AI-Powered Sales Productivity: How Siping Electric and YXT Are Transforming Retail Organizations

September 29th, 2026

Siping Electric, a leading home appliance retail chain in Jiangxi Province, has further expanded its partnership with YXT.com Group Holding Limited (NASDAQ: YXT), introducing YXT's SaleSmart solution to bring AI capabilities deeper into frontline sales operations based on the existing deployment of YXT's intelligent talent development platform.

The collaboration marks an evolution from talent development to sales organization intelligence. By applying AI to sales knowledge management, process optimization and capability development, YXT aims to help retail enterprises improve frontline sales efficiency and strengthen organizational operating capabilities.

Founded in 2001, Siping Electric is one of Jiangxi's leading regional home appliance retailers. The company currently operates more than 200 stores and has nearly 2,000 employees, including more than 1,200 frontline sales representatives. It has been recognized among China's top 100 home appliance retailers and the top 10 regional home appliance chains in the industry.

As competition intensifies in the home appliance retail market and policies such as trade-in programs and consumption incentives continue to stimulate industry growth, retail companies need more than store expansion. They also need stronger organizational scalability including the ability to rapidly replicate successful sales practices and maintain consistent service standards across frontline teams.

From AI-Enabled Talent Development to Intelligent Sales Organization Transformation

Previously, Siping Electric partnered with YXT Smart Technology to build the "Siping Radnova" AI-powered training platform, focusing on employee development and organizational learning.

Powered by YXT's intelligent talent development platform, the company has gradually established an integrated system covering knowledge management, content creation and capability training. Through AI Knowledge Assistant, employees can quickly access product knowledge and service experience; through AI-powered course creation and assessments, the company can improve the efficiency of knowledge production and employee development; and through AI role-play training, employees can continuously practice sales skills in simulated customer interaction scenarios.

At the same time, product knowledge, service cases and best practices accumulated within the organization are continuously captured and transformed into reusable organizational knowledge assets.

As business scale continues to expand, Siping Electric has placed greater focus on sales process management and frontline operating efficiency. With more than 1,000 sales representatives across stores, traditional management approaches based on manual reviews and individual experience have become increasingly insufficient for refined operations. For example, sales processes are difficult to analyze comprehensively, successful sales approaches are difficult to replicate at scale, and managers often lack timely insights into key factors affecting conversion and customer experience.

The introduction of YXT SaleSmart represents an important step in the partnership, extending the focus from "improving employee capabilities" to "enhancing sales organization capabilities."

AI Enters Frontline Sales, Making Sales Processes Measurable and Optimizable

As YXT Smart Technology's intelligent productivity solution for sales organizations, SaleSmart leverages AI-powered speech recognition, intelligent analysis and other capabilities to help enterprises digitize sales processes, capture sales expertise, analyze sales behaviors and continuously optimize organizational capabilities.

Within Siping Electric's retail environment, SaleSmart analyzes key sales scenarios, including customer reception, sales conversations and service processes.

On one hand, AI capabilities improve the efficiency of sales interaction data collection, providing managers with deeper visibility into frontline sales activities. On the other hand, intelligent quality analysis helps identify sales process execution, service standard compliance and common communication challenges, enabling managers to move beyond traditional outcome-based management toward more proactive process management.

Meanwhile, the platform helps capture high-performing sales scripts, service cases and operational best practices, transforming capabilities previously held by individual top performers into organizational knowledge that can be shared, learned and replicated.

Intelligent Productivity Driving the Next Stage of Retail Organization Development

The expanded partnership between Siping Electric and YXT reflects a broader transformation taking place in the retail industry: competitive advantage is increasingly shifting from store scale and sales resources toward organizational capabilities and intelligent productivity.

YXT Smart Technology continues to advance its intelligent productivity strategy by building enterprise intelligent knowledge systems and embedding AI capabilities into roles and business processes. Through this approach, enterprises can create a continuous cycle from knowledge accumulation and capability development to operational efficiency improvement.

From YXT's intelligent talent development platform to SaleSmart, the partnership with Siping Electric demonstrates an evolution from "intelligent talent development" toward "intelligent sales organization transformation." As AI continues to penetrate retail operations, enterprises will be able to capture experience more efficiently, replicate capabilities at scale and drive continuous organizational evolution.

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.