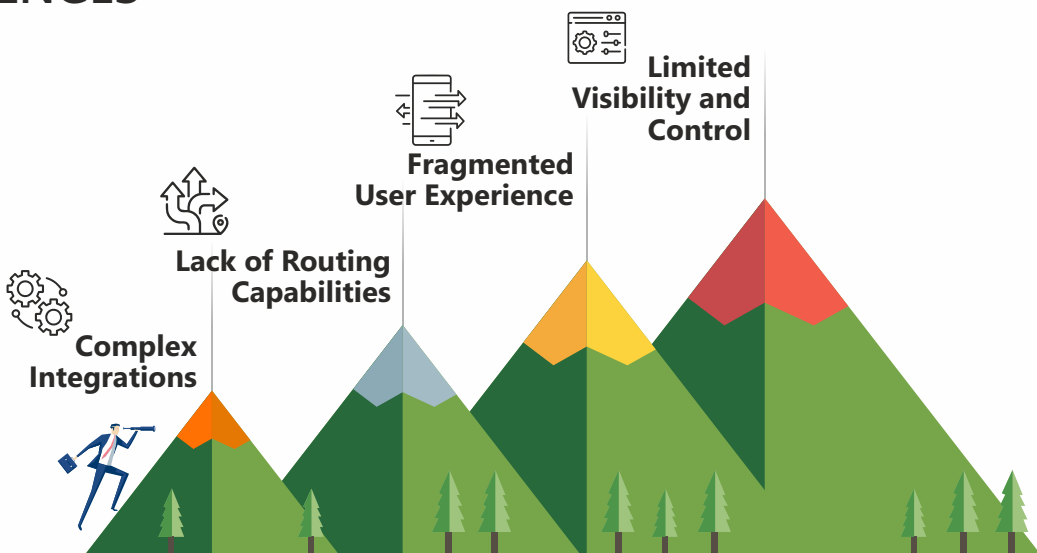




# Empowering Seamless Payments for FNP (Ferns N Petals) with mobiquity® One

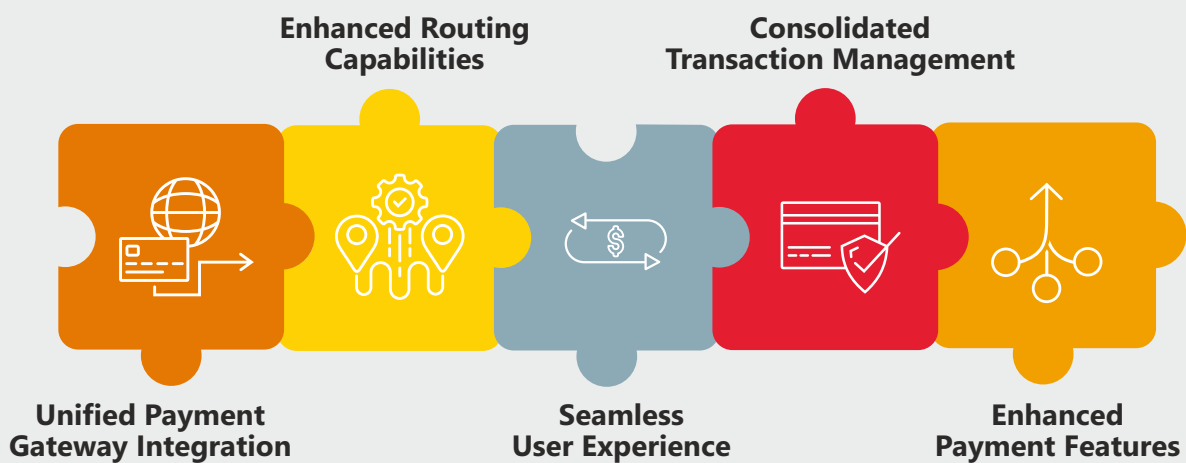
**FNP (Ferns N Petals), India's leading & most preferred gifting platform,** sought to enhance its customer experience by streamlining its payment processes. The company faced challenges in managing multiple payment gateways, which resulted in fragmented user experiences, inefficient operations, & limited flexibility. To address these challenges, FNP (Ferns N Petals) partnered with Comviva to implement mobiquity® One's Orchestration Layer.

## CHALLENGES



## SOLUTION

**mobiquity® One's Orchestration Layer** provided FNP (Ferns N Petals) with a comprehensive solution to address these challenges:



## IMPACT

Since the implementation of **mobiquity® One**, FNP (Ferns N Petals) has experienced significant improvements in its payment processing efficiency:



### Improved Transaction Success Rates

The platform has achieved a transaction success rate of more than **80%**, exceeding initial expectations



### Increased Operational Efficiency

Streamlined operations have reduced manual intervention and improved overall efficiency



### Enhanced Customer Experience

A smoother and more consistent payment experience has led to increased customer satisfaction and reduced cart abandonment rates



### Business Growth

The improved payment infrastructure has contributed to significant growth in transaction volume, with daily transaction values exceeding INR 5 million

## CONCLUSION

By leveraging the power of mobiquity® One's Orchestration Layer, FNP (Ferns N Petals) has transformed its payment infrastructure, resulting in improved efficiency, enhanced customer experience, and increased business growth. This successful partnership demonstrates the value of a robust and flexible payment platform in driving business success in today's competitive digital landscape.