CASE STUDY

SQUARESHIFT

HOW PYZE REDUCED USER FRICTION ANALYSIS TIME BY 10× USING AGENTIC AI

SquareShift built a hybrid deterministic + LLM pipeline on BigQuery, Vertex AI and Gemini to turn billions of raw clickstream events into consistent, auditable, decision-ready insights for Pyze's enterprise clients.

10X
FASTER ANALYSIS

ZERO
ANALYST BIAS

100%
REPEATABLE FINDINGS

CLIENT

Pyze is a Silicon Valley based, Venture Capital backed market leader in digital transformation analytics, founded in 2013. It helps enterprises identify and eliminate user friction in standard and custom enterprise software by analyzing clickstream data at scale.

"The Squareshift team dove in quickly to help us address one of our pressing AI issues. After just a few weeks, they had a working prototype demonstrating the power of the solution. I'm very happy with the results."

- Mark Addleman
Chief Product Officer
pyze

PROJECT CONTEXT

- **Hidden UX Friction:** Billions of user interactions made it difficult to quickly identify and understand friction experienced.
- **Need for Real-Time Detection:** Pyze required an automated way to continuously detect, prioritize, and quantify user friction.
- **Subjective Inconsistency:** Analyst findings suffer from bias and require repetitive manual effort to quantify the impact of novel issues

SOLUTION DELIVERY

- **Unified Data Foundation:** Organized billions of user events into a scalable, reliable data layer.
- **AI-Driven Root Cause Detection:** Used AI to automatically identify patterns and uncover hidden user friction.
- **Prioritized Business Insights:** Delivered clear, actionable insights to help teams fix the highest-impact issues faster.

ANALYSES PERFORMED

Error-Message Analysis

- Linked UI/system errors to stoppages and retries.
- Quantified failure mode severity against the happy path.

InnerText Interaction

- Pinpointed UI/labeling errors causing user friction.
- Measured time and step loss versus the ideal journey.

Manual Integration

- Detected context-switching between apps and tools.
- Exposed forced workarounds and estimated potential time savings.

PIPELINE ARCHITECTURE