Exam

AGENTFORCE SPECIALIST

Salesforce Certified Agentforce Specialist

Free demo	40 sample questions
Full exam	384 questions with answers and explanations
Contents	Questions with answers and explanations

Exam domains

Domain	Exam weight	Questions
D1 Prompt Engineering	20%	12
D2 Data 360 Fundamentals	20%	7
D3 AI Agents	35%	12
D4 Testing, Deployment, and Maintenance	10%	2
D5 Governance and Observability	10%	7
D6 Multi-Agent Orchestration	5%	

This is a free demo from Dumpsgate: 40 of the exam's 384 questions. **Get the full AGENTFORCE SPECIALIST exam** with every question, answer and explanation.

Question 1

Single choice · Domain: D1 Prompt Engineering

A company's marketing team wants to create a Flex prompt template that generates personalized event invitations based on the contact's interests and previous interactions with the company. How should the team ensure that the prompt template generates personalized invitations for each contact?

A. Include instructions in the prompt template to use the contact's name and interests when generating an invitation.
B. Manually input each contact's details into the prompt template before generating an invitation.
C. Integrate the template with dynamic CRM data fields for automatic customization.
D. Use a standard template and manually edit each invitation before sending.

Answer: C. Integrate the template with dynamic CRM data fields for automatic customization.

Explanation

The team should connect the Flex prompt template to dynamic CRM data fields so it can use each contact's interests and prior interactions when generating an invitation. This provides contact-specific information automatically, rather than relying on generic instructions or manually supplying or editing each invitation. [1]

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_add_merge_fields_flex.htm&language=en_US&type=5

✗ **A** Include instructions in the prompt template to use the contact's name and interests when generating an invitation.
Instructions can tell the model what information to use, but they do not by themselves supply each contact's actual name and interests. The template needs access to contact-specific CRM data to personalize each invitation.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_add_merge_fields_flex.htm&language=en_US&type=5

✗ **B** Manually input each contact's details into the prompt template before generating an invitation.
Manual entry could provide details for an individual invitation, but it does not ensure automatic customization for each contact. Using dynamic CRM data fields is the appropriate way to populate the template from contact records.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_add_merge_fields_flex.htm&language=en_US&type=5

✓ **C** Integrate the template with dynamic CRM data fields for automatic customization.
Dynamic CRM fields let the template receive contact-specific details, such as interests and previous interactions, when it generates each invitation. That meets the requirement to personalize invitations for each contact without manually entering or editing the details.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_add_merge_fields_flex.htm&language=en_US&type=5

✗ **D** Use a standard template and manually edit each invitation before sending.
Manually editing a standard invitation may add personalization, but it does not make the Flex prompt template generate personalized invitations using each contact's data. It also leaves customization as a manual step instead of using CRM fields automatically.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_add_merge_fields_flex.htm&language=en_US&type=5

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Question 2

Single choice · Domain: D1 Prompt Engineering

What is a key benefit of grounding prompt templates with CRM data in Prompt Builder?

A. It scores content on toxicity to prevent unintended or harmful outputs by the LLM.
B. It provides the large language model (LLM) with context to create personalized responses.
C. It automatically updates Salesforce records based on AI-generated responses.
D. It enhances data security by encrypting the data used in prompts.

Answer: B. It provides the large language model (LLM) with context to create personalized responses.

Explanation

Grounding a prompt template with CRM data supplies the LLM with relevant customer or record context. That context helps the model generate responses tailored to the specific CRM data, making B the key benefit.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_ground_template.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=service.service_replies_prompt_template_customize_grounded.htm&language=en_US&type=5
https://trailhead.salesforce.com/content/learn/modules/prompt-builder-basics/get-to-know-prompt-builder

✗ **A** It scores content on toxicity to prevent unintended or harmful outputs by the LLM.
Toxicity screening is a separate safety function, not the benefit of grounding a template with CRM data. Grounding adds relevant information for the model to use when generating its response.

https://trailhead.salesforce.com/content/learn/modules/the-einstein-trust-layer/follow-the-response-journey
https://trailhead.salesforce.com/content/learn/modules/the-einstein-trust-layer/meet-the-einstein-trust-layer

✓ **B** It provides the large language model (LLM) with context to create personalized responses.
Grounding incorporates relevant CRM data into the prompt, giving the LLM context about the customer or record. The model can use that context to produce a more personalized response.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_ground_template.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=service.service_replies_prompt_template_customize_grounded.htm&language=en_US&type=5
https://trailhead.salesforce.com/content/learn/modules/prompt-builder-basics/get-to-know-prompt-builder

✗ **C** It automatically updates Salesforce records based on AI-generated responses.
Grounding supplies data as context for generating content; it does not itself cause the generated response to update Salesforce records. Record updates require separate Salesforce functionality or actions.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_ground_template.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=sf.prompt_builder_standard_template_types.htm&language=en_US&type=5

✗ **D** It enhances data security by encrypting the data used in prompts.
Encryption and data protection are security concerns, not the purpose of grounding a prompt with CRM data. Grounding is used to give the LLM relevant context for its response.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_ground_template.htm&language=en_US&type=5
https://trailhead.salesforce.com/content/learn/modules/the-einstein-trust-layer/meet-the-einstein-trust-layer

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Question 3

Single choice · Domain: D1 Prompt Engineering

A Salesforce admin wants to ensure a prompt template dynamically generates personalized summaries of open cases for each account, using the most current data available in Salesforce. The prompt template must access and incorporate real-time account and case data. Which grounding technique should the admin use?

A. Ground with Apex Merge Fields
B. Ground with Flow Merge Fields
C. Ground with Record Merge Fields
D. Ground with Custom Fields

Answer: C. Ground with Record Merge Fields

Explanation

Record Merge Fields are the best fit because the prompt needs to use current Salesforce data from the account and its open cases. They let a prompt template incorporate fields from the record context, so the generated summary can be personalized to the account rather than relying on static content. [2]

https://trailhead.salesforce.com/content/learn/modules/prompt-builder-basics/create-and-ground-prompt-templates

✗ **A** Ground with Apex Merge Fields
Apex can supply data to a prompt template when custom logic or data retrieval is needed. This scenario calls for grounding directly in the account and case record data, so Record Merge Fields are the appropriate technique.

https://developer.salesforce.com/blogs/2024/04/ground-your-prompt-templates-with-data-using-flow-or-apex

✗ **B** Ground with Flow Merge Fields
Flow Merge Fields can pass data gathered or prepared by a flow into a prompt. No flow-driven data preparation is specified; the requirement is to use the current account and case records directly.

https://developer.salesforce.com/blogs/2024/04/ground-your-prompt-templates-with-data-using-flow-or-apex

✓ **C** Ground with Record Merge Fields
Record Merge Fields let the template reference fields from Salesforce records, supplying account and case details as grounding data. That supports a personalized summary based on the current records for each account.

https://trailhead.salesforce.com/content/learn/modules/prompt-builder-basics/create-and-ground-prompt-templates

✗ **D** Ground with Custom Fields
Custom fields are fields on Salesforce records, not a separate grounding technique for dynamically incorporating record data into a prompt. The template should use Record Merge Fields to access the relevant account and case information.

https://trailhead.salesforce.com/content/learn/modules/prompt-builder-basics/create-and-ground-prompt-templates

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Question 4

Single choice · Domain: D1 Prompt Engineering

A sales team wants to use Prompt Builder to quickly draft personalized emails for contacts or leads. Which prompt template type should the team use?

A. Custom Content prompt template
B. Field Generation prompt template
C. Record Summary prompt template
D. Sales Email prompt template

Answer: D. Sales Email prompt template

Explanation

Use the Sales Email prompt template because the team needs to draft personalized emails for contacts or leads. This standard template is designed for generating sales emails, matching the requested output directly.

https://help.salesforce.com/s/articleView?id=sf.prompt_builder_standard_template_types.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=sf.prompt_builder_sales_email_example_templates.htm&language=en_US&type=5

✗ **A** Custom Content prompt template
This is not the template type specifically intended for drafting sales emails to contacts or leads. The Sales Email template is the direct fit for that task.

https://help.salesforce.com/s/articleView?id=sf.prompt_builder_standard_template_types.htm&language=en_US&type=5

✗ **B** Field Generation prompt template
Field Generation creates or updates content for a record field, rather than serving as the standard template for composing personalized sales emails. The scenario asks the team to draft emails, so Sales Email is the better match.

https://help.salesforce.com/s/articleView?id=sf.prompt_builder_standard_template_types.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=sf.prompt_builder_create_field_gen_prompt_template.htm&language=en_US&type=5

✗ **C** Record Summary prompt template
Record Summary is used to summarize information about a record, not to draft an email for a contact or lead. The requested email-generation task matches Sales Email instead.

https://help.salesforce.com/s/articleView?id=sf.prompt_builder_standard_template_types.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=sf.einstein_summary_prompt_template_considerations.htm&language=en_US&type=5

✓ **D** Sales Email prompt template
Sales Email is the prompt template type intended to generate personalized sales emails using information about contacts or leads. That directly satisfies the team's requirement to quickly draft those emails.

https://help.salesforce.com/s/articleView?id=sf.prompt_builder_standard_template_types.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=sf.prompt_builder_sales_email_example_templates.htm&language=en_US&type=5

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Question 5

Single choice · Domain: D1 Prompt Engineering

Why should a Salesforce admin use Ground with Record Merge Fields in a prompt template?

