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**QUESTION 1**

What is the most likely impact that high-quality data will have on customer relationships?

- A. Increased brand loyalty
- B. Higher customer acquisition costs
- C. Improved customer trust and satisfaction

Correct Answer: C

"The most likely impact that high-quality data will have on customer relationships is improved customer trust and satisfaction. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve customer relationships by enabling AI systems to provide personalized and relevant products, services, or solutions that meet the customers' expectations, needs, and interests. High-quality data can also improve customer trust and satisfaction by reducing errors, delays, or waste in customer interactions."

QUESTION 2

What is the best method to safeguard customer data privacy?

- A. Automatically anonymize all customer data.
- B. Track customer data consent preferences.
- C. Archive customer data on a recurring schedule.

Correct Answer: B

"Tracking customer data consent preferences is the best method to safeguard customer data privacy. Data privacy is the right of individuals to control how their personal data is collected, used, shared, or stored by others. Tracking customer data consent preferences means respecting and honoring the choices and preferences of customers regarding their personal data. Tracking customer data consent preferences can help ensure compliance with data privacy laws and regulations, as well as build trust and loyalty with customers."

QUESTION 3

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.

Correct Answer: B

"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."

QUESTION 4

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 4 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.

Correct Answer: B

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](#).

QUESTION 5

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

Correct Answer: C

"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."

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