

KENYA · CASE STUDY

Kenya - Case Study

How a Kenyan fintech cut OTP failures and cost with eSMS transactional routing.

◆ THE CHALLENGE

A Nairobi fintech was losing sign-ups to slow and failed OTP delivery during peak M-Pesa hours, and lacked visibility into why messages failed.

◆ WHAT WE DID

- Moved OTP traffic to a transactional Sender ID with priority routing
- Enabled real-time signed delivery reports for full visibility
- Tuned per-network routing for Safaricom peak windows

◆ RESULTS

OTP delivery	99.4% Up from ~92%
Median delivery	< 4 s During peak hours
Cost	-18% Via Business-tier rates