A. To ensure the AI-generated output is tailored to specific records within Salesforce.
B. To enhance the performance of the AI model.
C. To increase the speed of prompt execution.

Answer: A. To ensure the AI-generated output is tailored to specific records within Salesforce.

Explanation

Ground with Record Merge Fields inserts data from a specific Salesforce record into the prompt. That context lets the model tailor its generated output to that record, which is why option A is correct; the feature is not primarily for improving model performance or execution speed.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_ground_merge_fields.htm&language=en_US&type=5

✓ **A** To ensure the AI-generated output is tailored to specific records within Salesforce.
Record merge fields provide the prompt with values from a Salesforce record, grounding the model's response in that record's data. This enables output tailored to the specific record rather than a generic response.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_ground_merge_fields.htm&language=en_US&type=5

✗ **B** To enhance the performance of the AI model.
Grounding with record merge fields supplies relevant record context; it does not enhance the AI model's underlying performance. The benefit in this question is more record-specific output.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_ground_merge_fields.htm&language=en_US&type=5

✗ **C** To increase the speed of prompt execution.
Record merge fields are used to include Salesforce record data in a prompt, not to make prompt execution faster. Their purpose here is to help tailor the generated output to the record.

https://help.salesforce.com/s/articleView?id=ai.prompt_builder_ground_merge_fields.htm&language=en_US&type=5

Question 6

Single choice · Domain: D1 Prompt Engineering

What is the key benefit of using the Sales Email prompt template in Prompt Builder for drafting personalized emails?

A. It provides a standardized format for all sales communications.
B. It allows for quick and dynamic personalization of emails for contacts or leads.
C. It automates the sending of emails without user intervention.

Answer: B. It allows for quick and dynamic personalization of emails for contacts or leads.

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Question 7

Single choice · Domain: D1 Prompt Engineering

When is it appropriate to use a standard AI model in Salesforce?

A. When integrating with third-party tools
B. When the business has highly specialized needs
C. When business requirements are common and well-understood
D. When conducting complex data analysis

Answer: C. When business requirements are common and well-understood

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Question 8

Single choice · Domain: D1 Prompt Engineering

Which feature of Salesforce would best support a sales team in drafting personalized emails based on a lead's interactions?

A. Einstein Sales Emails
B. Einstein Opportunity Insights
C. Einstein Automated Contacts

Answer: A. Einstein Sales Emails

Explanation

Einstein Sales Emails is the best fit because the team needs help drafting personalized emails for leads. It can generate sales email drafts using relevant CRM context, helping tailor the message to the lead's interactions. [1]

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https://help.salesforce.com/s/articleView?id=sf.einstein_sales_emails_overview.htm&language=en_US&type=5

✓ **A** Einstein Sales Emails
This feature helps sellers draft personalized sales emails using relevant information from Salesforce, which fits the team's need to base messages on a lead's interactions. [1]

https://help.salesforce.com/s/articleView?id=sf.einstein_sales_emails_overview.htm&language=en_US&type=5

✗ **B** Einstein Opportunity Insights
Opportunity Insights focuses on insights about sales opportunities, rather than drafting personalized emails for leads. It does not directly meet the requested email-writing need. [12]

https://help.salesforce.com/s/articleView?id=sales.sales_core_artificial_intelligence.htm&language=en_US

✗ **C** Einstein Automated Contacts
Automated Contacts is associated with identifying or adding contacts from sales activity, not composing personalized email drafts. It therefore does not address the team's stated requirement. [2]

https://help.salesforce.com/s/articleView?id=ai.einstein_sales_adc.htm&language=en_US&type=5

Question 9

Single choice · Domain: D1 Prompt Engineering

How does integrating dynamic CRM data fields into a Flex prompt template help with generating personalized content?

A. It automates the customization of invitations based on each contact's data.
B. It reduces the need for manual data entry.
C. It standardizes the content across different contacts.

Answer: A. It automates the customization of invitations based on each contact's data.

Explanation

Dynamic CRM fields let a Flex prompt template use each contact's own data when generating content. That enables invitations to be tailored automatically to the individual contact, rather than producing the same content for everyone. [1][2]

https://developer.salesforce.com/workshops/agentforce-new-workshop/prompt-builder/3-flex-template
https://help.salesforce.com/s/articleView?id=ai.prompt_builder_add_merge_fields_flex.htm&language=en_US&type=5

✓ **A** It automates the customization of invitations based on each contact's data.
Correct. Dynamic CRM fields ground the prompt in the selected contact's data, so the generated invitation can be personalized for that contact without manually tailoring each one. [1][2]

https://developer.salesforce.com/workshops/agentforce-new-workshop/prompt-builder/3-flex-template
https://help.salesforce.com/s/articleView?id=ai.prompt_builder_add_merge_fields_flex.htm&language=en_US&type=5

✗ **B** It reduces the need for manual data entry.
Using CRM fields may avoid re-entering information into a prompt, but the question asks how the fields help generate personalized content. Their key benefit here is using each contact's data to customize the invitation, not simply reducing data entry.

✗ **C** It standardizes the content across different contacts.
Standardizing content across contacts would mean making it less individualized. Dynamic CRM fields support personalization by letting the generated content reflect each contact's particular data. [1][2]

https://developer.salesforce.com/workshops/agentforce-new-workshop/prompt-builder/3-flex-template
https://help.salesforce.com/s/articleView?id=ai.prompt_builder_add_merge_fields_flex.htm&language=en_US&type=5

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Question 10

Single choice · Domain: D1 Prompt Engineering

What is a best practice when creating prompts that require user input?

A. Use complex language to ensure accuracy
B. Ensure prompts are clear and concise to minimize user confusion
C. Provide multiple options for user input
D. Allow users to modify prompts as needed

Answer: B. Ensure prompts are clear and concise to minimize user confusion

Explanation

Prompts that require user input should be easy to understand so users know what information to provide. Keeping the prompt clear and concise reduces confusion and makes it more likely the user will respond appropriately. [5, 9]

https://developer.salesforce.com/blogs/2025/01/how-to-write-effective-natural-language-instructions-for-agentforce
https://developer.salesforce.com/docs/platform/salesforce-cli-plugin/guide/messages-writing-guidelines.html

✗ **A** Use complex language to ensure accuracy
Complex language can make the request harder to understand and may confuse users about what input is needed. Accuracy is better supported by stating the request clearly and directly. [5, 9]

https://developer.salesforce.com/blogs/2025/01/how-to-write-effective-natural-language-instructions-for-agentforce
https://developer.salesforce.com/docs/platform/salesforce-cli-plugin/guide/messages-writing-guidelines.html

✓ **B** Ensure prompts are clear and concise to minimize user confusion
A clear, concise prompt helps users understand what information to provide without unnecessary complexity. This directly addresses the need to minimize confusion when asking for user input. [5, 9]

https://developer.salesforce.com/blogs/2025/01/how-to-write-effective-natural-language-instructions-for-agentforce
https://developer.salesforce.com/docs/platform/salesforce-cli-plugin/guide/messages-writing-guidelines.html

✗ **C** Provide multiple options for user input
Offering multiple options may be useful for some questions, but it is not a general requirement for prompts that ask users for input. The key best practice here is making the prompt itself clear and concise. [5]

https://developer.salesforce.com/blogs/2025/01/how-to-write-effective-natural-language-instructions-for-agentforce

✗ **D** Allow users to modify prompts as needed
Letting users modify prompts is not necessary to make an input request understandable. The prompt should be clear and concise as written, rather than relying on users to revise it. [5]

https://developer.salesforce.com/blogs/2025/01/how-to-write-effective-natural-language-instructions-for-agentforce

Question 11

Single choice · Domain: D1 Prompt Engineering

What is the main advantage of grounding prompt templates with CRM data in Salesforce?

