OLOID

Transforming Retail Authentication

Les Schwab's Success with OLOID's Passwordless Technology

📝 Executive Summary

At the heart of the Les Schwab experience lies a foundational principle: World-Class Customer Service, defined by a personal, uninterrupted connection between an employee and the customer they are serving. While the company already had a good authentication system, Les Schwab is driven by continuous improvement. They sought a better solution, one that would reduce friction and allow teams to dedicate their attention to customers.

This pursuit of a seamless customer experience was matched by an equally non-negotiable goal: protecting employee privacy. This commitment stems from the deep trust Les Schwab shares with its employees and requires a solution that does not store photos. OLOID's platform proved to be the perfect fit, reducing access times to enhance customer service and maintaining privacy by using biometric data points, rather than storing images.

Background | Balancing Security and Customer Experience at the Front Desk

Retail associates share workstations in stores, where quick and smooth customer interactions are essential for closing sales and staying connect to customers. However, using traditional usernames and password-based logins led to the following issues:

🔄 Frequent Password Resets

Leading to high IT support costs and reduced productivity.

👁 Employee Disengagement

Employees had to focus on their computer screens to log in, which interrupted their interaction with customers and made the service feel less personal.

⚡ Operational Inefficiencies

Time-consuming logins slowed down customer service, leading to longer wait times and fewer customers served during busy periods.

🛡 Security Concerns

With rising security risks and data privacy requirements, the company needed a faster, more secure way to log in without disrupting daily operations.

The Challenges | Overcoming Inefficient Authentication Processes

Les Schwab identified four key challenges:

01 High Password Reset Costs

Frequent resets strained IT resources and increased operational expenses.

02 Employee Disengagement

Manual logins disrupted customer interactions, diminishing service quality.

03 Security and Compliance Needs

The company sought a robust, compliant solution to protect customer & employee data.

04 Workflow Interruptions

Traditional logins slowed down front-desk operations, reducing productivity.

The Solution | Facial Authentication for Faster, Secure Access

Les Schwab adopted a facial authentication solution powered by OLOID, delivering:

Seamless, Password-Free Authentication

Employees accessed Okta-managed applications with a quick facial scan, eliminating the need for passwords.

Frictionless User Experience

The intuitive interface required minimal training, making adoption seamless and efficient.

Single-Factor Authentication

Fast, secure, and frictionless access without the need for multiple credentials.

Efficient Onboarding

Employees completed the facial enrollment process in under a minute, requiring minimal assistance.

Opt-in Onboarding

Facial onboarding is enabled only after employee's explicitly opt-in via consent policy

Liveness Detection

Advanced spoof-proof technology enhanced security by preventing fraudulent logins.

Implementation | Phased Rollout and Employee Adoption

Les Schwab introduced the solution through a phased rollout:

🚀 Pilot Program

A test deployment at one store validated the solution's effectiveness.

📄 Employee Training

Minimal training was required, thanks to the solution's intuitive design.

💬 Employee Feedback

Employees praised the faster, hassle-free login process, with no opt-out requests—a sign of high user acceptance.

⚙️ Seamless Integration

The system integrated smoothly with the existing infrastructure, without disrupting operations.

Results | Measurable Improvements in Efficiency and Security

Les Schwab adopted a facial authentication solution powered by OLOID, delivering:

Reduced Password Reset Costs

Fewer reset requests significantly lowered IT support expenses.

Positive Employee Feedback

Employees valued the convenience and efficiency of facial authentication.

Increased Productivity

Faster logins reduced downtime, allowing employees to serve more customers efficiently.

Enhanced Security & Compliance

The solution ensured secure access to Okta-managed apps, with spoof-resistant liveness detection.

Improved Customer Engagement

Employees maintained eye contact with customers during authentication, creating a more professional and attentive experience.

Stronger Brand Perception

Enhanced service quality improved customer satisfaction, strengthening Les Schwab's reputation.

Conclusion

The implementation of facial authentication technology at Les Schwab has proven to be a transformative solution. By replacing traditional password logins with facial recognition, Les Schwab successfully:

- Reduced the time and costs associated with password resets.

- Enhanced security and ensured compliance with privacy regulations.

- Improved employee engagement with customers at the front desk.

- Delivered a smoother, more efficient login experience for frontline employees.

Well-defined success metrics and a strong support plan between the customer and OLOID accelerated execution and adoption. The successful pilot phase and positive employee feedback have paved the way for expanding the solution, positioning the company to reap long-term benefits from this innovative authentication approach.

About OLOID

OLOID stands at the forefront of physical identity management and automation, offering state-of-the-art passwordless and automation solutions for enterprises. OLOID's objective is to establish a unified security framework by integrating with HR, IT, and various cyber and physical systems, thus enabling a unified digital identity across the organization and the day in the life of the user.

Headquartered in Sunnyvale, CA, OLOID is backed by some of the largest venture funds and corporations such as Dell Technologies Capital, Honeywell Ventures, Okta Ventures, Unusual Ventures, Emergent Capital and trusted by Fortune 100 companies as customers such as Flex, Tyson Foods, and Honeywell.

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Scan the code to learn more about OLOID's passwordless authentication platform