

How Serbia's Go-To Parenting Platform Keeps Every Account Secure with 95% OTP Deliverability



The Customer

FamilyPass is a Serbian digital membership platform for parents and families. Through its iOS and Android app, members access exclusive shopping discounts, curated family offers, and expert parenting content.



The Challenge: When a Failed Verification Code Loses You a Member

FamilyPass uses OTP authentication as a core part of its account security, verifying every registration and login through a one-time code sent via SMS.

- **Their existing provider was failing to deliver:** Messages were either arriving late or not arriving at all. Parents who hit a failed or delayed verification code during sign-up did not wait for a retry. They left.

FamilyPass turned to MessageWhiz looking for an OTP solution they could depend on.



Parents trust FamilyPass with their family data from the moment they register. If that first step doesn't work, we've already broken something that takes a long time to rebuild. MessageWhiz made sure it works every time, on every network, for every parent who downloads the app.



– General Manager, FamilyPass



The Solution: Intelligent Routing That Handles Every Authentication Request

FamilyPass integrated MessageWhiz directly into their registration and login flows. When a user signs up or authenticates an existing account, MessageWhiz dispatches the one-time code via SMS immediately.

MessageWhiz uses AI-powered routing to identify the optimal path across Serbian mobile networks in real time, selecting the fastest and most reliable route for every individual message. Rather than sending through a fixed route and hoping it lands, the system continuously evaluates network conditions and adjusts to prioritize speed and deliverability on every single request.



The Result

Since integrating MessageWhiz, FamilyPass has achieved a 95% OTP deliverability rate across all authentication traffic. Parents registering or logging in receive their verification code on time, complete the step, and get straight to using the platform.

Fewer failed verifications mean fewer parents dropping off during sign-up and fewer returning members unable to access their accounts. For a platform where the entire experience depends on getting users through the door, that reliability is what everything else is built on.



95% OTP deliverability rate



About MessageWhiz

MessageWhiz is an enterprise messaging app developed by MMDSmart.

MMDSmart is a global communications technology company that delivers AI-powered voice and messaging solutions and services to carriers and enterprises worldwide. With the mission to make every customer experience count, the company's portfolio combines global telecom capabilities with CPaaS and cloud-based call center solutions.

Ready to achieve the same results for your business? Contact the MessageWhiz team to learn how our OTP and messaging solutions can secure your customer journeys.