A. It allows for the automatic update of AI-generated responses.
B. It improves the relevance and personalization of AI outputs.
C. It reduces the time required for prompt template execution.

Answer: B. It improves the relevance and personalization of AI outputs.

Explanation

Grounding prompt templates with CRM data gives the model relevant Salesforce context, such as customer or record information, to use when generating a response. This helps make outputs more relevant and personalized to the specific situation, rather than automatically updating responses or primarily speeding up execution. [4][6]

https://trailhead.salesforce.com/content/learn/modules/prompt-builder-basics/create-and-ground-prompt-templates
https://trailhead.salesforce.com/content/learn/modules/grounding-an-agent-with-data/learn-the-basics-of-grounding

✗ **A** It allows for the automatic update of AI-generated responses.
Grounding provides data as context for generating a response; it does not mean the response is automatically updated. The main benefit in this scenario is making the generated output relevant to the CRM data.

https://trailhead.salesforce.com/content/learn/modules/prompt-builder-basics/create-and-ground-prompt-templates
https://trailhead.salesforce.com/content/learn/modules/grounding-an-agent-with-data/learn-the-basics-of-grounding

✓ **B** It improves the relevance and personalization of AI outputs.
CRM data gives the prompt template context about the specific customer or record, allowing the AI to generate a response tailored to that information. This improves the response's relevance and personalization.

https://trailhead.salesforce.com/content/learn/modules/prompt-builder-basics/create-and-ground-prompt-templates
https://trailhead.salesforce.com/content/learn/modules/grounding-an-agent-with-data/learn-the-basics-of-grounding

✗ **C** It reduces the time required for prompt template execution.
Grounding is used to give the model pertinent information for its response, not primarily to make prompt execution faster. The expected advantage is better-contextualized, more personalized output.

https://trailhead.salesforce.com/content/learn/modules/prompt-builder-basics/create-and-ground-prompt-templates
https://trailhead.salesforce.com/content/learn/modules/grounding-an-agent-with-data/learn-the-basics-of-grounding

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Question 12

Single choice · Domain: D1 Prompt Engineering

What is the benefit of using a Bring Your Own Large Language Model (BYOLLM) in Salesforce?

A. It simplifies model deployment
B. It speeds up the AI model training process
C. It reduces the need for external data sources
D. It allows businesses to leverage proprietary AI models within Salesforce

Answer: D. It allows businesses to leverage proprietary AI models within Salesforce

Explanation

The key benefit of BYOLLM is that a business can use its own chosen or proprietary large language model within Salesforce rather than being limited to Salesforce-provided models. This gives the business access to its preferred model for Salesforce AI use cases; it does not inherently simplify deployment, accelerate training, or eliminate the need for external data sources.

https://help.salesforce.com/s/articleView?id=sf.generative_ai_large_language_model_support.htm&language=en_US&type=5
https://developer.salesforce.com/blogs/2024/03/bring-your-own-large-language-model-in-einstein-1-studio

✗ **A** It simplifies model deployment
BYOLLM is about bringing a business's chosen model into Salesforce, not a general promise that deploying a model is simpler. Connecting and configuring an external model can still require setup.

https://developer.salesforce.com/blogs/2024/03/bring-your-own-large-language-model-in-einstein-1-studio

✗ **B** It speeds up the AI model training process
BYOLLM lets a business use an existing model; it does not inherently make that model train faster. The benefit described is model choice and integration, not training performance.

https://developer.salesforce.com/blogs/2024/03/bring-your-own-large-language-model-in-einstein-1-studio

✗ **C** It reduces the need for external data sources
Bringing a model into Salesforce does not remove the need for data to ground or inform its responses. BYOLLM concerns which model is used, rather than reducing reliance on data sources.

https://help.salesforce.com/s/articleView?id=sf.generative_ai_large_language_model_support.htm&language=en_US&type=5
https://developer.salesforce.com/blogs/2024/03/bring-your-own-large-language-model-in-einstein-1-studio

✓ **D** It allows businesses to leverage proprietary AI models within Salesforce
BYOLLM enables businesses to connect and use their selected models, including proprietary models, with Salesforce AI capabilities. This is the central benefit of bringing your own LLM.

https://help.salesforce.com/s/articleView?id=sf.generative_ai_large_language_model_support.htm&language=en_US&type=5
https://developer.salesforce.com/blogs/2024/03/bring-your-own-large-language-model-in-einstein-1-studio

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Question 13

Single choice · Domain: D2 Data 360 Fundamentals

If a sales manager wants to receive alerts on high-priority leads with potential for high value, which Einstein for Sales feature should be used?

A. Einstein Lead Scoring
B. Einstein Opportunity Insights
C. Einstein Forecasting
D. Einstein Activity Capture

Answer: A. Einstein Lead Scoring

Explanation

Einstein Lead Scoring assigns scores to leads to help sales teams identify and prioritize the leads most likely to convert. That matches the manager's need to focus on high-priority leads with strong potential; the other features focus on opportunities, forecasts, or activity capture rather than lead prioritization.

https://help.salesforce.com/s/articleView?id=sales_einstein_features_data_usage.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=sales_core_artificial_intelligence.htm&language=en_US&type=0

✓ **A** Einstein Lead Scoring
This feature scores leads based on their likelihood of conversion, helping sales managers identify and prioritize promising leads. It best fits the request to focus on high-priority leads with potential value.

https://help.salesforce.com/s/articleView?id=sales_einstein_features_data_usage.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=sales_core_artificial_intelligence.htm&language=en_US&type=0

✗ **B** Einstein Opportunity Insights
Opportunity Insights provides insights about sales opportunities, not scores for prioritizing leads. The scenario specifically asks about high-potential leads.

https://help.salesforce.com/s/articleView?id=sales_core_artificial_intelligence.htm&language=en_US&type=0

✗ **C** Einstein Forecasting
Einstein Forecasting helps predict sales outcomes, such as expected revenue, rather than identifying individual high-priority leads.

https://help.salesforce.com/s/articleView?id=sf.einstein_sales_forecasting.htm&language=en_US&type=5

✗ **D** Einstein Activity Capture
Einstein Activity Capture records sales activities such as emails and calendar events. It does not score leads to highlight which ones are most promising.

https://help.salesforce.com/s/articleView?id=einstein_sales_aac.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=sales.activity_capture_data_storage_and_usage.htm&language=en_US&type=5

Question 14

Single choice · Domain: D2 Data 360 Fundamentals

Which Salesforce Einstein feature analyzes historical email engagement data to determine the best time to send marketing messages to individual contacts or prospects?

A. Einstein Activity Capture
B. Einstein Email Insights
C. Einstein Lead Scoring
D. Einstein Send Time Optimization

Answer: D. Einstein Send Time Optimization

Explanation

Einstein Send Time Optimization analyzes historical engagement activity to predict when contacts or prospects are most likely to engage with email messages. Salesforce documents the capability under Marketing Cloud Engagement and Marketing Cloud Account Engagement. https://help.salesforce.com/s/articleView?id=mktg.mc_anb_einstein_sto_app.htm&language=en_US

✗ **A** Einstein Activity Capture
Einstein Activity Capture records and syncs sales activities such as emails and calendar events. Capturing those activities is different from analyzing historical engagement to recommend the best time to contact a lead.

✗ **B** Einstein Email Insights
Einstein Email Insights provides insights related to email interactions, but it is not the feature identified for using historical engagement data to determine the best contact times. The question asks specifically for that timing guidance.

✗ **C** Einstein Lead Scoring
Einstein Lead Scoring evaluates leads to estimate their likelihood of conversion or qualification. It helps prioritize leads, not identify when to contact them based on engagement patterns.

✓ **D** Einstein Engagement Insights
Einstein Engagement Insights is the feature that uses historical engagement data to help identify the best times to contact leads. This matches the question's focus on timing outreach rather than recording activity, analyzing email content, or scoring lead quality.

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Question 15

Single choice · Domain: D2 Data 360 Fundamentals

If a sales team wants to generate predictive insights about customer behavior and preferences, which Einstein for Sales feature would be suitable?

