Digital Receipt

Call for Interest

An increasing number of retailers in many parts of the world have started to adopt Digital Receipts. Examples include major retailers such as Woolworths in Australia and ICA in Sweden. In contrast to their paper-based substitutes, digital receipts are delivered in electronic form via mobile application or email after a previous identification of the consumer, e.g. via mobile payment, loyalty, or credit card. Offering digital receipts to consumers is not only more sustainable nor regulation driven, but also enables to offer a range of value-added services to consumers. Such services can include personalised product recalls, digital guarantees, product information and other post-purchase services. In many cases such digital receipt services and apps are offered by specialised digital receipt service providers. Most of these services are based on proprietary data format. In most cases, it becomes an endpoint. It's not possible to offer services based on multiple data formats.

Having a GS1 standard may support these digital receipt services in a non-proprietary manner. For example, with Digital Receipts standards, the digital supply chains can now be extended to include consumers that opt in to support personalised product information, product recalls, sales of related spares and accessories, renewals and many more.

Drivers and Concerns for Digital Receipts

Giving consumers access to their purchase history, realised in the form of a collection of digital receipts, opens new opportunities for industry to meet the expectations of today's and tomorrow's market. Although regulators in some regions are supporting the concept of consumers accessing and owning their data, there are also some important business drivers for implementing digital receipts.

Some of the drivers are:

- Efficiency – both in the retail checkout process and in expense management applications
- Marketing – through close individual consumer interaction
- Consumer trust – provide more information on the product
- Security - through the ability to actively recall products already sold to the consumer
- Registration of guarantee – product activation in "Product Life Log" services for durable goods

- Authentication - product identification and proof of ownership for second-hand products
- Sustainability – not having to print paper receipts for each purchase

Some of the concerns include:
- PDF approach - reduces the capacity to use digital receipt data
- Multiple proprietary data model - the lake of interoperability reduces benefits
- Dependency - one player could take the lead on data format and impose its rules to other players
- Data Privacy – some consumers are unwilling to identify themselves to the retailer

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Call for Interest

We would like to know if you are interested in:
- Create a global GS1 standard for digital receipts
- Define best implementation practices

Who can support?

Retailers, Brands, Solution Providers and Regulators interested in creating, implementing global standard on Digital Receipt to develop new services.

How can support?

You can provide you availability to support the development sending an email to your local contact or to the global office:

Local contact:
Stephanie Ramos, sramos@gs1us.org or Jo Anna Stewart, jstewart@gs1us.org