

Salesforce-AI-Associate Dumps

Salesforce Certified AI Associate Exam (SU23)

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NEW QUESTION 1

Cloud Kicks wants to implement AI features on its Salesforce Platform but has concerns about potential ethical and privacy challenges. What should they consider doing to minimize potential AI bias?

- A. Integrate AI models that auto-correct biased data.
- B. Implement Salesforce's Trusted AI Principles.
- C. Use demographic data to identify minority groups.

Answer: B

Explanation:

"Implementing Salesforce's Trusted AI Principles is what Cloud Kicks should consider doing to minimize potential AI bias. Salesforce's Trusted AI Principles are a set of guidelines and best practices for developing and using AI systems in a responsible and ethical way. The principles include Accountability, Fairness & Equality, Transparency & Explainability, Privacy & Security, Reliability & Safety, Inclusivity & Diversity, Empowerment & Education."

NEW QUESTION 2

Which type of bias imposes a system's values on others?

- A. Societal
- B. Automation
- C. Association

Answer: A

Explanation:

"Societal bias is the type of bias that imposes a system's values on others. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture. Societal bias can affect the fairness and ethics of AI systems, as they may affect how different groups or domains are perceived, treated, or represented by AI systems. For example, societal bias can occur when AI systems impose a system's values on others, such as using Western standards of beauty or success to judge or rank people from other cultures."

NEW QUESTION 3

What is the role of Salesforce Trust AI principles in the context of CRM system?

- A. Guiding ethical and responsible use of AI
- B. Providing a framework for AI data model accuracy
- C. Outlining the technical specifications for AI integration

Answer: A

Explanation:

"The role of Salesforce Trust AI principles in the context of CRM systems is guiding ethical and responsible use of AI. Salesforce Trust AI principles are a set of guidelines and best practices for developing and using AI systems in a responsible and ethical way. The principles include Accountability, Fairness & Equality, Transparency & Explainability, Privacy & Security, Reliability & Safety, Inclusivity & Diversity, Empowerment & Education. The principles aim to ensure that AI systems are aligned with the values and interests of customers, partners, and society."

NEW QUESTION 4

Which statement exemplifies Salesforce's honesty guideline when training AI models?

- A. Minimize the AI models carbon footprint and environment impact during training.
- B. Ensure appropriate consent and transparency when using AI-generated responses.
- C. Control bias, toxicity, and harmful content with embedded guardrails and guidance.

Answer: B

Explanation:

"Ensuring appropriate consent and transparency when using AI-generated responses is a statement that exemplifies Salesforce's honesty guideline when training AI models. Salesforce's honesty guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for honesty and integrity in how they work and what they produce. Ensuring appropriate consent and transparency means respecting and honoring the choices and preferences of users regarding how their data is used or generated by AI systems. Ensuring appropriate consent and transparency also means providing clear and accurate information and documentation about the AI systems and their outputs."

NEW QUESTION 5

What is a potential outcome of using poor-quality data in AI application?

- A. AI model training becomes slower and less efficient
- B. AI models may produce biased or erroneous results.
- C. AI models become more interpretable

Answer: B

Explanation:

"A potential outcome of using poor-quality data in AI applications is that AI models may produce biased or erroneous results. Poor-quality data means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor-quality data can affect the performance and reliability of AI models, as they may not have enough or correct information to learn from or make accurate predictions. Poor-quality data can also introduce or exacerbate biases or errors in AI models, such as human bias, societal bias, confirmation bias, or overfitting or underfitting."

NEW QUESTION 6

What is a key benefit of effective interaction between humans and AI systems?

- A. Leads to more informed and balanced decision making
- B. Alerts humans to the presence of biased data
- C. Reduces the need for human involvement

Answer: A

Explanation:

“A key benefit of effective interaction between humans and AI systems is that it leads to more informed and balanced decision making. Effective interaction means that humans and AI systems can communicate and collaborate with each other in a clear, natural, and respectful way. Effective interaction can help leverage the strengths and complement the weaknesses of both humans and AI systems. Effective interaction can also help increase trust, confidence, and satisfaction in using AI systems.”