A. Einstein Lead Scoring
B. Einstein Predictive Scoring
C. Einstein Forecasting
D. Einstein Analytics

Answer: D. Einstein Analytics

Explanation

Salesforce's official documentation shows that Einstein Lead Scoring is narrowly focused on predicting which leads are most likely to convert. It is not a general-purpose tool for analyzing broader customer behavior and preferences. Salesforce Salesforce also documents that Einstein Discovery within CRM Analytics provides predictive analytics, helping users understand what is likely to happen and which factors influence an outcome. That makes it the better fit for broad predictive insights about customer behavior and preferences.

https://help.salesforce.com/s/articleView?id=analytics.bi_edd_intro.htm&language=en_US&type=5

Question 16

Single choice · Domain: D2 Data 360 Fundamentals

A Salesforce AI Specialist is tasked with improving lead qualification processes using Einstein Model Builder. The goal is to prioritize leads more effectively based on their likelihood to convert. Which consideration is most important when selecting data for training the model in Einstein's Model Builder for this purpose?

A. Selecting only the data from the most recent sales quarter to ensure the model's predictions are up to date.
B. Including data points from both converted and not converted leads to train the model.
C. Using data exclusively from leads that have converted in the past, to focus the model on positive outcomes.
D. Utilizing data from customer surveys to supplement lead information.

Answer: B. Including data points from both converted and not converted leads to train the model.

Explanation

Lead qualification is a prediction task: the model needs examples of both outcomes to learn which lead

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characteristics distinguish leads that convert from those that do not. Including both converted and not-converted leads provides the contrasting labeled data needed to prioritize new leads by likelihood of conversion.

https://developer.salesforce.com/docs/analytics/einstein-vision-language/guide/data-science-basics.html

✗ **A** Selecting only the data from the most recent sales quarter to ensure the model's predictions are up to date.
Using recent data alone does not ensure the model can distinguish conversion outcomes, and it may leave too few examples to learn from. The key requirement is a useful set of examples from both converted and not-converted leads, not restricting the training data to one quarter.

✓ **B** Including data points from both converted and not converted leads to train the model.
Both outcomes give the model labeled examples of leads that did and did not convert, allowing it to learn patterns associated with conversion. That distinction is needed to estimate which new leads are more likely to convert and prioritize them.

https://developer.salesforce.com/docs/analytics/einstein-vision-language/guide/data-science-basics.html

✗ **C** Using data exclusively from leads that have converted in the past, to focus the model on positive outcomes.
Converted leads show positive outcomes but provide no examples of leads that failed to convert. Without both outcomes, the model cannot learn the contrast needed to rank leads by their likelihood of conversion.

https://developer.salesforce.com/docs/analytics/einstein-vision-language/guide/data-science-basics.html

✗ **D** Utilizing data from customer surveys to supplement lead information.
Survey data might add information if it is relevant and available, but it does not address the essential training-data requirement in this scenario: examples of both conversion outcomes. It is not a substitute for including converted and not-converted leads.

Question 17

Single choice · Domain: D2 Data 360 Fundamentals

When configuring a model in Model Builder, what is the significance of using a diverse dataset?

A. It simplifies the training process.
B. It helps the model generalize better to new, unseen data.
C. It reduces the need for manual intervention during model execution.

Answer: B. It helps the model generalize better to new, unseen data.

Explanation

A diverse dataset includes a broader range of examples and conditions, helping a model learn patterns that carry beyond its training data. This is why diversity supports better performance on new, unseen data; it does not primarily simplify training or eliminate manual work during execution.

https://developer.salesforce.com/docs/analytics/einstein-vision-language/guide/datasets-and-models.html

✗ **A** It simplifies the training process.
Dataset diversity is about exposing the model to varied examples, not making the training process simpler. A more diverse dataset may require careful preparation, but its main benefit is improving how well the model handles data it has not seen before.

✓ **B** It helps the model generalize better to new, unseen data.

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A diverse dataset gives the model a wider variety of examples from which to learn, reducing the chance that it only performs well on narrow or familiar cases. This supports the model's ability to make useful predictions on new data.

https://developer.salesforce.com/docs/analytics/einstein-vision-language/guide/datasets-and-models.html

✗ **C** It reduces the need for manual intervention during model execution.
Dataset diversity does not directly automate or remove manual steps during model execution. Its relevant role is to improve the model's ability to generalize, rather than to change how much operational intervention is needed.

Question 18

Single choice · Domain: D2 Data 360 Fundamentals

A Salesforce AI Specialist is tasked with creating a predictive model to forecast sales revenue for the next quarter using Model Builder. The specialist decides to use historical sales data as the training dataset. Which step should the Salesforce AI Specialist take first when using the Model Builder to ensure the predictive model accurately forecasts sales revenue?

A. Use a pre-built model and adjust it for the specific sales data.
B. Increase the number of rows in the dataset to exceed 20 million for enhanced accuracy.
C. Directly input the expected sales revenue figures for the model to predict.
D. Select "Create a model from scratch" and choose the historical sales data as the source.

Answer: D. Select "Create a model from scratch" and choose the historical sales data as the source.

Explanation

To forecast next quarter's revenue from historical sales, the specialist should create a predictive model using that historical data as its training source. Selecting "Create a model from scratch" and choosing the historical sales dataset sets up the model to learn from past outcomes; the other choices do not establish the appropriate training data and model setup. [3]

https://trailhead.salesforce.com/content/learn/modules/predictive-outputs-from-model-builder/build-a-predictive-model-in-model-builder

✗ **A** Use a pre-built model and adjust it for the specific sales data.
The scenario calls for building a predictive model from the historical sales dataset. The specified first step is to create a model and select its data source, rather than start from a pre-built model.

https://trailhead.salesforce.com/content/learn/modules/predictive-outputs-from-model-builder/build-a-predictive-model-in-model-builder

✗ **B** Increase the number of rows in the dataset to exceed 20 million for enhanced accuracy.
The scenario gives no requirement to exceed a particular row count, and increasing the dataset to more than 20 million rows is not the first Model Builder setup step. The specialist should first specify the model type and select the historical sales data as its source.

https://trailhead.salesforce.com/content/learn/modules/predictive-outputs-from-model-builder/build-a-predictive-model-in-model-builder

✗ **C** Directly input the expected sales revenue figures for the model to predict.
Entering the figures the model is supposed to predict would not train it to forecast those values from historical sales data. The model should instead be set up to learn from the historical dataset.

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https://trailhead.salesforce.com/content/learn/modules/predictive-outputs-from-model-builder/build-a-predictive-model-in-model-builder

✓ **D** Select "Create a model from scratch" and choose the historical sales data as the source.
This starts a new predictive model and identifies the historical sales dataset as the data the model will learn from. That directly matches the requirement to forecast revenue using historical sales data.

https://trailhead.salesforce.com/content/learn/modules/predictive-outputs-from-model-builder/build-a-predictive-model-in-model-builder

Question 19

Single choice · Domain: D2 Data 360 Fundamentals

What is a primary reason for using Model Builder to identify influential factors in successful sales deals?

A. To replace manual data entry in CRM systems.
B. To automate the analysis of sales data without human oversight.
C. To gain insights that can improve the sales strategy by focusing on key drivers of success.

Answer: C. To gain insights that can improve the sales strategy by focusing on key drivers of success.

Explanation

Model Builder helps analyze sales data to reveal which factors are associated with successful deals. Those insights can help the team focus its sales strategy on the drivers that matter, rather than replacing CRM data entry or removing human judgment. [3]

https://trailhead.salesforce.com/fr/content/learn/modules/predictive-outputs-from-model-builder/get-started-with-predictions

✗ **A** To replace manual data entry in CRM systems.
Identifying factors associated with successful deals is an analysis task, not a way to replace entering or maintaining CRM records. This option does not address the goal of learning what contributes to sales success.

✗ **B** To automate the analysis of sales data without human oversight.
Model Builder can support analysis, but the purpose described is to gain useful insights for sales strategy —not to eliminate human oversight. Sales teams still need to interpret and apply the findings.

https://trailhead.salesforce.com/fr/content/learn/modules/predictive-outputs-from-model-builder/get-started-with-predictions

✓ **C** To gain insights that can improve the sales strategy by focusing on key drivers of success.
Analyzing sales data can reveal which factors are influential in successful deals. The team can use those findings to focus its strategy on the drivers of success. [3]

https://trailhead.salesforce.com/fr/content/learn/modules/predictive-outputs-from-model-builder/get-started-with-predictions

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Question 20

Single choice · Domain: D3 AI Agents

For generating automated responses based on the content of customer inquiries, which Einstein for Service feature is best?

