

# Passkeys for Omnichannel



## What are passkeys?

A passkey is a passwordless authentication method for websites and apps endorsed by the World Wide Web Consortium and the FIDO Alliance. Designed to replace traditional passwords, passkeys elevate online security, making it both safer and more convenient for users. According to PhishMe, 91% of all cyberattacks start with a phishing email that tricks users into stealing their passwords. Passkeys are phishing-proof. It means that it is impossible to log in to a passkeys-protected website or app using the stolen password.

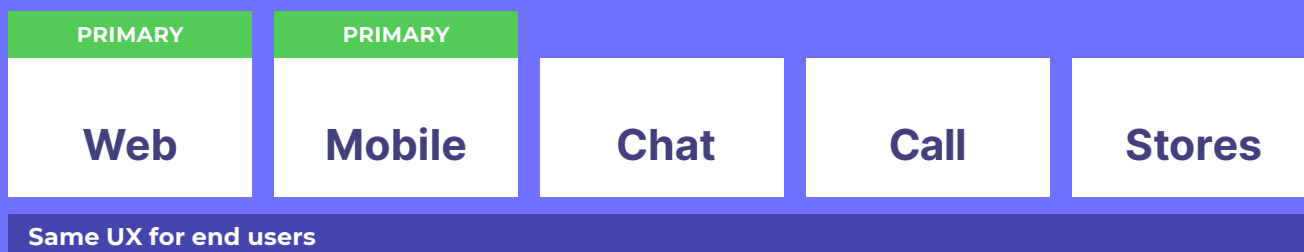
Passkeys can be used on all laptops that use popular browsers like Safari, Chrome, Firefox, etc., and on all smartphones produced within the last 5 years.

## The Challenge

Telecoms struggle to stand out in a saturated market, with pricing as the main differentiator. This price competition pressures them to find unique functionalities to retain and attract customers.





Passkeys seem like a great way to differentiate by bringing a lot of value to the customer; however the traditional process for implementing passkeys involves significant costs, and may take years. Organizations frequently encounter limitations in their internal resources, leading them to consult external software vendors for help with implementation.

## Channels





# Benefits of Passkeys for Omnichannel

## Enterprise Perspective:

-  **No-code Deployment:**  
Seamlessly integrate passkeys without diving into complex coding.
-  **Freedom from Vendor Lock-In:**  
Enjoy flexibility without being tethered to a single provider.
-  **Pure, Unaltered Apps:**  
Integrate without the intrusion of third-party code in your applications.
-  **Proven in Stringent Markets:**  
Our solution is battle-tested, especially in highly-regulated sectors like financial services.

## Customer Perspective:

-  **Consistent User Experience:**  
Deliver a uniform, intuitive login experience across all communication channels.
-  **Frictionless Onboarding:**  
Ensure effortless just-in-time enrollment, streamlining the transition for your users.



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## Contact

Embrace the future of authentication with Passkeys for Omnichannel, merging top-tier security with unparalleled user experience. Get in touch with us, test Passkeys for Omnichannel, and see how seamlessly Secfense integrates Passkeys with your infrastructure.

[secfense.com/contact](https://secfense.com/contact)