NEW QUESTION 7

Which best describes the difference between predictive AI and generative AI?

- A. Predictive new and original output for a given input.
- B. Predictive AI and generative have the same capabilities differ in the type of input they receive: predictive AI receives raw data whereas generative AI receives natural language.
- C. Predictive AI uses machine learning to classes or predict output from its input data whereas generative AI does not use machine learning to generate its output

Answer: A

Explanation:

“The difference between predictive AI and generative AI is that predictive AI analyzes existing data to make predictions or recommendations based on patterns or trends, while generative AI creates new content based on existing data or inputs. Predictive AI is a type of AI that uses machine learning techniques to learn from existing data and make predictions or recommendations based on the data. For example, predictive AI can be used to forecast sales, revenue, or demand based on historical data and trends. Generative AI is a type of AI that uses machine learning techniques to generate novel content such as images, text, music, or video based on existing data or inputs. For example, generative AI can be used to create realistic faces, write summaries, compose songs, or produce videos.”

NEW QUESTION 8

What is the main focus of the Accountability principle in Salesforce's Trusted AI Principles?

- A. Safeguarding fundamental human rights and protecting sensitive data
- B. Taking responsibility for one's actions toward customers, partners, and society
- C. Ensuring transparency In AI-driven recommendations and predictions

Answer: B

Explanation:

“The main focus of the Accountability principle in Salesforce’s Trusted AI Principles is taking responsibility for one’s actions toward customers, partners, and society. Accountability means that AI systems should be designed and developed with respect for the impact and consequences of their actions on others. Accountability also means that AI developers and users should be aware of and adhere to the ethical, legal, and regulatory standards and expectations of their industry and domain.”

NEW QUESTION 9

Cloud Kicks wants to evaluate its data quality to ensure accurate and up-to-date records. Which type of records negatively impact data quality?

- A. Structured
- B. Complete
- C. Duplicate

Answer: C

Explanation:

Duplicate records negatively impact data quality by creating inconsistencies and confusion in database management, leading to potential errors in customer relationship management (CRM) systems like Salesforce. Duplicates can skew analytics results, lead to inefficiencies in customer service, and result in redundant marketing efforts. Salesforce offers various tools to identify and merge duplicate records, thereby maintaining high data integrity. More about managing duplicate records in Salesforce and ensuring data quality can be found in Salesforce's documentation on duplicate management at Salesforce Duplicate Management.

NEW QUESTION 10

Which best describes the difference between predictive AI and generative AI?

- A. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI does not use machine learning to generate its output.
- B. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI uses machine learning to generate new and original output for a given input
- C. Predictive AI and generative AI have the same capabilities but differ in the type of input they receive; predictive AI receives raw data whereas generative AI receives natural language.

Answer: B

Explanation:

Predictive AI and generative AI represent two different applications of machine learning technologies. Predictive AI focuses on making predictions based on historical data. It analyzes past data to forecast future outcomes, such as customer churn or sales trends. On the other hand, generative AI is designed to generate new and original outputs based on the learned data patterns. This includes tasks like creating new images, text, or music that resemble the training data but do not

duplicate it. Both types of AI use machine learning, but their objectives and outputs are distinct. For detailed differences and applications in a Salesforce context, Salesforce's guide on AI technologies is a helpful resource, accessible at Salesforce AI Technologies.

NEW QUESTION 10

What are predictive analytics, machine learning, natural language processing (NLP), and computer vision?

- A. Different types of data models used in Salesforce
- B. Different types of automation tools used in Salesforce
- C. Different types of AI that can be applied in Salesforce

Answer: C

Explanation:

Predictive analytics, machine learning, natural language processing (NLP), and computer vision are all types of artificial intelligence technologies that can be applied in Salesforce to enhance various aspects of business operations and customer interactions. Predictive analytics uses historical data to make predictions about future events. Machine learning involves algorithms that can learn from and make decisions based on data. NLP is concerned with the interactions between computers and humans using natural language, and computer vision interprets and processes visual information from the world to make sense of it in the way humans do. Salesforce harnesses these AI technologies, particularly through its Einstein platform, to provide powerful tools that help businesses automate tasks, make better decisions, and offer more personalized services. For more on how Salesforce utilizes these AI technologies, you can explore the Einstein AI services documentation at Salesforce Einstein.

