



YXT's SaleSmart Helps Drive 20%+ Store Visit Lift With AI Sales Intelligence

June 24th, 2026

YXT's SaleSmart Helps Drive 20%+ Store Visit Lift With AI Sales Intelligence

Recently, a publicly listed home renovation services company in China partnered with YXT.com Group Holding Limited (NASDAQ: YXT) to optimize its sales execution and sales management through SaleSmart. After adopting SaleSmart, the company increased its first-time customer store-visit conversion rate by more than 20%, improved sales management efficiency, and saved more than RMB100,000 annually by shortening the ramp-up cycle for new sales reps and reducing lead conversion inefficiencies.

The project demonstrates how SaleSmart can bring AI capabilities into real sales operations. Traditional enterprise learning platforms have mainly focused on training management, knowledge delivery, and employee capability building. Sales intelligence scenarios are closer to customer conversations, frontline execution, and business outcomes, allowing enterprises to see more directly how AI can support day-to-day operations.

Home renovation services involve a complex, high-touch sales process. Customers typically move through multiple stages, including phone-based customer outreach, store consultations, on-site measurements, design proposals, pricing discussions, and final contract signing. Key information such as budget, household decision-making dynamics, renovation preferences, and price sensitivity often emerges gradually through repeated conversations between sales teams and customers.

For many companies in this sector, traditional software has primarily been used to record processes. However, the knowledge that influences conversion often remains in the personal experience of individual salespeople. This creates several common challenges: difficulty replicating top sales performance, reliance on manual spot checks for sales management, information gaps between sales and design teams, and limited visibility into whether training is actually reflected in real customer interactions.

With SaleSmart, the company began digitizing key sales touchpoints, including phone-based customer outreach, store consultations, on-site measurements, and negotiations. The system can analyze sales interactions, identify key moments such as needs confirmation, visit invitation actions, price concerns, and competitor mentions, and generate structured insights. The platform can also extract customer priorities and demand keywords to build customer profiles, helping designers and follow-up teams better understand customer needs while reducing information loss and repeated proposal revisions.

Beyond using AI to analyze recordings, SaleSmart is designed to help enterprises capture and reuse sales experience. Communication patterns, deal progression methods, and objection-handling approaches from high-conversion cases can be extracted and applied across teams. Capabilities that once depended on a small number of top-performing salespeople can gradually become repeatable, trainable, and scalable across the organization.

The project also reflects the product direction YXT is advancing: extending its experience in enterprise learning, knowledge management, and employee capability building into sales execution scenarios. Through AI sales script training, sales process analysis, AI-powered practice, and knowledge accumulation, YXT is working to connect learning, practice, review, and business workflows, allowing AI to move beyond training and enter more specific roles and operating scenarios.

Sales intelligence is one concrete entry point within YXT's intelligent productivity strategy. For enterprises, the challenge is not only whether AI models are capable, but whether AI can be embedded into specific roles, workflows, and collaboration processes. Home renovation services represent one high-touch sales scenario. SaleSmart has also been adopted by customers in industries including manufacturing, high technology, and healthcare. A well-known healthcare institution used SaleSmart to optimize its consultation process and customer communication, and reported a 50% year-over-year increase in single-store revenue in the month following system launch.

SaleSmart has gained initial market validation, and expanding its adoption across more customer scenarios will remain an important direction for YXT's intelligent productivity strategy.

About YXT.com

YXT.com (NASDAQ: YXT) is a technology company focusing on enterprise productivity solutions. With a mission to "Empower people and organization development through technology," the Company strives to become the supreme provider in building and boosting enterprise productivity by combining over a decade of experience in tech-enabled talent learning and development and with AI-augmented task copilots and unleashing the power of knowledge and synergy. Since its inception, YXT.com has supported and received recognition from numerous Global and China Fortune 500 companies.