

8x8.

When Compliance Meets Customer Experience in Financial Services

How Silent Mobile
Authentication
Transforms
Finance





Financial institutions face a contradiction at the heart of digital banking: the stronger the authentication, the more customers abandon the process. Every added security step is another opportunity to lose a customer, and the cost shows up in drop-off rates, support tickets, and regulatory risk.

Why Authentication Feels Broken in Finance

According to a [2020 Signicat report](#), approximately 68% of customers abandon digital bank onboarding when the process feels lengthy or complicated. Passwords are forgotten, OTPs fail to deliver, and hardware tokens add complexity that users reject. Every friction point is a lost customer.

Regulators are not making it easier. Frameworks such as MAS TRM in Singapore, Bank Negara Malaysia's RMIT, AFASA in the Philippines and HKMA's cybersecurity requirements in Hong Kong all mandate stronger multi-factor authentication. Financial organizations are caught between tightening compliance requirements and users who will not tolerate friction.

So how can financial institutions strengthen authentication without increasing friction?



How 8x8's Silent Mobile Authentication Solves Both Problems

Silent Mobile Authentication (SMA), available through 8x8, verifies users automatically in the background using mobile network signals and device intelligence.

No codes to enter or passwords to remember. Authentication happens silently as users log in, satisfying both the user and the compliance team.

Zero-friction access

Users authenticate automatically without typing codes or remembering passwords, removing the most common cause of drop-off in onboarding and login flows.

Compliance-first design

SMA satisfies multi-factor authentication requirements under PSD2's Strong Customer Authentication (SCA), KYC protocols, and AML traceability standards, with immutable logs that simplify compliance audits.

Enhanced fraud protection

Network-based verification reduces exposure to resists SIM-swap attacks, phishing attempts, and OTP interception, threats that consistently bypass traditional authentication methods.

Seamless platform integration

SMA is offered as a channel within [Verif8](#), 8x8's multichannel authentication platform, alongside SMS, WhatsApp, and Viber, and works with [Descope](#) for broader identity workflows, including passwordless login and adaptive MFA.

Lower operational costs

Eliminating SMS OTP delivery, password reset support, and token distribution reduces the operational overhead that comes with traditional authentication stacks.



Build Compliance That Your Customers Will Never Notice

Your customers should not need to navigate a security gauntlet to check their balance, and your compliance team should not have to choose between regulatory requirements and user experience. [8x8's SMA](#) resolves that trade-off by making strong authentication invisible.

To understand how SMA satisfies both regulators and users, continue reading the full article here: [Balancing Compliance and UX in Finance with SMA](#)