NEW QUESTION 13

A service leader wants use AI to help customer resolve their issues quicker in a guided self-serve application. Which Einstein functionality provides the best solution?

- A. Case Classification
- B. Bots
- C. Recommendation

Answer: B

Explanation:

“Bots provide the best solution for a service leader who wants to use AI to help customers resolve their issues quicker in a guided self-serve application. Bots are a feature that uses natural language processing (NLP) and natural language understanding (NLU) to create conversational interfaces that can interact with customers using text or voice. Bots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the customer’s intent and context.”

NEW QUESTION 14

An administrator at Cloud Kicks wants to ensure that a field is set up on the customer record so their preferred name can be captured. Which Salesforce field type should the administrator use to accomplish this?

- A. Multi-Select Picklist
- B. Text
- C. Rich Text Area

Answer: B

Explanation:

“A text field type should be used to capture the customer’s preferred name. A text field type allows the user to enter any combination of letters, numbers, or symbols. A text field type can be used to store names, addresses, phone numbers, or other personal information.”

NEW QUESTION 17

Cloud kicks wants to develop a solution to predict customers’ interest based on historical data. The company found that employee region uses a text field to capture the product category while employee from all other locations use a picklist. Which dimension of data quality is affected in this scenario?

- A. Accuracy
- B. Consistency
- C. Completeness

Answer: B

Explanation:

“Consistency is the dimension of data quality that is affected in this scenario. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing. For example, using different field types for the same attribute can affect the consistency of the data.”

NEW QUESTION 18

A marketing manager wants to use AI to better engage their customers. Which functionality provides the best solution?

- A. Journey Optimization
- B. Bring Your Own Model
- C. Einstein Engagement

Answer: C

Explanation:

“Einstein Engagement provides the best solution for a marketing manager who wants to use AI to better engage their customers. Einstein Engagement is a feature that uses AI to optimize email marketing campaigns by providing insights and recommendations on the best time, frequency, content, and subject lines to send emails to each customer. Einstein Engagement can help increase customer engagement, retention, and loyalty by delivering personalized and relevant messages.”

NEW QUESTION 21

Cloud Kicks wants to evaluate the quality of its sales data.

Which first step should they take for the data quality assessment?

- A. Plan and align territories,
- B. Run a new report or dashboard.
- C. Identify business objectives.

Answer: C

Explanation:

The first step Cloud Kicks should take for data quality assessment is to identify business objectives. This is crucial because understanding how the company uses customer data to support its business objectives will guide the assessment process¹. By identifying the business objectives, Cloud Kicks can determine what customer data is required to support those objectives and how that data is being used. This foundational step is essential before moving on to other aspects of data quality assessment, such as running reports or planning territories. It aligns the data quality initiatives with the company's goals and ensures that the assessment is focused on areas that will drive business value

NEW QUESTION 26

Which type of AI can enhance customer service agents' email responses by analyzing the written content of previous emails?

- A. Natural language processing
- B. Machine learning
- C. Deep learning

Answer: A

Explanation:

Natural language processing (NLP) is the type of AI that can enhance customer service agents' email responses by analyzing the written content of previous emails. NLP technologies interpret and generate human language, allowing AI systems to understand, respond to, and even anticipate customer needs based on email interactions. This capability helps in crafting more relevant, accurate, and personalized email responses, improving customer service quality. Salesforce utilizes NLP in its Einstein AI platform to augment various customer service functions. More about Salesforce Einstein's NLP capabilities can be found on the Salesforce Einstein page at Salesforce Einstein NLP.

