QUESTION 6: What does a successful pilot look like?

Let’s imagine it’s 60 days after CVS or a boutique retailer launched a pilot using BlockReceipt.

What key outcomes or proof points do we need to prove it worked?

Pick your top 3–4 indicators of success, like:

% of customers who chose to mint a BlockReceipt

Reduced return disputes

Improved NPS or social sentiment

Cost savings from reduced paper usage

Number of wallets claimed / engaged

**Answer:  
  
60-Day Pilot — What “good” looks like**

| **Success pillar** | **Key metric** | **How we measure** | **Why it matters** |
| --- | --- | --- | --- |
| **Customer adoption & enthusiasm** | **Opt-in rate ≥ 25 %** of eligible transactions\* | POS analytics + on-screen “Mint BlockReceipt” taps | Shows that, with light in-store messaging, shoppers are willing to try a new receipt format. |
| **Friction-free returns** | **≥ 40 % faster** return-desk processing time for NFT-receipt holders | Time-and-motion study (scan NFT vs. manual lookup / paper) | Proves BlockReceipt reduces queue length, labor cost, and customer frustration. |
| **Cost & waste reduction** | **≥ 30 % drop** in thermal-paper consumption in pilot lanes | Compare paper-roll usage vs. control lanes | Quantifies hard-dollar savings and ESG impact (CO₂, trees saved). |
| **Brand & loyalty lift** | **+6 pt Net Promoter Score** among Gen-Z/Millennial shoppers in pilot stores | Two-question post-purchase SMS survey | Confirms NFT receipts generate the “cool/innovative” halo CVS wants. |

\*Opt-in goal assumes basic signage (“Try our digital NFT receipt”) and a brief on-screen explainer; aggressive marketing would push adoption higher.

**Extra proof points (nice-to-have)**

* **Return-fraud reduction:** ≥ 20 % fewer “no-receipt” claims.
* **Wallet engagement:** ≥ 70 % of minted receipts viewed at least once in customer wallet.
* **Earned media:** Local or trade-press coverage highlighting CVS’s sustainability play.

**Executive scorecard**

If the pilot hits **three of the four core metrics**, the VP of Innovation can sign off on a phased national rollout—backed by hard cost savings, ESG wins, and measurable customer delight.