

Frictionless and Secure Omni-Channel Experiences

What are customers looking for?

Customer engagement is an important metric for success, but just how important is it? To find out, Okta surveyed 100 engineering executives from enterprise organizations, and learned that today's customers expect technology to be fast, frictionless, omni-channel, and secure.

What are companies prioritizing?

Organizations are looking for ways to delight their customers in order to attract and retain them, while improving customer lifetime value (CLV).

78%

of enterprise brands surveyed believe customer experience is core to the success of their digital initiatives

87%

are actively investing in personalization to drive customer engagement

82%

use modern app development practices like containerization, API first, or microservices

92%

are investing in omni-channel digital experiences through the web, social, and mobile

The challenges with building omni-channel experiences

Customers want access to omni-channel experiences, and they expect those experiences to be seamless. Those expectations are driven by frictionless interactions with the likes of Facebook, Amazon, and Netflix. Companies need to quickly adapt to these standards to stay competitive, or risk customer churn.

The problem is that programming to that level requires not only a split-shift in focus but also programmers that are consistently up-to-date on the latest security and identity developments. Without a wealth of development resources, this means developers are often taken off task, and their productivity is reduced. If organizations want to build fast, reliable omni-channel experiences, they need a robust development team—but that investment isn't always financially feasible.

Even if they can commit to building a strong pool of developer resources, organizations still need a 360-degree view of their customers. As they invest in the customer relationship, it's important to balance the need for short and simple onboarding experiences with the need to collect additional customer information. User churn is a real risk, but data collection is fundamental to understanding customers' needs. Once data is collected, the final challenge is fighting siloed technology stacks to consolidate information. Without that overview, user experience is bound to suffer.

Frictionless customer experiences are a must

It doesn't take much to lose customers to a bad onboarding experience—71% of them will abandon sign-on at the first sign of friction. That makes it incredibly important to smooth the identity verification process. But that can be hard when protocols are constantly changing; SMS for MFA shifts regularly in and out of favor, and biometric authentication was hugely popular when it first appeared, but now its security is being questioned. With all these changes, companies need to be proactive to keep users safe without pushing them past their comfort level.

60%

of companies have customers who complain about too many logins and fragmented experiences

92%

wish they could lower that onboarding friction

72%

strongly agree that security is an important part of the customer experience

How Okta Can Help



Okta's flexible policy framework allows the consistent application of policies across channels. Our UI allows teams to perform ongoing maintenance, make changes, and implement updates without more code, further reducing overall total cost of ownership.



Our out-of-the-box functionality can be customized with low code and pro code options for any organization's use case.



Okta provides the ability to create modern onboarding experiences that help you attract new customers, such as passwordless authentication, factor sequencing, and progressive profiling.



Our Universal Directory breaks customer data silos with one unified cloud data store. Organizations can integrate third-party identity stores into a single source of truth to enable personalization.



We handle the burden of building secure customer identity so organizations can focus on building better experiences.

About Okta

Okta is the leading independent identity provider. The Okta Identity Cloud enables organizations to securely connect the right people to the right technologies at the right time. We provide simple and secure access to people and organizations everywhere, giving them the confidence to reach their full potential. To learn more, visit okta.com.