NEW QUESTION 29

Which AI tool is a web of connections, guided by weights and biases?

- A. Neural networks
- B. Predictive Analytics
- C. Rules- based systems
- D. Mark this item for later review,

Answer: A

Explanation:

Neural networks are a key AI tool designed as a web of interconnected nodes, similar to the human brain's structure. Each connection, or synapse, in a neural network is guided by weights and biases that are adjusted during the learning process. These weights and biases determine the strength and influence of one node over another, facilitating complex pattern recognition and decision-making processes. Neural networks are extensively used in machine learning for tasks like image and speech recognition, among others. For more on neural networks in the context of Salesforce AI, see the Salesforce AI documentation on Neural Networks.

NEW QUESTION 33

What are some of the ethical challenges associated with AI development?

- A. Potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes
- B. Implicit transparency of AI systems, which makes it easy for users to understand and trust their decisions
- C. Inherent neutrality of AI systems, which eliminates any potential for human bias in decision-making

Answer: A

Explanation:

“Some of the ethical challenges associated with AI development are the potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes. Human bias can arise from the data used to train the models, the design choices made by the developers, or the interpretation of the results by the users. Lack of transparency can make it difficult to understand how and why AI systems make certain decisions, which can affect trust, accountability, and fairness.”

NEW QUESTION 35

How does AI which CRM help sales representatives better understand previous customer interactions?

- A. Creates, localizes, and translates product descriptions
- B. Triggers personalized service replies
- C. Provides call summaries

Answer:

C

Explanation:

“Providing call summaries is how AI with CRM helps sales representatives better understand previous customer interactions. Call summaries are a feature that uses natural language processing (NLP) to analyze voice conversations between sales representatives and customers and generate summaries or transcripts of the calls. Call summaries can help sales representatives better understand previous customer interactions by providing key information, insights, or action items from the calls.”

NEW QUESTION 39

Which Einstein capability uses emails to create content for Knowledge articles?

- A. Generate
- B. Discover
- C. Predict

Answer: A

Explanation:

“Einstein Generate uses emails to create content for Knowledge articles. Einstein Generate is a natural language generation (NLG) feature that can automatically write summaries, descriptions, or recommendations based on data or text inputs. For example, Einstein Generate can analyze email conversations between agents and customers and generate draft articles for the Knowledge base.”

NEW QUESTION 42

What should be done to prevent bias from entering an AI system when training it?

- A. Use alternative assumptions.
- B. Import diverse training data.
- C. Include Proxy variables.

Answer: B

Explanation:

“Using diverse training data is what should be done to prevent bias from entering an AI system when training it. Diverse training data means that the data covers a wide range of features and patterns that are relevant for the AI task. Diverse training data can help prevent bias by ensuring that the AI system learns from a balanced and representative sample of the target population or domain. Diverse training data can also help improve the accuracy and generalization of the AI system by capturing more variations and scenarios in the data.”

NEW QUESTION 46

Cloud Kicks wants to optimize its business operations by incorporating AI into its CRM. What should the company do first to prepare its data for use with AI?

- A. Remove biased data.
- B. Determine data availability.
- C. Determine data outcomes.

Answer: B

Explanation:

Before using AI to optimize business operations, the company should first assess the availability and quality of its data. Data is the fuel for AI, and without sufficient and relevant data, AI cannot produce accurate and reliable results. Therefore, the company should identify what data it has, where it is stored, how it is accessed, and how it is maintained. This will help the company understand the feasibility and scope of its AI projects.

NEW QUESTION 49

Salesforce defines bias as using a person's Immutable traits to classify them or market to them.

Which potentially sensitive attribute is an example of an immutable trait?

- A. Financial status
- B. Nickname
- C. Email address

Answer: A

Explanation:

“Financial status is an example of an immutable trait. Immutable traits are characteristics that are inherent, fixed, or unchangeable. For example, financial status is an immutable trait because it is determined by factors beyond one’s control, such as birth, inheritance, or economic conditions. Nickname and email address are not immutable traits because they can be changed by choice or preference.”