A. Einstein Bots
B. Einstein Case Classification
C. Einstein Email-to-Case
D. Einstein Knowledge Management

Answer: A. Einstein Bots

Explanation

Einstein Bots is the best fit because the requirement is to generate automated responses based on customer inquiries. Bots can interact with customers and provide automated responses, whereas the other options classify cases, route incoming email into cases, or support knowledge content rather than directly handling the inquiry conversationally.

https://help.salesforce.com/s/articleView?id=service.bots_service_web_chat.htm&language=en_US&type=5

✓ **A** Einstein Bots
Einstein Bots can interact with customers and provide automated responses to their inquiries, matching the requested capability. This makes it the best choice for automating customer-facing responses.

https://help.salesforce.com/s/articleView?id=service.bots_service_web_chat.htm&language=en_US&type=5

✗ **B** Einstein Case Classification
Case Classification predicts case field values, such as categorization or priority, to assist with case processing. It does not generate automated responses to customers.

https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_case_classification.htm&language=en_US&release=230&type=5

✗ **C** Einstein Email-to-Case
Email-to-Case creates cases from incoming customer emails so service teams can manage them. Its purpose is to capture inquiries as cases, not automatically respond based on their content.

https://help.salesforce.com/s/articleView?id=sf.es_email_to_case_set_up.htm&language=en_US&type=5

✗ **D** Einstein Knowledge Management
Knowledge management helps organize and use knowledge articles, but it is not the Einstein feature for generating automated responses to customer inquiries. The scenario calls for an interactive response capability, which is provided by Einstein Bots.

https://help.salesforce.com/s/articleView?id=service.einstein_article_recommendations_scorecard.htm&language=en_US&type=5

Question 21

Single choice · Domain: D3 AI Agents

Which Einstein for Service feature automates the process of routing customer service requests to the appropriate agent?

A. Einstein Bots
B. Einstein Next Best Action
C. Enhanced Omni-Channel routing
D. Einstein Email-to-Case

Answer: C. Enhanced Omni-Channel routing

Explanation

Salesforce Omni-Channel routes service work to qualified, available representatives. Routing rules and flows can use queues, skills, priorities, and agent capacity to distribute incoming cases and other service requests. Einstein Case Classification can supply predicted case-field values that support routing rules, while Omni-Channel performs the work distribution. https://help.salesforce.com/s/articleView?id=sf.omnichannel_route_work.htm&language=en_US&type=5

https://help.salesforce.com/s/articleView?id=000382676&language=en_US&type=1

✗ **A** Einstein Bots
Einstein Bots interact with customers and can handle common inquiries through conversational self-service. They are not the Einstein feature for classifying service requests to support routing them to an agent.

✗ **B** Einstein Next Best Action
Einstein Next Best Action presents recommended actions to a user based on a situation. It does not classify incoming service requests for routing to an agent.

✓ **C** Einstein Case Classification
Einstein Case Classification uses AI to classify cases, such as by predicting relevant case field values. Those classifications can help automate routing requests to an appropriate agent.

https://help.salesforce.com/s/articleView?id=000382676&language=en_US&type=1

✗ **D** Einstein Email-to-Case
Email-to-Case turns customer emails into case records so they can be handled in Salesforce. It does not itself classify requests to determine the appropriate agent.

https://help.salesforce.com/s/articleView?id=service.cases_email_web.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=setting_up_email-to-case.htm&language=en_US

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Question 22

Single choice · Domain: D3 AI Agents

What feature in Einstein for Sales can generate detailed summaries of customer interactions and deal progress?

A. Agentforce Summarize Record action using a Record Summary prompt template
B. Einstein Activity Capture
C. Einstein Lead Scoring
D. Einstein Sales Forecasting

Answer: A. Agentforce Summarize Record action using a Record Summary prompt template

Explanation

The standard Summarize Record action generates summaries of Salesforce records, including Opportunities. It uses Record Summary prompt templates or relevant record fields and associated information to produce contextual summaries. This provides a supported approach for generating opportunity and deal summaries. https://help.salesforce.com/s/articleView?id=sf.copilot_actions_ref_summarize_record.htm&language=en_US&type=5

✓ **A** Einstein Opportunity Insights
This feature is the one that summarizes customer interactions and deal progress, matching both parts of the question. It helps a seller understand what has happened with an opportunity without confusing that task with activity capture or forecasting.

✗ **B** Einstein Activity Capture
Einstein Activity Capture automatically records or syncs activities such as emails and calendar events with Salesforce. Capturing interaction records is different from generating a detailed summary of interactions and deal progress.

https://help.salesforce.com/s/articleView?id=sales.aac_how_it_works.htm&language=en_US&type=5

✗ **C** Einstein Lead Scoring
Lead scoring estimates how likely a lead is to convert, helping sales teams prioritize leads. It does not summarize customer interactions or the progress of a deal.

✗ **D** Einstein Sales Forecasting
Sales forecasting helps estimate expected sales results, rather than producing a summary of a particular customer's interactions and deal progress. Forecast-related predictions are distinct from the requested interaction summary.

https://help.salesforce.com/s/articleView?id=sales.pipeline_inspection_close_date_predictions.htm&language=en_US

Question 23

Single choice · Domain: D3 AI Agents

In a scenario where customer service agents need to recommend relevant knowledge base articles, which Einstein for Service feature would be helpful?

A. Einstein Case Classification
B. Einstein Article Recommendations
C. Einstein Next Best Action
D. Einstein Bots

Answer: B. Einstein Article Recommendations

Explanation

Einstein Article Recommendations is designed to help service agents find knowledge articles relevant to the case they're handling. That directly matches the requirement to recommend relevant knowledge base articles to customer service agents. [2][3]

https://help.salesforce.com/s/articleView?id=service.einstein_article_recommendations_prepare.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=einstein_article_recommendations_introduction.htm&language=en_US&type=5

✗ **A** Einstein Case Classification
Einstein Case Classification predicts or assigns case field values, such as a case's classification, rather than recommending knowledge articles to agents. It does not meet the scenario's article-recommendation need. [6]

https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_case_classification.htm&language=en_US&release=230&type=5

✓ **B** Einstein Article Recommendations
This feature recommends knowledge articles relevant to a service interaction, helping agents provide useful information to customers. It directly fits the stated requirement. [2][3]

https://help.salesforce.com/s/articleView?id=service.einstein_article_recommendations_prepare.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=einstein_article_recommendations_introduction.htm&language=en_US&type=5

✗ **C** Einstein Next Best Action
Next Best Action presents suggested actions or offers based on defined strategies; it is not the feature specifically intended to recommend knowledge base articles. The scenario asks for relevant articles, so Einstein Article Recommendations is the better fit. [8][9]

https://help.salesforce.com/s/articleView?id=sf.console_lex_guided_action_nba.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=platform.nba_implementation_checklist.htm&language=en_US&type=5

✗ **D** Einstein Bots
Einstein Bots are conversational agents used to interact with customers and automate support tasks. The question asks for a feature that recommends knowledge articles to service agents, which is handled by Einstein Article Recommendations. [3]

https://help.salesforce.com/s/articleView?id=einstein_article_recommendations_introduction.htm&language=en_US&type=5

Question 24

Single choice · Domain: D3 AI Agents

For a scenario where customer service needs to automate ticket creation from incoming emails, which Einstein for Service feature is most appropriate?

A. Einstein Bots
B. Einstein Case Classification
C. Einstein Email-to-Case
D. Einstein Knowledge Management

Answer: C. Einstein Email-to-Case

Explanation

Einstein Email-to-Case is the appropriate choice because the requirement is to turn incoming customer emails into support tickets (cases). The other options address bot conversations, case-field classification, or knowledge content rather than creating cases from email.

✗ **A** Einstein Bots
Einstein Bots automate customer interactions through conversations, such as answering questions or guiding users. They are not the feature intended to create a support case from each incoming email.

✗ **B** Einstein Case Classification
Case Classification helps predict or populate case fields, such as a case's category or priority. It works with cases rather than creating them from incoming email messages.

✓ **C** Einstein Email-to-Case
This matches the scenario: incoming customer emails are used to create support cases (tickets). It directly addresses the requested email-to-ticket automation.

✗ **D** Einstein Knowledge Management
Knowledge Management concerns support knowledge articles that agents or customers can use to find answers. It does not create tickets from incoming emails.

Question 25

Single choice · Domain: D3 AI Agents

Which Salesforce automation capability can create follow-up Task records automatically when specified customer-interaction conditions are met?

A. Einstein Activity Capture
B. Einstein Lead Scoring
C. Einstein Opportunity Insights
D. Salesforce Flow automation configured to create follow-up Task records based on customer interaction data or business rules

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Answer: D. Salesforce Flow automation configured to create follow-up Task records based on customer interaction data or business rules

Explanation

Salesforce Flow can execute configured processes and create or update records. A flow can use interaction information available in Salesforce to determine when to create follow-up tasks and assign them to sales representatives. https://help.salesforce.com/s/articleView?id=platform.automate_flow_design.htm&language=en_US&type=5

Question 26

Single choice · Domain: D3 AI Agents

How can businesses use Copilot to enhance collaboration between teams?

