Q7 What’s in it for the customer? Tangibly.

Right now, minting a BlockReceipt is cool — but why would someone go out of their way to use it twice?

Give me at least 2 solid benefits customers get from choosing BlockReceipt over print or email.

Could be:

Better returns

Loyalty points

Resale proof

Discounts if you mint

Giftable receipts

Tax/budget tools

Answer:

**What’s in it for the customer? — Two tangible, repeat-worthy perks**

| **Benefit** | **Why it keeps shoppers coming back** |
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| **1. Instant “smart receipt” vault** | Every NFT receipt lives in a single wallet-linked app. Built-in OCR auto-categorises purchases, so customers can:  • Track spending by store or category  • Export tax / budget reports with one tap  • Search “Did I already buy AA batteries?” before double-purchasing. The next time they shop, that always-on archive is too useful to give up. |
| **2. Unlockable rewards & personalised offers** | Minting a BlockReceipt triggers an on-chain loyalty token. Retailers (or partnered brands) can airdrop:  • Targeted discounts on items the customer actually buys — no generic spam  • Limited-edition artwork or “collect-all-five” badge NFTs that gamify repeat visits. Because the wallet is customer-controlled, opting in feels safe—and the first surprise reward creates the “I’ll do that again” habit. |

**Bonus ripple effects**

* **Friction-free returns & warranty claims** — staff scan the NFT, skip manual look-ups.
* **Resale proof** — the NFT doubles as irrefutable provenance on marketplaces like eBay or StockX.

BlockReceipt turns a throw-away scrap of paper into a personal finance tool and a gateway to perks—tangible reasons to choose “Mint” every time.