NEW QUESTION 51

Which action should be taken to develop and implement trusted generated AI with Salesforce’s safety guideline in mind?

- A. Develop right-sized models to reduce our carbon footprint.
- B. Create guardrails that mitigates toxicity and protect PII
- C. Be transparent when AI has created and automatically delivered content.

Answer: B

Explanation:

“Creating guardrails that mitigate toxicity and protect PII is an action that should be taken to develop and implement trusted generative AI with Salesforce’s safety

guideline in mind. Salesforce's safety guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for the safety and well-being of humans and the environment. Creating guardrails means implementing measures or mechanisms that can prevent or limit the potential harm or risk caused by AI systems. For example, creating guardrails can help mitigate toxicity by filtering out inappropriate or offensive content generated by AI systems. Creating guardrails can also help protect PII by masking or anonymizing personal or sensitive information generated by AI systems."

NEW QUESTION 53

Cloud kicks wants to decrease the workload for its customer care agents by implementing a chatbot on its website that partially deflects incoming cases by answering frequency asked questions
Which field of AI is most suitable for this scenario?

- A. Natural language processing
- B. Computer vision
- C. Predictive analytics

Answer: A

Explanation:

"Natural language processing is the field of AI that is most suitable for this scenario. Natural language processing (NLP) is a branch of AI that enables computers to understand and generate natural language, such as speech or text. NLP can be used to create conversational interfaces that can interact with users using natural language, such as chatbots. Chatbots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the user's intent and context."

NEW QUESTION 55

To avoid introducing unintended bias to an AI model, which type of data should be omitted?

- A. Transactional
- B. Engagement
- C. Demographic

Answer: C

Explanation:

"Demographic data should be omitted to avoid introducing unintended bias to an AI model. Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems."

NEW QUESTION 59

What is a benefit of a diverse, balanced, and large dataset?

- A. Training time
- B. Data privacy
- C. Model accuracy

Answer: C

Explanation:

"Model accuracy is a benefit of a diverse, balanced, and large dataset. A diverse dataset can capture a variety of features and patterns that are relevant for the AI task. A balanced dataset can avoid overfitting or underfitting the model to a specific subset of data. A large dataset can provide enough information for the model to learn from and generalize well to new data."

NEW QUESTION 60

A sales manager is looking to enhance the quality of lead data in their CRM system. Which process will most likely help the team accomplish this goal?

- A. Redesign the lead conversion process,
- B. Review and update missing lead information.
- C. Prioritize active leads quarterly.

Answer: B

Explanation:

To enhance the quality of lead data in their CRM system, the most effective process is to review and update missing lead information. This process involves identifying incomplete records and filling in missing details, which can significantly improve the accuracy and usefulness of lead data. Accurate and complete lead information is crucial for effective lead scoring, prioritization, and follow-up, enhancing overall sales performance. Salesforce CRM offers data quality tools and features that assist in regularly reviewing and maintaining the accuracy of lead data. Information on managing lead data quality in Salesforce can be found at Salesforce Lead Management.

NEW QUESTION 61

In the context of Salesforce's Trusted AI Principles what does the principle of Empowerment primarily aim to achieve?

- A. Empower users to off all skill level to build AI application with clicks, not code.
- B. Empower users to contribute to the growing body of knowledge of leading AI research.
- C. Empower users to solve challenging technical problems using neural networks.

Answer: A

Explanation:

“The principle of Empowerment primarily aims to achieve empowering users of all skill levels to build AI applications with clicks, not code. Empowerment is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for the empowerment and education of humans. Empowering users means enabling users to access, use, and benefit from AI systems regardless of their technical expertise or background. For example, empowering users means providing tools and platforms that allow users to build AI applications with clicks, not code, such as Einstein Prediction Builder or Einstein Discovery.”

NEW QUESTION 63

How does a data quality assessment impact business outcome for companies using AI?