A. By assigning specific Copilot actions to different teams
B. By automating all team interactions
C. By reducing the need for inter-department communication
D. By providing shared AI-driven insights and actions across departments

Answer: D. By providing shared AI-driven insights and actions across departments

Explanation

Copilot can enhance collaboration when teams across departments can draw on shared AI-driven insights and take coordinated actions. This supports cross-team work without implying that Copilot replaces communication or automates every interaction.

https://help.salesforce.com/s/articleView?id=service.it_srvcs_agentforce_employees_collab_mngmnt.htm&language=en_US&type=5
https://www.salesforce.com/agentforce/einstein-copilot/?bc=oth

✗ **A** By assigning specific Copilot actions to different teams
Assigning actions to teams may allocate work, but by itself it does not provide the shared insights and coordinated cross-department support described by the correct choice.

✗ **B** By automating all team interactions
The choice overstates Copilot's role: automating all interactions is not required for better collaboration. Teams still need to communicate and make decisions together.

✗ **C** By reducing the need for inter-department communication
Reducing communication between departments would undermine collaboration rather than enhance it. Copilot can support teams with shared information and actions, not make cross-team communication unnecessary.

✓ **D** By providing shared AI-driven insights and actions across departments
Shared insights and actions can help departments work from common information and coordinate their efforts. This directly addresses the goal of enhancing collaboration between teams.

https://help.salesforce.com/s/articleView?

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id=service.it_srvcs_agentforce_employees_collab_mngmnt.htm&language=en_US&type=5
https://www.salesforce.com/agentforce/einstein-copilot/?bc=oth

Question 27

Single choice · Domain: D3 AI Agents

In a scenario where a sales representative needs to quickly generate personalized email templates for outreach, which Einstein for Sales feature would be most appropriate?

A. Einstein Email Insights
B. Einstein Opportunity Scoring
C. Einstein Lead Scoring
D. Einstein Sales Emails

Answer: D. Einstein Sales Emails

Explanation

Einstein Sales Emails generates personalized sales outreach messages using the contact or lead's information and instructions supplied by the representative. Users can review and edit the generated email before sending it. https://help.salesforce.com/s/articleView?id=sf.einstein_sales_emails_draft.htm&language=en_US&type=5

https://help.salesforce.com/s/articleView?id=sales.einstein_sales_emails_draft_gen_ai.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=release-notes.rn_draft_with_einstein.htm&language=en_US&release=252&type=5

✗ **A** Einstein Email Insights
Email Insights provides insights about sales emails, rather than generating personalized email templates for outreach. It does not directly meet the need to quickly draft the message.

https://help.salesforce.com/s/articleView?id=sf.einstein_sales_setup_enable_email_insights.htm&language=en_US&type=5

✗ **B** Einstein Opportunity Scoring
Opportunity Scoring evaluates opportunities to help sales representatives prioritize them. It does not draft outreach emails.

https://help.salesforce.com/s/articleView?id=sf.einstein_sales_opportunity_scoring.htm&language=en_US&type=5

✗ **C** Einstein Lead Scoring
Lead Scoring assesses leads to help identify promising prospects. It does not create personalized email content for contacting them.

https://help.salesforce.com/s/articleView?id=sf.hvs_considerations_lead_scoring.htm&language=en_US&type=5

✓ **D** Einstein Email Drafting
Einstein Email Drafting generates email text, making it appropriate when a representative needs to prepare personalized outreach quickly. This directly addresses the request for email templates.

https://help.salesforce.com/s/articleView?id=sales.einstein_sales_emails_draft_gen_ai.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=release-notes.rn_draft_with_einstein.htm&language=en_US&release=252&type=5

Question 28

Single choice · Domain: D3 AI Agents

For a customer service scenario where a support agent requires suggestions for responses to customer queries, which Einstein for Service feature should be used?

A. Einstein Service Replies
B. Einstein Bots
C. Einstein Article Recommendations
D. Einstein Case Classification

Answer: A. Einstein Service Replies

Explanation

Einstein Service Replies recommends generated responses to support representatives during chat, messaging, and email conversations. These replies can incorporate conversation context and approved Knowledge articles to help service representatives respond efficiently. https://help.salesforce.com/s/articleView?id=service.einstein_replies_intro.htm&language=en_US&type=5

Question 29

Single choice · Domain: D3 AI Agents

How does Einstein Copilot ensure actions are executed accurately?

A. By continually learning from user interactions
B. By relying on predefined rules
C. By requiring manual approval for each action
D. By integrating with external data sources

Answer: B. By relying on predefined rules

Explanation

Einstein Copilot uses defined actions and instructions to guide what it does, rather than relying on continual learning from each interaction or requiring a person to approve every action. This makes predefined rules the best answer for how its actions are guided accurately in this question. [3][9]

https://help.salesforce.com/s/articleView?id=copilot_actions_instructions.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=ai.copilot_topics_instructions.htm&language=en_US&type=5

✗ **A** By continually learning from user interactions
Continual learning from user interactions is not the mechanism identified here for guiding action execution. Copilot actions are directed by configured actions and instructions instead. [3]

https://help.salesforce.com/s/articleView?id=copilot_actions_instructions.htm&language=en_US&type=5

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✓ **B** By relying on predefined rules
Defined actions and instructions constrain and guide what Copilot can do, so this is the choice that best describes how its actions are guided accurately. [3][9]

https://help.salesforce.com/s/articleView?id=copilot_actions_instructions.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=ai.copilot_topics_instructions.htm&language=en_US&type=5

✗ **C** By requiring manual approval for each action
The question does not describe per-action manual approval as the way Copilot ensures accuracy. Its actions are guided by configured instructions and actions. [3]

https://help.salesforce.com/s/articleView?id=copilot_actions_instructions.htm&language=en_US&type=5

✗ **D** By integrating with external data sources
External data can provide information for a response or action, but integration with data sources is not the mechanism described for ensuring accurate execution. Configured actions and instructions guide Copilot's behavior. [3][9]

https://help.salesforce.com/s/articleView?id=copilot_actions_instructions.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=ai.copilot_topics_instructions.htm&language=en_US&type=5

Question 30

Single choice · Domain: D3 AI Agents

What is a significant advantage of using Einstein Copilot for managing complex workflows?

A. It simplifies and automates decision-making processes
B. It eliminates the need for manual input
C. It standardizes all business operations
D. It replaces the need for human oversight

Answer: A. It simplifies and automates decision-making processes

Explanation

Einstein Copilot can help manage complex workflows by using AI to carry out supported actions and coordinate steps, making decision-making processes simpler and more automated. This can reduce effort without implying that people no longer provide input or oversight, or that every business operation becomes standardized.

https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_copilot_standard_actions.htm&language=en_US&release=248&type=5
https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_copilot.htm&language=en_US&release=248&type=5

✓ **A** It simplifies and automates decision-making processes
This describes the advantage relevant to complex workflows: Copilot can use supported actions to help carry out tasks and streamline processes. It assists with the workflow rather than making human involvement unnecessary.

https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_copilot_standard_actions.htm&language=en_US&release=248&type=5
https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_copilot.htm&language=en_US&release=248&type=5

✗ **B** It eliminates the need for manual input
Copilot can automate supported tasks, but that does not mean all manual input is eliminated. Users still

interact with it and may need to supply information or guide its actions.

https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_copilot_standard_actions.htm&language=en_US&release=248&type=5
https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_copilot.htm&language=en_US&release=248&type=5

✗ **C** It standardizes all business operations
Copilot can assist with particular workflows and supported actions, but that does not standardize every business operation. The option makes a much broader claim than the described advantage.

https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_copilot_standard_actions.htm&language=en_US&release=248&type=5
https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_copilot.htm&language=en_US&release=248&type=5

✗ **D** It replaces the need for human oversight
Copilot assists with workflow tasks; it does not mean people no longer need to review or oversee the work. The advantage is streamlining decision-making, not removing human responsibility.

https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_copilot_standard_actions.htm&language=en_US&release=248&type=5
https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_copilot.htm&language=en_US&release=248&type=5

Question 31

Single choice · Domain: D3 AI Agents

A company is preparing to reach out to potential leads who have shown interest in the company's latest product. The company wants to send personalized emails based on each lead's interactions and interests. Which feature should the company use?

