Mixue Group Uses AI Knowledge Assistant to Support Nearly 4,000 Users Within Three Days

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Mixue Group, one of the world's largest beverage chain operators by store scale, partnered with YXT.com Group Holding Limited (NASDAQ: YXT), an intelligent productivity solutions provider, to integrate course resources, enterprise knowledge and internal expertise. Through the launch of an AI Knowledge Assistant within the Mixue Business School app, AI has become a new entry point for employees to access enterprise knowledge.

For large-scale retail chains with extensive franchise networks, business expansion is not only about increasing store numbers, but also about ensuring that knowledge, operational standards and best practices can be efficiently replicated. Store operations, product preparation, equipment usage and platform procedures are constantly evolving. How to deliver accurate knowledge to frontline employees quickly and continuously update it has become a critical challenge for improving organizational efficiency.

Mixue Group's AI knowledge initiative represents an important application of YXT's intelligent productivity strategy: building intelligent knowledge systems that enable enterprise knowledge to be understood, accessed and continuously updated, while embedding knowledge into job roles and business scenarios to drive sustainable organizational productivity.

From Knowledge Management to Intelligent Knowledge Services

As Mixue Group continues to expand its product portfolio, store network and franchise ecosystem, the complexity of enterprise knowledge management continues to increase. Previously, employees mainly relied on course searches, knowledge databases or manual support to obtain business information. As knowledge volume grew and business updates accelerated, traditional approaches became increasingly difficult to meet frontline employees' needs for timely, accurate and convenient knowledge access.

What Mixue Group needed was not simply a platform for storing training materials, but an intelligent knowledge service system capable of continuously capturing enterprise knowledge, supporting frontline roles and enabling business execution.

Powered by YXT's AI Knowledge Assistant, Mixue Group integrated learning resources, knowledge databases and internal expertise into a unified AI-powered knowledge entry point within the Mixue Business School app.

Employees can now use natural language queries to quickly access knowledge related to store operations, product preparation, equipment usage and platform procedures.

This represents a fundamental shift in how enterprise knowledge is utilized: moving from employees actively searching for information to knowledge proactively supporting employees.

AI Brings Enterprise Knowledge Directly into Frontline Operations

For enterprises with large frontline workforces and franchise networks, the value of knowledge is not determined by the amount of content accumulated, but by whether knowledge can be effectively applied in real business scenarios and translated into consistent execution.

YXT's AI Knowledge Assistant structures enterprise learning content and knowledge resources while continuously optimizing the knowledge system based on business needs. When employees encounter challenges in daily operations, they can directly access AI-powered support, while enterprises can identify emerging knowledge demands through usage insights and continuously improve their knowledge systems.

Following the launch, the platform now covers more than 1,150 courses across multiple business areas, including store standards, product preparation, equipment operations and platform procedures. Within just three days after launch, the AI assistant recorded more than 5,000 visits and provided knowledge support to nearly 4,000 learners.

The strong adoption demonstrates that AI is evolving from a traditional learning tool into an important daily knowledge interface for frontline employees. Previously fragmented knowledge distributed across courses, databases and employee experience can now be delivered to business teams in a more scalable and efficient way.

More importantly, as knowledge continues to be accessed, applied and updated, enterprises are building not only static content repositories, but also dynamic organizational knowledge assets that can continuously evolve.

From Knowledge Assets to Intelligent Organizational Productivity

As AI adoption accelerates across enterprises, the key challenge is no longer simply introducing AI tools, but enabling AI to understand enterprise-specific knowledge and become embedded into real workflows and business processes.

At the core of YXT's intelligent productivity strategy is the development of intelligent knowledge systems and the application of AI agents in workplace scenarios, transforming enterprise knowledge into practical productivity that employees can access, apply and improve.

Mixue Group's implementation demonstrates how this approach can support large-scale organizations. The AI Knowledge Assistant provides new ways to leverage existing enterprise knowledge, transforming knowledge from a static organizational asset into a productivity foundation that directly supports employees and frontline operations.

For enterprises with large workforces and franchise ecosystems, organizational growth increasingly depends on the speed at which knowledge can flow across the organization. By enabling enterprise knowledge to be understood, accessed and continuously updated, AI can create a new cycle of knowledge accumulation, experience replication and frontline empowerment.

From management training to operational knowledge, and from knowledge resources to real workplace applications, AI is driving enterprise learning and knowledge management toward deeper organizational intelligence, becoming an important foundation for building intelligent productivity.

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.