- A. Improves the speed of AI recommendations
- B. Accelerates the delivery of new AI solutions
- C. Provides a benchmark for AI predictions

Answer: C

Explanation:

“A data quality assessment impacts business outcomes for companies using AI by providing a benchmark for AI predictions. A data quality assessment is a process that measures and evaluates the quality of data for a specific purpose or task. A data quality assessment can help identify and address any issues or gaps in the data quality dimensions, such as accuracy, completeness, consistency, relevance, and timeliness. A data quality assessment can impact business outcomes for companies using AI by providing a benchmark for AI predictions, as it can help ensure that the predictions are based on high-quality data that reflects the true state or condition of the target population or domain.”

NEW QUESTION 67

A financial institution plans a campaign for preapproved credit cards?

How should they implement Salesforce’s Trusted AI Principle of Transparency?

- A. Communicate how risk factors such as credit score can impact customer eligibility.
- B. Flag sensitive variables and their proxies to prevent discriminatory lending practices.
- C. Incorporate customer feedback into the model’s continuous training.

Answer: B

Explanation:

“Flagging sensitive variables and their proxies to prevent discriminatory lending practices is how they should implement Salesforce’s Trusted AI Principle of Transparency. Transparency is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for clarity and openness in how they work and why they make certain decisions. Transparency also means that AI users should be able to access relevant information and documentation about the AI systems they interact with. Flagging sensitive variables and their proxies means identifying and marking variables that can potentially cause discrimination or unfair treatment based on a person’s identity or characteristics, such as age, gender, race, income, or credit score. Flagging sensitive variables and their proxies can help implement Transparency by allowing users to understand and evaluate the data used or generated by AI systems.”

NEW QUESTION 70

Cloud Kicks wants to develop a solution to predict customers product interests based on historical data. The company found that employees from one region use a text field to capture the product category, while employees from all other locations use a picklist.

Which data quality dimension is affected in this scenario?

- A. Completeness
- B. Accuracy
- C. Consistency

Answer: C

Explanation:

“Consistency is the data quality dimension that is affected in this scenario. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing. For example, using different field types for the same attribute can affect the consistency of the data.”

NEW QUESTION 75

Why is it critical to consider privacy concerns when dealing with AI and CRM data?

- A. Ensures compliance with laws and regulations
- B. Confirms the data is accessible to all users
- C. Increases the volume of data collected

Answer: A

Explanation:

“It is critical to consider privacy concerns when dealing with AI and CRM data because it ensures compliance with laws and regulations. Data privacy is the right of individuals to control how their personal data is collected, used, shared, or stored by others. Data privacy laws and regulations are legal frameworks that define and enforce the rights and obligations of data subjects, data controllers, and data processors regarding personal data. Data privacy laws and regulations vary by country, region, or industry, and may impose different requirements or restrictions on how AI and CRM data can be handled.”

NEW QUESTION 78

A Salesforce administrator creates a new field to capture an order's destination country. Which field type should they use to ensure data quality?

- A. Text
- B. Picklist
- C. Number

Answer: B

Explanation:

“A picklist field type should be used to ensure data quality for capturing an order’s destination country. A picklist field type allows the user to select one or more predefined values from a list. A picklist field type can ensure data quality by enforcing consistency, accuracy, and completeness of the data values.”

NEW QUESTION 81

How does the "right of least privilege" reduce the risk of handling sensitive personal data?

- A. By limiting how many people have access to data
- B. By reducing how many attributes are collected
- C. By applying data retention policies

Answer: A

Explanation:

“The “right of least privilege” reduces the risk of handling sensitive personal data by limiting how many people have access to data. The “right of least privilege” is a security principle that states that each user or system should have the minimum level of access or privilege necessary to perform their tasks or functions. The “right of least privilege” can help protect sensitive personal data from unauthorized access, misuse, or leakage.”

NEW QUESTION 83

Cloud Kicks wants to use an AI mode to predict the demand for shoes using historical data on sales and regional characteristics.

What is an essential data quality dimension to achieve this goal?