A. Einstein Sales Emails
B. Einstein Service Replies
C. Einstein Automated Contacts
D. Einstein Email Insights

Answer: A. Einstein Sales Emails

Explanation

Einstein Sales Emails is the appropriate feature because the company needs personalized sales emails for prospective leads, tailored to their interests and interactions. It helps sales reps generate emails using relevant CRM and prospect context, matching the scenario better than service-response, contact-enrichment, or email-analytics features.

https://help.salesforce.com/s/articleView?id=001790617&language=en_US&type=1
https://help.salesforce.com/s/articleView?id=sales_einstein_features_data_usage.htm&language=en_US&type=5

✓ **A** Einstein Sales Emails
This feature supports generating personalized sales emails using relevant information about a lead, which fits the company's goal of reaching out based on each lead's interests and interactions.

https://help.salesforce.com/s/articleView?id=001790617&language=en_US&type=1
https://help.salesforce.com/s/articleView?id=sales_einstein_features_data_usage.htm&language=en_US&type=5

✗ **B** Einstein Service Replies

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Einstein Service Replies is designed to help service agents respond to customer inquiries, not to compose personalized sales outreach to prospective leads.

https://help.salesforce.com/s/articleView?id=service.reply_recs_service_replies_email_intro.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=service.einstein_replies_intro.htm&language=en_US&type=5

✗ **C** Einstein Automated Contacts
Automated contact enhancements focus on creating or enriching contact records from sales activity and email data. They do not provide the personalized email-writing capability requested here.

https://help.salesforce.com/s/articleView?id=ai.einstein_sales_adc.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=sales.automatic_contact_enhancements_setup.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=sf.automatic_contact_enhancements_considerations.htm&language=en_US&type=5

✗ **D** Einstein Email Insights
Email Insights provides information and insights about email activity, rather than generating personalized outreach messages for leads. The company needs email composition based on prospect context, so Einstein Sales Emails is the better fit.

https://help.salesforce.com/s/articleView?id=sf.einstein_sales_setup_enable_email_insights.htm&language=en_US&type=5

Question 32

Single choice · Domain: D4 Testing, Deployment, and Maintenance

A Salesforce admin is creating a custom action for Einstein Copilot that retrieves customer order tracking information. The admin wants to ensure that the action performs reliably. What step can the admin take to ensure this custom action functions correctly in conversations?

A. Add multi-paragraph, detailed action instructions that include all possible uses of the action.
B. Use generic language for the action name to cover a broad range of scenarios.
C. Test the action in Copilot Builder and iterate on the refinement process for the action instructions and descriptions.
D. Include only the most common scenarios in the action instructions to keep them simple.

Answer: C. Test the action in Copilot Builder and iterate on the refinement process for the action instructions and descriptions.

Explanation

The admin should test the custom order-tracking action in Copilot Builder and refine it based on how it behaves in conversations. Testing and iteration help reveal whether the action's instructions and descriptions guide Copilot to select and use it reliably for the intended task.

https://help.salesforce.com/s/articleView?id=copilot_actions_custom.htm&language=en_US&type=5
https://trailhead.salesforce.com/content/learn/modules/agentforce-agent-planning/prototype-the-agent

✗ **A** Add multi-paragraph, detailed action instructions that include all possible uses.
Making the instructions very long and trying to cover every possible use does not ensure the action will work reliably in conversation. The admin should validate the action in Copilot Builder and refine its instructions based on observed behavior.

https://help.salesforce.com/s/articleView?id=copilot_actions_custom.htm&language=en_US&type=5

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✗ **B** Use generic language for the action name to cover a broad range of scenarios.
A generic name may make it less clear when the action is relevant, rather than helping Copilot identify the order-tracking action for the right request. Testing and refining the action's instructions and descriptions is the more direct way to improve its conversational behavior.

https://help.salesforce.com/s/articleView?id=copilot_actions_custom.htm&language=en_US&type=5

✓ **C** Test the action in Copilot Builder and iterate on the refinement process for the action instructions and descriptions.
Testing the action in Copilot Builder lets the admin observe how it performs in conversations and adjust its instructions and descriptions accordingly. Iterating on those refinements is the practical way to improve reliability for retrieving customer order-tracking information.

https://help.salesforce.com/s/articleView?id=copilot_actions_custom.htm&language=en_US&type=5
https://trailhead.salesforce.com/content/learn/modules/agentforce-agent-planning/prototype-the-agent

✗ **D** Include only the most common scenarios in the action instructions to keep them simple.
Keeping instructions limited to common scenarios may leave Copilot without guidance for other relevant customer requests, and simplicity alone does not establish that the action works correctly. The admin should test the action and refine its instructions and descriptions based on the results.

https://help.salesforce.com/s/articleView?id=copilot_actions_custom.htm&language=en_US&type=5
https://trailhead.salesforce.com/content/learn/modules/agentforce-agent-planning/prototype-the-agent

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Question 33

Single choice · Domain: D4 Testing, Deployment, and Maintenance

When should a business consider expanding its use of Copilot actions?

A. When AI model accuracy improves
B. When user adoption rates are high and feedback is positive
C. When manual processes are too complex
D. When new business processes are introduced

Answer: B. When user adoption rates are high and feedback is positive

Explanation

Expand Copilot actions when users are already adopting them and their feedback is positive. That evidence suggests the actions are useful in practice and gives the business a stronger basis for extending their use than model improvements or process changes alone. [4]

https://trailhead.salesforce.com/content/learn/modules/user-engagement/promote-feature-adoption-and-discovery

✗ **A** When AI model accuracy improves
Improved model accuracy may be beneficial, but it does not show that users are adopting Copilot actions or finding them useful. The scenario's decision point is whether current use and feedback justify expansion.

✓ **B** When user adoption rates are high and feedback is positive
High adoption shows that users are choosing to use the actions, while positive feedback indicates they find them valuable. Together, these signals provide a practical basis for expanding their use. [4]

https://trailhead.salesforce.com/content/learn/modules/user-engagement/promote-feature-adoption-and-discovery

✗ **C** When manual processes are too complex

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Complex manual processes may be candidates for improvement, but complexity by itself does not establish that Copilot actions are working well or that users are ready to adopt more of them. Adoption and feedback provide stronger evidence for expansion.

✗ **D** When new business processes are introduced
A new process may create an opportunity to consider Copilot actions, but the introduction of a process alone does not demonstrate that expanding their use is appropriate. The question's best trigger is evidence of successful user adoption and positive feedback.

Question 34

Single choice · Domain: D5 Governance and Observability

Which feature of the Einstein Trust Layer is critical for maintaining compliance with international data protection standards?

A. Global data redundancy
B. Multi-language support
C. Cross-platform integration
D. Data localization and sovereignty controls

Answer: D. Data localization and sovereignty controls

Explanation

D is correct because data localization and sovereignty controls address where data is stored or processed, helping an organization meet international requirements that restrict data movement across jurisdictions. The other options may provide operational benefits, but they do not directly address those location-based compliance requirements. [3][4]

https://help.salesforce.com/s/articleView?id=ai.generative_ai_trust_arch.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_trust_layer.htm&language=en_US&release=248&type=5

✗ **A** Global data redundancy
Redundancy can improve availability and resilience by keeping copies of data in multiple locations. It does not ensure that data remains within a jurisdiction or complies with restrictions on cross-border transfers.

✗ **B** Multi-language support
Language support helps users interact with a system in different languages. It does not control where data is stored or processed, which is the relevant concern for international data protection requirements.

✗ **C** Cross-platform integration
Integration connects systems and platforms, but by itself it does not enforce jurisdiction-specific rules about data location or sovereignty. It therefore does not address the compliance need described in the question.

✓ **D** Data localization and sovereignty controls
These controls address where data is kept and handled, supporting compliance with international rules that may require data to remain within a particular jurisdiction. That makes them the choice directly related to the question's data-protection requirement.

https://help.salesforce.com/s/articleView?id=ai.generative_ai_trust_arch.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=release-notes.rn_einstein_trust_layer.htm&language=en_US&release=248&type=5

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Question 35

Single choice · Domain: D5 Governance and Observability

What is the function of data encryption keys in the Einstein Trust Layer?

