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(54) **AUTOMATED MESSAGE ROUTING  
CHANGES BASED ON COMPLETION RATE**

(57) **ABSTRACT**

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Systems and methods for routing messages are disclosed herein. The methods can include maintaining, at a computing system, a plurality of completion rates, wherein each completion rate is associated with a communication network. The methods can also include receiving, from a service provider, a request to authenticate an end user of the service provider, generating an authentication message, and selecting, based on the maintained completion rates, a communication network from a plurality of communication networks. The methods can further include transmitting the authentication message to a device associated with the end user using the selected communication network, receiving an indication that the end user performed an action in response to receiving the authentication message, determining whether the end user has been authenticated based on the end user's action, and updating the maintained completion rate associated with the selected communication network based on the determination.

