Email prompts?

Manually add the hyperparameters to the new template.

89. 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?

Call a prompt initiated flow to fetch and ground the required data.

90. 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?

Create concise, clear, and consistent prompt templates with effective grounding, contextual role-playing, clear instructions, and iterative feedback.

91. 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?

The user does not have permission to access the fields.

92. 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?

Einstein Prompt Builder and Prompt Templates.

93. 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?

Run Einstein Copilot Analytics.