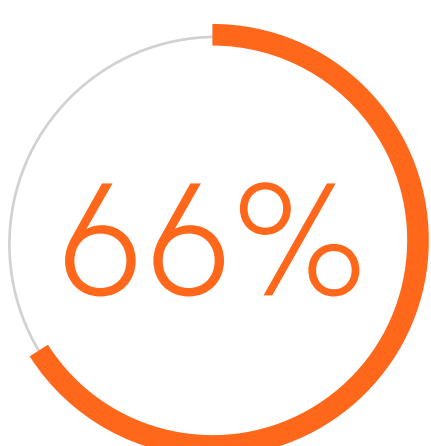


# Digital receipts

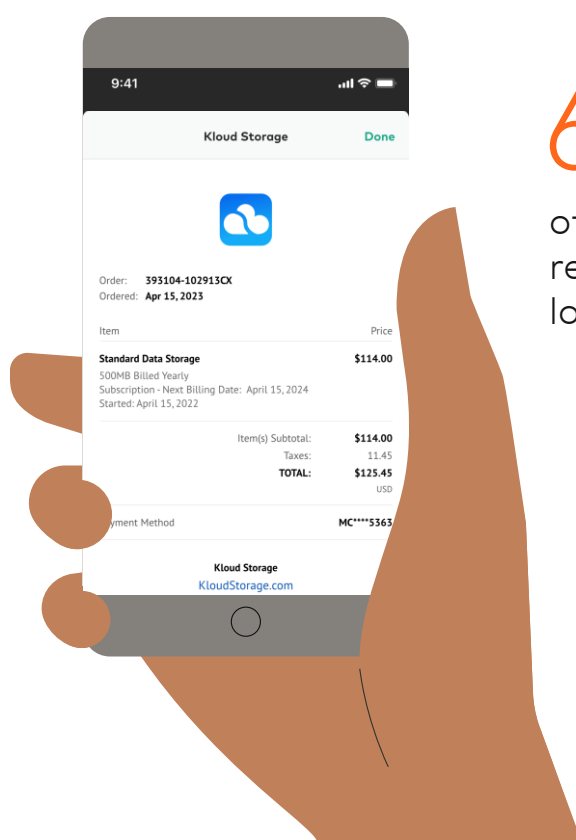
Globally, digital receipts are gaining in popularity with consumers for their convenience. Merchants like their ability to decrease the costs and time associated with printing a paper receipt, and to help reduce disputes and chargebacks. What other channels can merchants leverage to engage consumers and provide enhanced purchase insight?



Digital receipts are becoming table stakes, but a growing number of merchants are leveraging digital banking channels as a new way to engage their customers.<sup>1</sup>



66% of merchants currently provide digital receipts and another 28% plan to offer them in the next 1-2 years.



66%

of merchants believe that digital receipts in banking apps will help lower chargeback rates.

51%

of merchants have implemented or are considering implementing digital receipts through consumers' digital banking apps.

Merchants are interested in digital receipts in banking apps for new customer engagement opportunities.<sup>1</sup>

79%

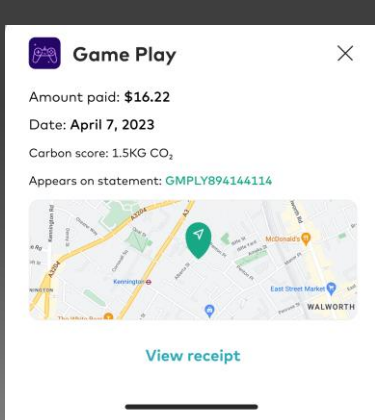
of merchants are interested in providing a link for customers to reorder the same product.

75%

of merchants are attracted to offering consumers similar product suggestions based on their past purchases.



To reduce confusion, an opportunity exists to provide consumers more purchase information in their bank app.<sup>2</sup>



80%

of consumers with an unrecognized transaction believe more details would have improved the investigation.

56%

of consumers are interested in using their banking app to access digital receipts with detailed purchase information.

Digital receipts help FIs give their cardholders more insight into their purchases—when and where they want.<sup>2</sup>



24%

of consumers investigated a purchase in the last 12 months because they did not recognize a transaction.

35%

of consumers who didn't recognize a transaction requested a refund from their bank.

41%

of consumers would consider switching banks to receive digital receipts in their banking app.

Contact us

Ready to tap into the potential of digital receipts? Contact us to learn more.

Sources:

1. Datas Insights, Digital Receipts and Digital Banking: New Frontiers for Growth. April 2024.
2. Datas Insights, Digital Banking and Consumer Clarity: Q4 2023 Survey Findings.

