

部署AI智能助手 跨国能源企业数智跃迁

德勤中国联合阿里云，依托对生成式AI（GenAI）的深刻洞察以及在中国能源市场的丰富实践经验，助力跨国能源企业部署AI智能问答助手。通过构建以GenAI驱动的智能交互体系，重塑工程师与销售顾问的工作模式，实现服务高效化与智能化，加速能源业务数智化转型。



关于客户

客户是在中国深耕多年的跨国能源企业，中国市场是其全球战略布局的核心板块。作为能源领域的创新先锋，客户持续探索数字化转型路径，致力于打造更敏捷、更智慧的能源服务生态，进一步巩固市场领先地位。

客户诉求

- 借助GenAI提升员工的专业知识吸收效率，降低知识分散与人员依赖风险
- 寻求具备GenAI技术能力和中国市场洞察力的合作伙伴，共建“数智引擎”，推动AI融入业务服务流程
- 部署AI问答助手，加快ToB（To Business）服务响应，提升服务的专业性与一致性

解决方案

结合企业需求与行业经验，分阶段逐步释放知识价值、提升员工效率，并构建可持续进化的智能化知识服务体系。

第一阶段 知识平台建设与可行性验证

- 搭建**统一知识管理平台**
- 制定标准分类体系
- 整合高价值文档与案例
- 进行AI智能问答助手的**可行性验证**，提升知识的可读性与检索效率

第二阶段 知识体系覆盖与定制优化

- AI助手接入企业知识体系，**全域覆盖**业务、产品与行业领域
- 基于客户业务背景和实际需求，对AI智能问答助手进行深度**定制优化**，使其**可用性超过85%**

第三阶段 AI智能工具拓展

- 依托知识库与大模型能力，**拓展AI智能体**，支持多场景高效应用
- 将知识平台打造为**数智化能力中心**，支撑持续创新与服务升级

项目成果

通过定制化知识管理平台与AI技术深度融合，我们为客户构建了**新一代智能知识中枢**，赋能员工高效获取知识、提升专业能力，并推动企业知识资产的沉淀、流转与价值释放，形成持续优化的知识赋能闭环。



德勤中国 | 阿里云

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📞 敬请联络德勤：

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Deploying AI Intelligent Assistants Digital Transformation for a Global Energy Enterprise

Deloitte in collaboration with Alibaba Cloud, leverages deep insights into GenAI and extensive experience in the Chinese energy market to support a global energy enterprise in deploying AI-powered intelligent assistants. By building a GenAI-driven intelligent knowledge system, we are transforming the working models of engineers and sales consultants - enhancing service efficiency and intelligence - to accelerate the digital and intelligent transformation of energy operations.



About Client

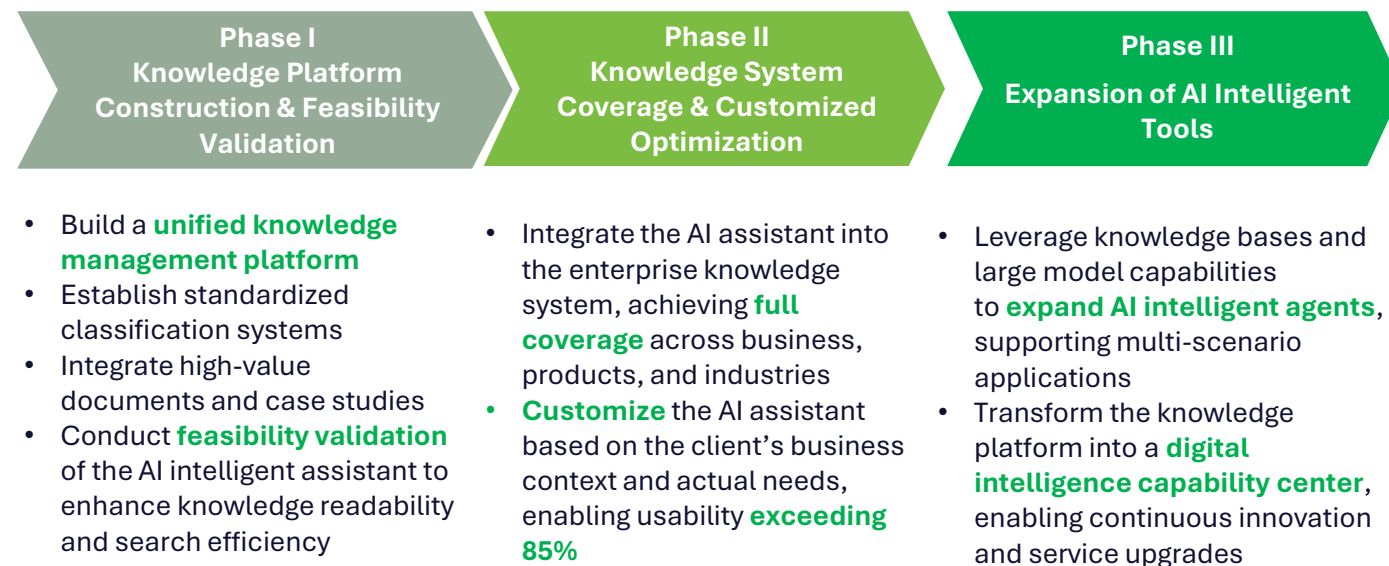
The client is a multinational energy company with long-standing presence in China, where the Chinese market plays a central role in its global strategic layout. As an innovator in the energy sector, the company continuously explores pathways for digital transformation, striving to build a more agile and intelligent energy service ecosystem to strengthen its market leadership.

