

8x8

Access Without Friction

How Passwordless Authentication Drives Conversion, Productivity, and Trust





Passwords sit at the centre of most digital experiences, yet they quietly undermine both performance and trust. What was once a basic security measure has become a source of friction across customer journeys, employee workflows, and account recovery processes.

Research shows that [70% of online shoppers](#) abandon their carts, and complicated login or checkout flows play a major role in that decision. At the same time, the average cost of a data breach has reached [US\\$4.45 million](#), thus reinforcing the need for strong protection.

When Secure Login Becomes a Conversion Barrier

Inside organisations, passwords create a hidden productivity tax. Employees spend an average of 11 hours each year dealing with password-related issues, from resets to account lockouts. These interruptions break focus and delay work, particularly in remote and hybrid environments.

For IT teams, the impact is even clearer. Between [20% and 50%](#) of help desk calls are password-related, with each reset costing organisations [approximately US\\$70](#). Time that should be spent improving systems or supporting growth is instead consumed by avoidable access problems.



Account Recovery: Where Trust Is Tested

Few experiences frustrate users more than being locked out just as they are ready to take action. In e-commerce, recovery friction is a well-documented conversion killer. When users cannot regain access quickly, trust erodes and intent disappears.

Traditional recovery flows fail users in predictable ways. Reset emails arrive late or land in spam folders. Security questions are forgotten or easily guessed. Support teams are then forced into manual verification, introducing further delays that push customers away at critical moments.

Why CIAM Enables Better Identity Experiences

Businesses today are increasingly caught between delivering seamless access and maintaining robust security. A Customer Identity and Access Management (CIAM) platform helps rebalance this tension by enabling secure, passwordless authentication.

Instead of forcing users to remember credentials, access is granted through methods they already trust, such as biometrics, passkeys, or magic links. Security remains strong, and when returning customers can get back in instantly, confidence increases, and conversions follow.

The benefits extend internally as well. Employees authenticate seamlessly using trusted devices or biometrics, allowing them to move between systems without disruption. Workflows stay intact, support tickets decline, and teams remain focused on productive work.

Making Passwordless Work with Descope

Descope makes passwordless authentication practical and scalable. With low-code workflows, adaptive MFA, and built-in compliance, organisations can deploy modern identity experiences without lengthy development cycles or operational complexity.

By removing password friction across login, recovery, and workforce access, Descope helps businesses improve conversion, restore productivity, and build lasting trust. If you want a deeper look, continue reading the full articles here:

[Account Recovery Made Effortless using CIAM Authentication](#)

[Secure Log In for Returning Customers via Descope](#)

[Boost Workforce Productivity with Passwordless Access 8x8](#)