- A. Reliability
- B. Volume
- C. Age

Answer: A

Explanation:

“Reliability is an essential data quality dimension to achieve the goal of predicting the demand for shoes using historical data on sales and regional characteristics. Reliability means that the data values are trustworthy, credible, and authoritative for the AI task. Reliable data can improve the accuracy and confidence of AI predictions, as they reflect the true state or condition of the target population or domain. For example, reliable data can help predict the demand for shoes by using verified and validated sales and regional data.”

NEW QUESTION 85

A sales manager wants to use AI to help sales representatives log their calls quicker and more accurately.

Which functionality provides the best solution?

- A. Call Summaries
- B. Sales Dialer
- C. Auto-Generated Sales Tasks

Answer: A

Explanation:

The best functionality to help sales representatives log their calls quicker and more accurately is the use of AI-generated Call Summaries. This feature leverages AI to analyze voice data from sales calls and automatically generate concise summaries and actionable insights, which are then logged into the CRM system. This not only speeds up the process of recording call details but also enhances the accuracy of the data captured, reducing the likelihood of human error and ensuring that important details are not missed. Salesforce provides AI tools that integrate with telephony solutions to enable these capabilities, enhancing the efficiency of sales operations. For more information on Salesforce AI features like Einstein Call Coaching that support this functionality, visit Salesforce Einstein Call Coaching.

NEW QUESTION 89

How does data quality impact the trustworthiness of AI-driven decisions?

- A. The use of both low-quality and high-quality data can improve the accuracy and reliability of AI-driven decisions.
- B. High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users.
- C. Low-quality data reduces the risk of overfitting the model, improving the trustworthiness of the predictions.

Answer: B

Explanation:

“High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve the performance and reliability of AI systems, as they have enough and correct information to learn from and make accurate predictions. High-quality data can also improve the trustworthiness of AI-driven decisions, as users can have more confidence and satisfaction in using AI systems.”

NEW QUESTION 93

What is the significance of explainability of trusted AI systems?

- A. Increases the complexity of AI models
- B. Enhances the security and accuracy of AI models
- C. Describes how AI models make decisions

Answer: C

Explanation:

The significance of the explainability of trusted AI systems is that it describes how AI models make decisions. Explainability is crucial for building trust and accountability in AI systems, ensuring that users and stakeholders understand the decision-making processes and outcomes generated by AI. This is particularly important in scenarios where AI decisions impact personal or financial status, such as in credit scoring or healthcare diagnostics. Salesforce emphasizes the importance of explainable AI through its ethical AI practices, aiming to make AI systems more transparent and understandable. More details about Salesforce's approach to ethical and explainable AI can be found in Salesforce AI ethics resources at Salesforce AI Ethics.

NEW QUESTION 96

What can bias in AI algorithms in CRM lead to?

- A. Personalization and target marketing changes
- B. Advertising cost increases
- C. Ethical challenges in CRM systems

Answer: C

Explanation:

"Bias in AI algorithms in CRM can lead to ethical challenges in CRM systems. Bias means that AI algorithms favor or discriminate certain groups or outcomes based on irrelevant or unfair criteria. Bias can affect the fairness and ethics of CRM systems, as they may affect how customers are perceived, treated, or represented by AI algorithms. For example, bias can lead to ethical challenges in CRM systems if AI algorithms make inaccurate or harmful predictions or recommendations based on customers' identity or characteristics."

NEW QUESTION 99

What are some key benefits of AI in improving customer experiences in CRM?

- A. Improves CRM security protocols, safeguarding sensitive customer data from potential breaches and threats
- B. Streamlines case management by categorizing and tracking customer support cases, identifying topics, and summarizing case resolutions
- C. Fully automates the customer service experience, ensuring seamless automated interactions with customers

Answer: B

Explanation:

"Streamlining case management by categorizing and tracking customer support cases, identifying topics, and summarizing case resolutions are some key benefits of AI in improving customer experiences in CRM. AI can help automate and optimize various aspects of customer service, such as routing cases to the right agents, providing relevant information or suggestions, and generating reports or insights. AI can also help enhance customer satisfaction and loyalty by reducing wait times, improving response quality, and providing personalized solutions."

