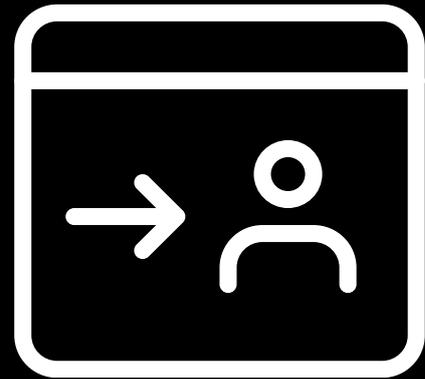**THUNDER LABS**

CASE STUDY: MEDICAL DEVICE

HOW WE UPLIFTED CUSTOMER & USER EXPERIENCE WITH A SINGLE AUTHENTICATION PROCESS

CHALLENGE

A global leader in medical devices was relying on Salesforce Classic and Salesforce CIM for identity and access management. With Classic feature development ending in 2019 and CIM nearing end of life, the company decided to migrate to Salesforce Health Cloud. This move required a major restructure of their CIAM system.

Different CIM implementations across business units created inconsistent customer experiences, confusing both customers and support teams. The platform also became unreliable at login, while slow response times impacted professional applications and product rollouts.

SOLUTION

We analysed the market-leading CIAM solutions and identified Auth0 from Okta as the product that met most of the customer's business requirements. A PoC was developed, which successfully replaced the authentication experience on multiple web and mobile app platforms with a single CX and UX.

RESULT

- Auth0 proved to be more stable, have better features, and was up to 4x faster to get to authentication completion than the Salesforce platform alone.
- The new solution has resulted in an uplifted CX and UX. Our client now enjoys a more streamlined and efficient platform for both customers and support teams.

CALL US

Ready to leave clunky logins behind? Let's build a faster, simpler, more secure CX together. Talk to ThunderLabs.

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