

Dolly Bell

How Belgrade's Most Beloved Gastro Pub Secured Its Reservations and Its Customers with 97% OTP Deliverability

- **Industry:** Hospitality / Food & Beverage
- **Location:** Belgrade, Serbia
- **Use Case:** OTP (One-Time Password) Authentication
- **Provider:** MessageWhiz by MMDSmart
- **Key Result:** 97% OTP deliverability rate



About Dolly Bell

Gastro Pub Dolly Bell is a contemporary dining and entertainment destination in Novi Beograd, Serbia. Open daily from 8:00 AM to 2:00 AM, the venue offers a full menu spanning breakfast, steaks, pasta, burgers, seafood, and desserts, alongside a carefully selected drinks offering and regular live performances. A cultural landmark in Belgrade's gastronomic scene, Dolly Bell is also available for private events and group celebrations.

www.dollybell.rs



The Challenge

Dolly Bell isn't just a restaurant. Opened in 2019 in Novi Beograd, it's become one of Belgrade's most sought-after gastro pub experiences, a place where weekend tables fill up days in advance and New Year's Eve bookings run for months. Named as a nod to Emir Kusturica's cult film, Dolly Bell carries weight both as a dining destination and as a cultural landmark for locals and visitors alike.

That reputation puts the customer experience under a microscope. When guests book a table online or place a food order through the platform, they expect the process to be fast, smooth, and friction-free. Any hiccup in that journey, a missing confirmation, a failed verification code, a booking that doesn't go through, reflects directly on the brand.

The team at Dolly Bell needed an OTP solution they could trust. Not one that worked most of the time. One that worked every time.



Why OTP Reliability Matters in Hospitality

In hospitality, the gap between a verified booking and an unverified one isn't just a UX issue – it's lost revenue. When a customer attempts to confirm a reservation and the OTP doesn't arrive, they don't wait. They close the tab, try a competitor, or call and complain. Worse, in online ordering, failed authentication at checkout creates abandoned carts and a perception of unreliability that's hard to shake.

For a venue running morning-to-midnight operations across breakfast, lunch, dinner, and late-night entertainment, the stakes are especially high. Dolly Bell's booking and ordering flows needed to handle verification requests reliably across any time of day, without gaps.



The MessageWhiz Solution

Dolly Bell partnered with MessageWhiz to handle OTP delivery across its customer touchpoints including online table reservations and food ordering. The integration was designed to be seamless: when a customer completes their booking or order, a one-time verification code is dispatched instantly via SMS, confirming their identity and securing the transaction.

Behind that single message is MessageWhiz's global routing intelligence - a system built to find the fastest, most reliable path for every message, every time. For OTP use cases in particular, where the window between sending and needing the code is measured in seconds, routing quality is everything.

The result: a 97% deliverability rate, sustained across all OTP traffic from Dolly Bell's platforms.

Client Review

"Our guests expect a smooth experience from the moment they book a table or place an order. With MessageWhiz, we knew the OTP would arrive fast and reliably, which helped us keep that experience seamless and protect customer trust."

— General Manager, Dolly Bell



The Result

97% deliverability isn't a vanity metric. For a venue running hundreds of reservations weekly and significantly more during peak events and holidays that reliability compounds quickly into real business impact.

Fewer failed verifications means fewer abandoned bookings. Fewer abandoned bookings means fuller tables. And fuller tables, at a gastro pub that's become a fixture on Belgrade's social calendar, means a customer experience that lives up to the reputation Dolly Bell has built since day one.

The team can now run online reservations and ordering with confidence, knowing the verification layer won't become the weakest link in the customer journey.



What This Looks Like in Practice

Every day at Dolly Bell, customers move from browsing the menu to booking their table to receiving a confirmation within minutes. The OTP arrives fast enough that it doesn't interrupt the flow. It arrives reliably enough that nobody has to stop and wonder if something went wrong.

For a venue that prides itself on an experience where every detail is considered, from the interior design to the curated drinks selection to the live entertainment, that kind of invisible reliability is exactly what a technology partner should provide.

MessageWhiz provides it.



About MessageWhiz

MessageWhiz is the omnichannel messaging platform by MMDSmart, built for businesses that need communications infrastructure they can depend on. From OTP and transactional SMS to marketing campaigns and two-way messaging, MessageWhiz delivers across every channel with the routing intelligence and deliverability standards that turn messaging into a competitive advantage.

www.messagewhiz.com

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.