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QUESTION 1

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

Correct Answer: B

"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."

QUESTION 2

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

Correct Answer: C

"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."

QUESTION 3

A consultant conducts a series of Consequence Scanning workshops to support testing diverse datasets. Which Salesforce Trusted AI Principles is being practiced>

A. Transparency

B. Inclusivity

C. Accountability

Correct Answer: B

"Conducting a series of Consequence Scanning workshops to support testing diverse datasets is an action that practices Salesforce\\'s Trusted AI Principle of Inclusivity. Inclusivity is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Conducting Consequence Scanning workshops means engaging with various stakeholders to identify and assess the potential impacts and implications of AI systems on different groups or domains. Conducting Consequence Scanning workshops can help practice Inclusivity by ensuring that diverse datasets are used to test and evaluate AI systems."

QUESTION 4

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.

Correct Answer: C

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

QUESTION 5

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

Correct Answer: A

"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."

QUESTION 6

What is machine learning?

A. AI that can grow its intelligence

B. AI that creates new content

C. A data model used in Salesforce

Correct Answer: C

"A data model is a machine learning feature used in Salesforce. A data model is a representation or abstraction of a real-world phenomenon or process using data structures and algorithms. A data model can be used to describe, analyze, or predict various aspects of the phenomenon or process using machine learning techniques."

QUESTION 7

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.

Correct Answer: C

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.

QUESTION 8

Which best describes the different 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 generation 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

Correct Answer: A

"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."

QUESTION 9

A healthcare company implements an algorithm to analyze patient data and assist in medical diagnosis.

Which primary role does data Quality play In this AI application?

A. Enhanced accuracy and reliability of medical predictions and diagnoses

B. Ensured compatibility of AI algorithms with the system\\'s Infrastructure

C. Reduced need for healthcare expertise in interpreting AI outouts

Correct Answer: A

"Data quality plays a crucial role in enhancing the accuracy and reliability of medical predictions and diagnoses. Poor data quality can lead to inaccurate or misleading results, which can have serious consequences for patients\\' health and well-being. Therefore, it is important to ensure that the data used for AI applications in healthcare is accurate, complete, consistent, and relevant."

QUESTION 10

How does an organization benefit from using AI to personalize the shopping experience of online customers?

A. Customers are more likely to share personal information with a site that personalizes their experience.

B. Customers are more likely to be satisfied with their shopping experience.

C. Customers are more likely to visit competitor sites that personalize their experience.

Correct Answer: B

"An organization benefits from using AI to personalize the shopping experience of online customers by increasing customer satisfaction. AI can help provide customized and relevant product recommendations, offers, or content based on the customers\\' preferences, behavior, or needs. AI can also help create a more engaging and interactive shopping experience by using natural language processing (NLP) or computer vision techniques. Personalized shopping experiences can improve customer satisfaction by meeting their expectations, needs, and interests."

QUESTION 11

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.

Correct Answer: B

"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."

QUESTION 12

Cloud Kicks wants to implement AI features on its 5aiesforce 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.

Correct Answer: B

"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 and Equality, Transparency and Explainability, Privacy and Security, Reliability and Safety, Inclusivity and Diversity, Empowerment and Education."

QUESTION 13

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

A. Training time

B. Data privacy

C. Model accuracy

Correct Answer: C

"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."

QUESTION 14

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

Correct Answer: A

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.

QUESTION 15

How does AI assist in lead qualification?

A. Scores leads based on customer data

B. Creates personalized SMS campaigns

C. Automatically interacts with prospects

Correct Answer: A

AI assists in lead qualification primarily by scoring leads based on customer data. This process, known as lead scoring, uses machine learning algorithms to evaluate leads against a set of predefined criteria that reflect potential interest and sales readiness. The scores assigned help sales teams prioritize their efforts toward leads most likely to convert, thus improving efficiency and success rates in sales activities. Salesforce AI enhances this process through features like Einstein Lead Scoring, which automatically calculates scores based on both historical conversion data and behavioral data from prospects. For further insights, Salesforce provides detailed documentation on lead scoring with AI at Salesforce Einstein Lead Scoring.

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