

8x8

Passwordless CIAM Improves Login Security for Returning Customers

Rethinking Secure Log In for Returning Customers

A secure log in should feel like a welcome back. Yet password-based logins create friction for returning customers:

- Forgotten credentials force time-consuming resets
- Repeated failed attempts lock users out entirely
- Reset flows interrupt momentum and delay re-engagement
- Quick returns turn into frustrating detours



The Security and Convenience Dilemma

Traditional authentication approaches often create tension between robust protection and customer convenience.

- Lock things down, and customers disengage
- Relax controls, and risk increases
- Modern secure log in must balance strong protection with frictionless access



What Passwordless Secure Log In Looks Like

Passwordless authentication removes the need for passwords while maintaining strong authentication

- No passwords to remember or manage
- Access becomes low-friction and secure
- Customers continue their journey seamlessly



Why It Matters for the Business

When secure log in is effortless:

- Customers return with greater confidence
- Support teams handle fewer access-related issues
- Security operates quietly in the background

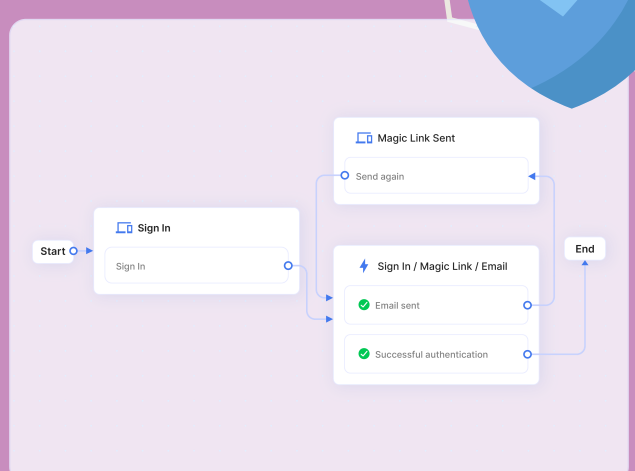


How Descope Enables Secure Log In

Descope transforms secure log in from a barrier into a benefit by enabling:

- Passwordless authentication options
- Adaptive security that responds to risk in real time
- Persistent sessions that keep returning customers one step from action
- Low-code setup with minimal implementation effort

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For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com