Requirements

- Enhance employees' professional knowledge absorption efficiency through GenAI, reducing knowledge dispersion and reliance on individual expertise;
- Seek partners with strong GenAI technical capabilities and deep understanding of the Chinese market to co-build a "Digital Intelligence Engine" and integrate AI into business service processes;
- Deploy AI-powered Q&A assistants to accelerate ToB (to business) service response, improving professionalism and consistency of services.

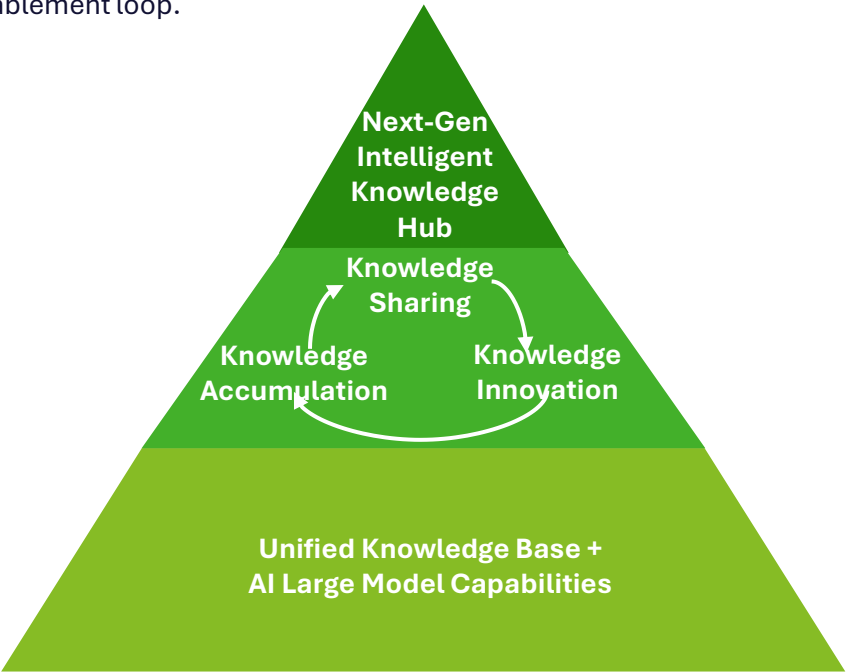
Solutions

Combining the client's needs with our industry expertise, we have designed a phased approach to unlock knowledge value, improve workforce productivity, and establish a sustainable, evolving intelligent knowledge service system.



Results

By integrating a customized knowledge management platform with AI technology, we have built a **Next-Gen Intelligent Knowledge Hub** for the client. This enables employees to efficiently access and apply knowledge, enhances professional capabilities, drives the accumulation, circulation, and value realization of enterprise knowledge assets, and establishes a sustainable, optimized knowledge enablement loop.



Deloitte | Alibaba Cloud

As a global strategic partner of Alibaba Cloud, Deloitte combines its market-leading innovation capabilities, industry expertise, and digital transformation experience with Alibaba Cloud’s cutting-edge technologies to build a global alliance network. We deliver high-quality, comprehensive solutions that support enterprises in achieving digital transformation - covering capability building, full-cycle implementation, and continuous evolution. Through this collaboration, we are creating sustainable value growth and earning recognition across industries.



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