



## From Enterprise Learning to Sales Intelligence: iFLYTEK Adopts YXT's AI Sales Training Capabilities

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YXT.com Group Holding Limited ( \$YXT.COM GROUP HOLDING LIMITED(YXT)\$ ), an enterprise intelligent productivity service provider, recently announced a partnership with iFLYTEK, a leading artificial intelligence company in China. Through the partnership, YXT has provided iFLYTEK's sales and marketing team with an intelligent talent development platform, along with AI sales script training, AI course creation, and AI-powered sales simulation capabilities.

The partnership reflects YXT's broader effort to extend its experience in enterprise learning, knowledge management, and employee capability building into sales intelligence, a business area more closely tied to customer engagement and operating results.

For iFLYTEK's sales and marketing team, the adoption of YXT's intelligent talent development and AI sales training capabilities points to a growing enterprise need for AI applications that fit specific business contexts. AI tools not only need to generate content and support interaction; they also need to align with real workflows, job requirements, training systems, and enterprise-level security and deployment standards. The collaboration also shows that, even for companies with strong AI capabilities, enterprise AI adoption is not only about models. It also requires an understanding of business scenarios, organizational processes, and workforce capability development.

A core part of the partnership is YXT's AI-powered sales simulation system. Unlike traditional online learning, the system simulates real customer situations and engages salespeople in dynamic conversations. For example, a customer may raise pricing objections, provide unclear requirements, involve multiple decision-makers, or show a preference for a competing solution. In these simulated scenarios, salespeople are required to identify customer needs, communicate value, and move the conversation forward in a way that closely resembles real sales work.

AI's role is not limited to role-play. The system analyzes communication logic, question quality, depth of needs discovery, objection handling, and deal progression, then generates structured feedback. Compared with traditional one-on-one coaching by sales managers, this approach makes sales training more standardized, easier to review, and more scalable across teams.

In addition to sales simulation, iFLYTEK has also adopted YXT's AI-powered course creation capabilities. For large enterprises, frontline sales experience, industry knowledge, and customer communication methods are often scattered across different teams and individual employees, making them time-consuming to capture and difficult to reuse. Through interview-style interactions and structured content organization, YXT's AI-powered course creation capabilities can help enterprises extract frontline experience, generate training content, and update courses more efficiently, moving knowledge production from traditional manual collection toward AI-assisted knowledge management.

The value of these capabilities goes beyond improving training efficiency. They also help enterprises capture sales experience, customer communication methods, and frontline business knowledge, allowing sales knowledge systems to move beyond static training materials and become more continuously updated and reusable.

As AI adoption accelerates across enterprises, the way companies evaluate enterprise software is also changing. More enterprises are asking whether software can enter real workflows, help employees improve execution, and turn organizational experience into repeatable capabilities.

Sales is a natural starting point for this shift because it is closely connected to customer communication and business outcomes. For enterprises, the value of sales training is no longer only about whether employees have completed courses. It is about whether salespeople can identify customer needs, communicate solutions, handle objections, and advance opportunities in real customer conversations.

Through this project, YXT has connected AI sales script training, AI-powered simulation, and AI course creation with learning, practice, review, and business workflows. This is not simply about adding AI features to training products. It reflects YXT's effort to bring enterprise learning, knowledge management, and employee capability-building expertise into more specific business processes, including customer communication, team execution, and sales capability development. With AI, these processes can be continuously analyzed, refined, and improved over time.

YXT will continue to expand the application of these products across large enterprise sales teams. Compared with many general-purpose AI applications, YXT's long-term experience serving more than 2,300 large enterprise customers has enabled it to accumulate organizational knowledge, training scenarios, and role-based capability models. This foundation makes it better

positioned to embed AI capabilities into real enterprise workflows and deliver practical business value.

### **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.