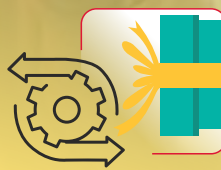# comviva

How India's Leading Gifting Brand Transformed Payments into an Experience

fnp

Powered by **mobiquity®One** – Orchestration Layer

80%+
Transaction Success Rate, surpassing benchmarks

60%+
Reduction in Manual Intervention, driving operational agility

INR 5Mn+
in Daily Transaction Value, fueling scalable growth

Consistent Checkout Experience, reducing cart abandonment and improving customer satisfaction

Customer Testimonial

At FNP, India's leading online gifting platform, delivering a seamless and reliable customer experience is at the heart of what we do. As we scaled rapidly, managing multiple payment gateways while ensuring a smooth customer experience became complex. What drew us to Comviva's mobiquity® One - Orchestration Layer was its commitment to being a neutral payment orchestration layer provider, allowing us the flexibility to integrate and route payments intelligently. The solution has helped unify our payment infrastructure, improve transaction success rates, boost operational efficiency, and enhance the overall customer experience.
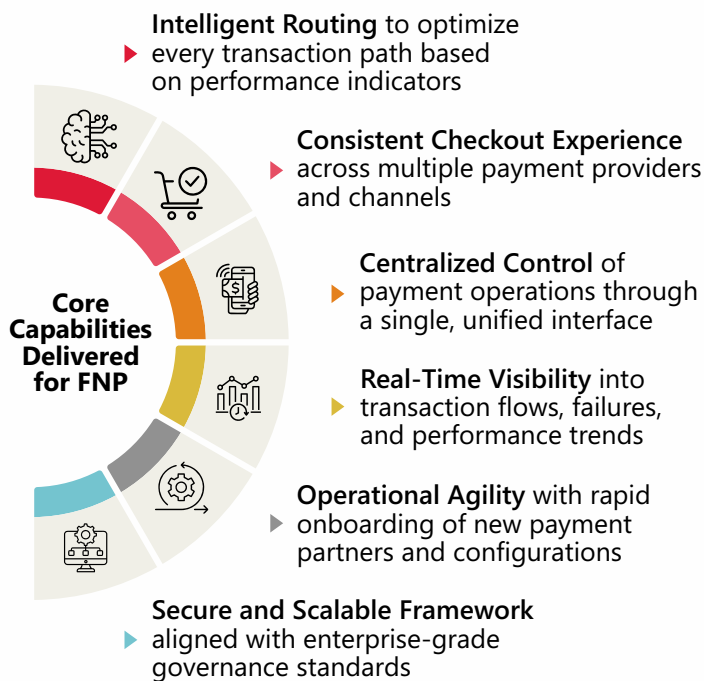
— **Chirantan Sharma**, Product Head at FNP

The Vision: Seamless, Scalable, Sentimental

Ferns N Petals (FNP), India's leading online gifting brand, delivers emotions with precision. With seasonal spikes and high-intent customers, every payment had to reflect this promise —**flawless, fast, and fail-proof**. However, as growth surged, so did complexity—**multiple payment gateways, fragile routing, and unclear failure reasons** led to dropped **transactions, delayed reconciliations, and revenue leakage**. FNP needed more than just a tool; they needed a **complete rethink of their payment orchestration**. That's when they partnered with Comviva.

Payment Orchestration Layer as a Strategic Lever

FNP needed a partner to **simplify payment routing** while ensuring **freedom, neutrality, and scale**. Comviva's mobiquity® One, an AI-powered payment orchestration layer offers real-time intelligence, modularity, and brand consistency, empowering businesses with **AI-driven agility, PSP-agnostic control, and developer-friendly flexibility**. Comviva's position as a **neutral orchestration layer provider**—with no involvement in payment processing— ensures complete alignment with the merchant's growth and technology goals.

Intelligent Routing to optimize
▶ every transaction path based on performance indicators

Consistent Checkout Experience
▶ across multiple payment providers and channels

Core Capabilities Delivered for FNP

Centralized Control of
▶ payment operations through a single, unified interface

Real-Time Visibility into
▶ transaction flows, failures, and performance trends

Operational Agility with rapid
▶ onboarding of new payment partners and configurations

Secure and Scalable Framework
▶ aligned with enterprise-grade governance standards

The implementation enabled FNP to enhance efficiency, increase payment success rates, and deliver a seamless customer experience— supporting its ambition to provide effortless and memorable gifting journeys at scale.

The Takeaway

With Comviva's mobiquity® One – Orchestration Layer, FNP turned complexity into composure. They didn't just improve payments— they redefined what a payment experience should feel like!

→ Transform Your Payment Workflows with **mobiquity®One**

→ Unlock **efficiency, enhance security,** and **optimize performance**

Get in touch with us today for a demo!