YXT AI Practice Arena: Turning Role-Based Capabilities into Organizational Productivity

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Every enterprise wants its employees to be able to handle real business situations. A salesperson may struggle to respond to an unexpected customer objection, a customer service representative may become passive when facing an emotional user, or a manager may find it difficult to conduct a performance conversation with a resistant employee. What these scenarios have in common is that there is no single standard answer, and fixed scripts are rarely enough. What truly needs to be trained is employees' ability to quickly understand changing information, identify priorities and take action.

To address this challenge, YXT.com Group Holding Limited (NASDAQ: YXT) recently launched the YXT AI Practice Arena. Designed for highly interactive roles such as sales, customer service and management, the product dynamically generates business roles and interactive scenarios involving customers, employees and other workplace participants. It allows employees to practice repeatedly in uncertain environments that closely resemble real business situations, while using AI feedback to continuously adjust their behavior and help enterprise capability building move from "learning" to "being able to do."

From Standardized Actions to Dynamic Decision-Making

Traditional training focuses more on knowledge acquisition and standardized actions, but complex business scenarios often do not have a single correct answer. Take new energy vehicle sales as an example. When a customer asks about driving range and price, what the salesperson really needs to determine may be whether the customer is concerned about usage costs, charging convenience or product reliability. If employees only practice fixed scripts, they may form a new set of "standard answers" without truly being able to respond to real customer changes.

In the YXT AI Practice Arena, employees can customize customer profiles, business goals and training tasks based on role requirements, while the system dynamically generates corresponding AI business roles. When a customer displays different needs, emotions or behaviors, employees must adjust their communication strategies in real time. In one round, they may instinctively introduce the product; in the next, they need to reassess the conversation based on customer feedback. As a result, the focus of training shifts from "what should I say" to "what should I do next."

Traditional training develops standardized actions, while AI-powered practice trains dynamic decision-making. This shift gives judgment capabilities, which previously could only be developed gradually through real business experience, a simulated and repeatable training environment.

Dynamic Scenarios Make Complex Capabilities Trainable

Real business does not repeat the same script. Even among new energy vehicle customers, some care about the technology experience, some focus on cost efficiency, and others worry about charging convenience. For salespeople, the real capability is not memorizing what to say to every type of customer, but identifying needs from limited information and deciding the next step.

The YXT AI Practice Arena can dynamically generate different customer types, communication styles and business scenarios based on training objectives, allowing employees to continuously face changing situations.

For example, when a technology-oriented customer asks about the in-vehicle system, the salesperson needs to determine whether the customer is truly focused on smart features or product reliability. When a cost-conscious customer asks how much money a new energy vehicle can actually save, the salesperson needs to further identify whether the concern is about economics, safety or purchase decision-making.

As scenarios change, employees cannot simply reuse the answer from the previous round. They must reinterpret the information, identify priorities and take action. This shifts training from "how to speak" to "how to judge," helping enterprises break down complex role-based capabilities into behaviors and decision-making processes that can be continuously trained.

AI Feedback Creates a Continuous Capability Improvement Loop

Realistic scenarios are only the first step. If employees do not know where they need to improve, repeated practice may simply reinforce existing problems. In the YXT AI Practice Arena, AI not only simulates business roles, but also acts as a coach, analyzing key behaviors during training, such as whether employees proactively understand customer scenarios, identify real needs and handle objections appropriately.

After each training session, the system generates feedback based on a capability model, helping employees identify strengths and weaknesses and clarify areas for improvement. Employees can then re-enter the scenario and continue practicing, forming a

closed loop of “practice, feedback, adjustment and further practice.”

In the past, complex capabilities in roles such as sales, customer service and management often depended on mentoring, real business trial and error, and long-term experience accumulation. AI-powered practice provides these capabilities with a low-risk, high-frequency and repeatable training environment.

This means enterprises can begin to design, train, evaluate and continuously optimize complex capabilities that were previously difficult to standardize.

From Knowledge to Capability, AI Enters Role-Based Capability Building

The value of AI in enterprises is moving from individual productivity improvement toward organizational capability enhancement. YXT’s “intelligent productivity” strategy emphasizes integrating AI more deeply into roles and business processes through intelligent knowledge systems and AI agent capabilities. Knowledge systems address what an enterprise knows and what employees should do, while the AI Practice Arena further addresses whether employees can turn that knowledge into action in real business environments.

The AI Practice Arena is an important link in this chain. It transforms complex role-based capabilities that once depended heavily on experience into a mechanism that can be designed, trained, evaluated and continuously improved.

From “learning knowledge” to “practicing capabilities” and ultimately to “being able to do,” enterprise capability building is shifting from knowledge transfer to capability production. For roles such as sales, customer service and management, which rely heavily on communication, judgment and decision-making, the value of AI is not simply allowing employees to practice more times. More importantly, it helps enterprises build a new mechanism for continuously producing, replicating and optimizing role-based capabilities.

When knowledge can be understood by AI, capabilities can be continuously trained, and roles and business processes can be further driven by AI agents, AI begins to move beyond being a standalone tool and becomes part of enterprise organizational 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.