



Upliance resolves user issues 90% faster with Bytebeam

Upliance faced challenges like lack of user insights, curbing device misuse and personalising recipes as they built Delishup[↑] - a smart cooking device that helps users execute multiple cooking functions efficiently. With the help of Bytebeam, Upliance was able to gain insights on the product usage, resolve the customer issues significantly faster and provide a better user experience.

Read the case study to know more.

About the product

Upliance revolutionizes home cooking by blending AI and IoT, making healthy meals effortless. Their flagship product, Delishup[®], is a smart cooking device that guides both novice and experienced cooks with AI generated recipes and automates multiple cooking tasks creating a more intuitive kitchen experience.



Business Requirements & Challenges



Upliance comes with an Android tablet for managing different cooking functions and browsing recipes. The tablet, however, was used for casual browsing of other apps on the internet like Youtube.



Up wanted more insights into their device usage and user experience to iterate better versions of their product. Details like undercooked or overcooked food were important to obtain in real-time.



The instructions, usage and device parameters were to be personalised as per user preference. Ensuring that the device is easy to use for a wide range of customers while also constantly updating the recipes and cooking manual.



Gathering early customer feedback and delivering superior user experience to early adopters.



For product issues, a service engineer had to conduct multiple user sessions to understand the issue and then visit the device location to debug and fix them. This was time-consuming and costly and led to a bad user experience.

Solution implemented by Bytebeam

Achieved seamless Android integration in just 2 weeks, offering self-serve dashboards for engineering teams, with strong privacy & access control, ensuring data integrity.

- ▶ Configured kiosk mode to restrict application access and control device security.
- ▶ Integrated the Bytebeam's data pipeline to receive user insights in real-time.
- ▶ Implemented log management to generate device usage and failure logs.
- ▶ Enabled the Remote shell feature to access and debug user issues remotely.
- ▶ Over the Air updates for product enhancements and to resolve issues without any downtime



Kiosk Mode



OTA Updates



Video logs



Alerts



Remote Shell

Mahek Mody
CEO, Upliance

“Bytebeam makes our team efficient and lean. We do faster launches, debug issues quickly and manage data effortlessly giving our customers a superior experience while saving us critical time and resources. Bytebeam has been a key driver in our success.”

Results



90% faster issue resolution

Remote debugging and OTAs brought down operational redundancies significantly and resolution time came down from days to hours.



Faster updates & fixes

With device logs, data insights and OTA updates, Upliance is able to deliver more relevant features and add capabilities on the device to delight users.

3X

Reduced time to market

Insights generated during development and prototyping helped Upliance iterate on their product faster, reducing their time to market by 6 months.



2X User engagement

Using Bytebeam, Upliance could do a very targeted user engagement and thus deliver a far more superior experience of the product to its users.

Bikash



“The Cranberry Paneer was really nice. A very innovative way of combining things which generally would not come to your mind.”

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