A. They manage user access to data
B. They secure data by encoding it
C. They track changes in data
D. They anonymize sensitive information

Answer: B. They secure data by encoding it

Explanation

Data encryption keys support the Einstein Trust Layer by encrypting data so it is protected from unauthorized disclosure. Therefore, the best answer is that they secure data by encoding it; managing access, tracking changes, and anonymizing information are different functions.

https://developer.salesforce.com/blogs/2023/10/inside-the-einstein-trust-layer
https://help.salesforce.com/s/articleView?id=ai.generative_ai_trust_arch.htm&language=en_US&type=5

✗ **A** They manage user access to data
Encryption keys protect data through encryption; they do not determine which users are allowed to access it. User access is handled through permissions and access controls.

https://developer.salesforce.com/blogs/2023/10/inside-the-einstein-trust-layer
https://help.salesforce.com/s/articleView?id=ai.generative_ai_trust_arch.htm&language=en_US&type=5

✓ **B** They secure data by encoding it
Encryption keys are used to encrypt data, making it unreadable without the appropriate decryption key. This is the security function described for the Einstein Trust Layer.

https://developer.salesforce.com/blogs/2023/10/inside-the-einstein-trust-layer
https://help.salesforce.com/s/articleView?id=ai.generative_ai_trust_arch.htm&language=en_US&type=5

✗ **C** They track changes in data
Tracking changes is an auditing or change-history function, not the purpose of encryption keys. Encryption protects the confidentiality of data rather than recording its modifications.

✗ **D** They anonymize sensitive information
Anonymization changes or removes identifying details; it is distinct from encrypting data. Encryption protects the data by encoding it, without necessarily anonymizing its contents.

https://developer.salesforce.com/blogs/2023/10/inside-the-einstein-trust-layer
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Question 36

Single choice · Domain: D5 Governance and Observability

Which aspect of data protection does the Einstein Trust Layer focus on through its privacy impact assessment process?

A. Data access frequency
B. Data retention periods
C. Potential risks and impacts on privacy
D. Data visualization techniques

Answer: C. Potential risks and impacts on privacy

Explanation

The Einstein Trust Layer's privacy impact assessment focuses on identifying and evaluating potential risks and impacts on privacy. That directly matches option C; access frequency, retention periods, and visualization techniques are not the focus asked about.

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https://trailhead.salesforce.com/content/learn/modules/the-einstein-trust-layer/meet-the-einstein-trust-layer

✗ **A** Data access frequency
Access frequency describes how often data is used or accessed, not the privacy risks and impacts evaluated by a privacy impact assessment.

✗ **B** Data retention periods
Retention periods concern how long data is kept. They are not the aspect of privacy that the question identifies as the focus of the assessment process.

✓ **C** Potential risks and impacts on privacy
A privacy impact assessment evaluates potential privacy risks and impacts, which is the specific data-protection aspect asked about. This is the focus associated with the Einstein Trust Layer's privacy assessment.

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✗ **D** Data visualization techniques
Visualization techniques concern how information is presented, rather than assessing the potential risks and impacts of data processing on privacy.

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Question 37

Single choice · Domain: D5 Governance and Observability

What is the primary advantage of using real-time threat monitoring in the Einstein Trust Layer?

A. It reduces data processing time
B. It enhances the accuracy of AI predictions
C. It detects and mitigates security threats immediately
D. It simplifies user interface design

Answer: C. It detects and mitigates security threats immediately

Explanation

The primary advantage of real-time threat monitoring is that it can identify and respond to security threats as they occur. That aligns with option C; faster processing, more accurate predictions, and simpler interface design are not the central purpose described by the question. [1][9]

https://help.salesforce.com/s/articleView?id=ai.generative_ai_trust_arch.htm&language=en_US&type=5
https://developer.salesforce.com/blogs/2023/10/inside-the-einstein-trust-layer

✗ **A** It reduces data processing time
Monitoring threats in real time is about security detection and response, not reducing how long data takes to process. The option describes a performance benefit rather than the Trust Layer's security purpose.

✗ **B** It enhances the accuracy of AI predictions
The question concerns threat monitoring, which focuses on identifying security risks rather than improving prediction accuracy. Accuracy may be important to AI systems, but it is not the primary advantage asked about here.

✓ **C** It detects and mitigates security threats immediately
Real-time monitoring enables security threats to be identified and addressed as they occur. This is the security-focused benefit associated with the Einstein Trust Layer. [1][9]

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https://developer.salesforce.com/blogs/2023/10/inside-the-einstein-trust-layer

✗ **D** It simplifies user interface design
Threat monitoring does not primarily simplify the user interface. This option concerns interface design, not detecting or responding to security threats.

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Question 38

Single choice · Domain: D5 Governance and Observability

How can a Salesforce organization manage and honor individuals' consent preferences for personal-data processing?

A. Through periodic user notifications
B. Consent preferences are tracked through Salesforce Consent Management, and organizations configure processes to honor those preferences when handling personal data
C. By automatically assuming consent for all users
D. By providing a general consent option for all data

Answer: B. Consent preferences are tracked through Salesforce Consent Management, and organizations configure processes to honor those preferences when handling personal data

Explanation

Salesforce provides consent-management objects for storing an individual's consent status, data-use purposes, and privacy preferences. Organizations can use this data to implement consent-aware processes. https://help.salesforce.com/s/articleView?id=sf.consent_mgmt_fields.htm&language=en_US&type=5

Question 39

Single choice · Domain: D5 Governance and Observability

Which security measure in the Einstein Trust Layer ensures that external integrations do not compromise data security?

A. API access controls
B. Regular system updates
C. User training programs
D. Data encryption

Answer: A. API access controls

Explanation

API access controls are the measure that helps ensure external integrations can access only the data and operations they are authorized to use. This directly addresses the requirement that integrations must not compromise data security. Data encryption can protect information, but it does not by itself control what an integration is permitted to access.

https://help.salesforce.com/s/articleView?id=ai.generative_ai_trust_arch.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?

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id=sf.security_api_access_control_external_users.htm&language=en_US&type=5

✓ **A** API access controls
API access controls govern which external users or integrations can access APIs and what they can do, limiting unauthorized access to Salesforce data. This most directly prevents an external integration from compromising data security.

https://help.salesforce.com/s/articleView?
id=sf.security_api_access_control_external_users.htm&language=en_US&type=5

✗ **B** Regular system updates
Updates can address vulnerabilities in software, but they do not determine what data an external integration is authorized to access. Access controls are the direct measure for that requirement.

✗ **C** User training programs
Training can help people follow secure practices, but it does not restrict an external integration's API permissions or data access. It therefore does not directly meet the scenario's requirement.

✗ **D** Data encryption
Encryption helps protect data from being read by unauthorized parties, but it does not control which external integrations can access Salesforce APIs or data. The question asks for the measure that constrains integration access, which is API access controls.

https://help.salesforce.com/s/articleView?id=ai.generative_ai_trust_arch.htm&language=en_US&type=5

Question 40

Single choice · Domain: D5 Governance and Observability

How does the Einstein Trust Layer help in complying with GDPR regulations?

A. By providing automatic data deletion tools
B. By implementing real-time data analytics
C. By allowing unlimited data access for all users
D. By ensuring data encryption and anonymization

Answer: D. By ensuring data encryption and anonymization

Explanation

The Einstein Trust Layer helps support GDPR-related privacy requirements by applying protections such as data masking and encryption to sensitive information used with generative AI. These safeguards reduce exposure of personal data; they do not mean every GDPR obligation is automatically fulfilled. Therefore, option D is the best answer among the choices.

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id=data.c360_a_ai_foundation_models_data_masking.htm&language=en_US&type=5
https://help.salesforce.com/s/articleView?id=ai.agent_trust_data_masking.htm&language=en_US

✗ **A** By providing automatic data deletion tools
Automatic deletion is not the protection identified in this question as the Trust Layer's GDPR-related contribution. The relevant safeguards are protections such as masking and encryption of sensitive data, rather than a general promise of automatic deletion.

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https://trailhead.salesforce.com/content/learn/modules/the-einstein-trust-layer/meet-the-einstein-trust-layer
https://developer.salesforce.com/docs/ai/agentforce/guide/models-api-data-masking.html

✗ **B** By implementing real-time data analytics
Real-time analytics is not the privacy safeguard described here. Analytics capabilities alone do not explain how the Trust Layer protects personal information for AI use.

✗ **C** By allowing unlimited data access for all users
Unlimited access would undermine privacy and data protection, not help comply with GDPR. The Trust Layer applies controls to sensitive data rather than granting unrestricted access.

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https://trailhead.salesforce.com/content/learn/modules/the-einstein-trust-layer/meet-the-einstein-trust-layer

✓ **D** By ensuring data encryption and anonymization
This is the best choice because the Trust Layer uses data protections, including masking or anonymization and encryption, to reduce exposure of sensitive information when it is processed by AI. These safeguards support privacy compliance, although they do not by themselves guarantee compliance with every GDPR requirement.

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