

Consumer Products | China

Redefining the dairy industry with AI

Yili Group

Yili Group is committed to becoming the world's most trusted provider of healthy food. By partnering with Lenovo, Yili gains actionable insights from AI-powered social listening, enhances efficiency with a supply chain control tower, and ensures a superior customer experience across multiple digital platforms.



Lenovo

1

Customer background

Who is Yili Group?

Ranked among the top five global dairy companies, Yili tops Asia's dairy industry for twelve consecutive years. It is China's largest dairy enterprise with the most complete product categories. Yili provides a comprehensive range of product categories, from milk, yogurt, and milk powders to plant-based beverages and ice cream. Yili has over 2,000 partners distributed in 39 countries across six continents. The company owns 15 R&D and innovation centers and 81 production bases.

Yili's products are available in more than 60 countries and regions. "Yili means the best quality" is the company's mission statement. Yili adheres to the highest principle that quality is as precious as life itself, and the most stringent standards are applied to dedicating 100% of its efforts to ensure safety and health.



2 The challenge

To strengthen its leading position in China's dairy industry, Yili aims to develop highly efficient and scalable processes across all areas of its operations.

The latest advances in AI technology represented a valuable opportunity to enhance every aspect of the company's work. For example, AI could empower the company to identify trends from massive volumes of customer feedback and implement targeted improvements. And by introducing AI-powered analytics into its supply chain, Yili saw an opportunity to further increase logistics efficiency, improve accuracy, and reduce costs.

2 The challenge

Driving transformation with AI

To better serve customers, Yili has initiated a comprehensive transformation project aimed at unlocking new digital capabilities.

Yili engaged Lenovo to help it deploy AI solutions in three domains: voice of the customer (VOC), supply chain control tower, and digital customer experience. Lenovo helped the company deliver working proof-of-concepts in each of these areas, paving the way for future AI collaborations.



“Lenovo has extensive experience in AI and manufacturing, and is actively exploring and building various AI capabilities.”

Tiger Shang

General Manager of the Data Technology Center, Yili Group

3

The
solution

Putting customers first with social listening

Yili partnered with Lenovo to transform its approach to gathering and acting on VOC data.

Leveraging the capabilities of large language models (LLMs) and natural language processing (NLP), Yili's AI VOC system helps Yili efficiently process user feedback and implement product and process improvements to increase customer satisfaction.

Services

- Lenovo AI Services
- Lenovo Business Application Service Delivery
- Lenovo Consulting Services
- Lenovo Manufacturing Solutions

3

The solution

Tiger Shang, General Manager of the Data Technology Center at Yili Group, says: “Lenovo has extensive experience in AI and manufacturing, and is actively exploring and building various AI capabilities. Over the past few years, we have collaborated with Lenovo to develop multiple applications and continuously iterate on them. These AI capabilities have not only significantly improved employee efficiency but also helped us better serve our customers.”

3

The
solution

Delivering high-quality dairy products

Many of Yili's products have short shelf lives, making accurate supply chain insights essential for delivering the freshest goods to customers. To take its supply chain operations to the next level, Yili worked with Lenovo to enhance its existing supply chain control tower. By learning from best practices from Lenovo's own supply chain operations, Yili helps to ensure the availability of necessary raw materials, identify potential supply chain risks, and recommend optimal delivery routes or alternative solutions.

Tiger Shang confirms: "Assisted by AI, the control tower enables visualization and transparent management of the entire supply chain process, significantly enhancing overall operational efficiency."

3

The
solution

Serving customers from anywhere

Mobile apps play a key role in Yili's go-to-market strategy, enabling it to bring its products directly to consumers via platforms such as Douyin and WeChat. With development, operations, and maintenance support from Lenovo, the company has launched more than 20 mini apps across multiple digital channels, built on a central, user-friendly development platform.

By increasing the speed and agility of its development processes, Yili can bring innovative functionalities to consumers faster. For example, the company is now using personalized offers to boost conversion rates, nurture customer loyalty, and grow its digital channels.

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Tiger Shang

General Manager of the Data Technology Center, Yili Group

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The
results

Unlocking VOC insights

Yili is teaming up with Lenovo to utilize AI breakthroughs, enhancing workflow and building stronger bonds with its customers.

The company's VOC initiative will be a key enabler of this effort. Each day, millions of customers share formal and informal feedback on their experiences with Yili products, but turning this torrent of information into actionable insight presents tough challenges. By working with Lenovo to implement a generative AI solution, Yili's AI VOC system has been piloted in a number of business divisions—covering approximately 70% of its core business. Through a customized five-level tagging system and over 200 subcategories, Yili has established a unified real-time view of VOC data to help analyze and identify trends and drive improvements in customer experience, transitioning from passive response to predictive customer engagement.

4

The results

Building an efficient, sustainable supply chain

Maintaining the optimal balance between raw materials and finished products demands constant adjustments based on sales forecasts and actuals. With its new supply chain control tower, Yili no longer needs to perform these calculations manually. The company can now make faster and better-informed decisions based on hundreds of supply chain indicators.

4

The results

Nurturing long-term customer loyalty

Today, Yili uses its mini apps to engage with customers digitally across the world. By working with Lenovo to streamline the online shopping experience, the company can address customer needs better and faster.



Boosts employee productivity



Elevates the customer experience



Enhances efficiency with a supply chain control tower

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“Lenovo is helping Yili to **accelerate innovation, build a more intelligent supply chain, fulfill our shared commitment to sustainable development and green energy, and to explore future possibilities.**”

Tiger Shang

General Manager of the Data Technology Center, Yili Group

Why Lenovo?

For Yili, Lenovo offered the optimal combination of innovation, reliability, and flexibility. With scalable technology and expert support, Lenovo equips Yili with powerful tools to transform its operations and achieve long-term success.

How can AI transform enterprise operations?

Yili Group uses AI solutions from Lenovo to enhance employee productivity, supply chain efficiency, and customer satisfaction.

[Explore Lenovo AI Services](#)