NEW QUESTION 100

Which features of Einstein enhance sales efficiency and effectiveness?

- A. Opportunity List View, Lead List View, Account List view
- B. Opportunity Scoring, Opportunity List View, Opportunity Dashboard
- C. Opportunity Scoring, Lead Scoring, Account Insights

Answer: C

Explanation:

"Opportunity Scoring, Lead Scoring, Account Insights are features of Einstein that enhance sales efficiency and effectiveness. Opportunity Scoring and Lead Scoring use predictive models to assign scores to opportunities and leads based on their likelihood to close or convert. Account Insights use natural language processing (NLP) to provide relevant news and insights about accounts based on their industry, location, or events."

NEW QUESTION 101

What are the three commonly used examples of AI in CRM?

- A. Predictive scoring, reporting, Image classification
- B. Predictive scoring, forecasting, recommendations
- C. Einstein Bots, face recognition, recommendations

Answer: B

Explanation:

"Predictive scoring, forecasting, and recommendations are three commonly used examples of AI in CRM. Predictive scoring can help prioritize leads, opportunities, and customers based on their likelihood to convert, churn, or buy. Forecasting can help predict future sales, revenue, or demand based on historical data and trends. Recommendations can help suggest the best products, services, or actions for each customer based on their preferences, behavior, and needs."

NEW QUESTION 105

Cloud Kicks uses Einstein to generate predictions out is not seeing accurate results? What to a potential mason for this?

- A. Poor data quality
- B. The wrong product
- C. Too much data

Answer: A

Explanation:

"Poor data quality is a potential reason for not seeing accurate results from an AI model. Poor data quality means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor data quality can affect the performance and reliability of AI models, as they may not have enough or

correct information to learn from or make accurate predictions.”

NEW QUESTION 107

What should an organization do to enforce consistency across accounts for newly entered records?

- A. Merge all duplicate accounts into a single record when duplicate entries are detected.
- B. Input the data exactly as it appears from the source, such as the company’s website or social media,
- C. Implement naming conventions or a predefined list of user-selectable values for organization-wide records.

Answer: C

Explanation:

To ensure consistency across accounts for newly entered records, organizations should implement naming conventions or a predefined list of user-selectable values. This approach standardizes data entry, reducing variations and errors. It also helps in maintaining clean data which is essential for accurate reporting and analytics. Using standardized naming conventions ensures that all users adhere to a consistent format, making it easier to manage and analyze data across the organization. For more information on best practices for data management in Salesforce, refer to Salesforce's documentation on Data Management Best Practices.

NEW QUESTION 108

A developer is tasked with selecting a suitable dataset for training an AI model in Salesforce to accurately predict current customer behavior. What Is a crucial factor that the developer should consider during selection?

- A. Number of variables ipn the dataset
- B. Size of the dataset
- C. Age of the dataset

Answer: B

Explanation:

“The size of the dataset is a crucial factor that the developer should consider during selection. The size of the dataset refers to the amount or volume of data available for training an AI model. The size of the dataset can affect the feasibility and quality of the AI model, as well as the choice of AI techniques and tools. The size of the dataset should be large enough to provide sufficient information for the AI model to learn from and generalize well to new data.”

NEW QUESTION 109

What is a potential source of bias in training data for AI models?

- A. The data is collected in area time from sources systems.
- B. The data is skewed toward is particular demographic or source.
- C. The data is collected from a diverse range of sources and demographics.

Answer: B

Explanation:

“A potential source of bias in training data for AI models is that the data is skewed toward a particular demographic or source. Skewed data means that the data is not balanced or representative of the target population or domain. Skewed data can introduce or exacerbate bias in AI models, as they may overfit or underfit the model to a specific subset of data. For example, skewed data can lead to bias if the data is collected from a limited or biased demographic or source, such as a certain age group, gender, race, location, or platform.”

NEW QUESTION 113

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