

# Auto-Assign Rewards by Customer Tag

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## What Is This?

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Auto-Assign Rewards by Customer Tag lets you automatically hand out a reward to any customer who has a specific tag. Instead of manually finding tagged customers and giving them rewards one by one, the system does it for you — instantly and in the background.

## Real-Life Example

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Aisha runs a bubble tea chain. She recently ran a "Taste Test" event and tagged all attendees with a "Taste Test VIP" tag. Now she wants to thank them with a free topping voucher.

Without this feature, Aisha would need to look up each attendee and give them the voucher manually. With Auto-Assign by Tag, she creates a reward, turns on the auto-tag option, and picks the "Taste Test VIP" tag. Every customer with that tag immediately receives the voucher — no manual work needed.

Later, when her staff tags a new walk-in customer as "Taste Test VIP", that customer automatically gets the voucher too.


## How to Set It Up

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### Step 1: Create or edit a reward


Go to **Admin Panel > Loyalty Program > Rewards** and click **Create**, or open an existing reward.


# Pixalink

 Dashboard


## Loyalty Program

 Record Points

 Transactions


 Rewards


 E-commerce Transactions


 POS Transactions


 Customer Portal Design

 News Feed

 Referral Configuration

 Tier Configuration

 Feedback

 Paid Membership Types

Forms ^

Wallet Management ^

Reservation ^

CRM ^

General ^

Settings ^








Fill in the **Reward Details** tab with a name and description.

Active

**Reward Name\***

Welcome Drink

**Description\***

**B** ***I*** **U** ~~**S**~~  $x_2$   $x^2$    $H_2$   $H_3$       








**Terms & Conditions**

Set the terms and conditions for the reward.

**Terms & Conditions Template**

Select an option

**Terms & Conditions\***

**B** ***I*** **U** ~~**S**~~  $x_2$   $x^2$    $H_2$   $H_3$       

**Reward Cover Image**

Select a preset cover or upload a custom image.

**Cover\***

Custom

**Custom Cover**

Drag & drop your file or browse

If uploaded differently, images auto-adjust to 1:1; ideal viewing at 512x512px.

## Step 2: Set the cost to zero

Auto-tag rewards are given automatically — they cannot cost any points or credits. Set **Points to Redeem** to **0**.

## Points

Active

Points to Redeem

0

## Credits

Active

Credits to Redeem

0

### Step 3: Turn on "Auto-assign to Customers with tags"

Click the **Automations** tab. Under **Auto tag**, toggle on **Auto-assign to Customers with tags**, then add your tag rules:

1. Click **Add to configuration** to add a new row
2. **Tag** — pick the customer tag from the dropdown
3. **Quantity** — how many of this reward each matching customer gets (default: 1)



You can add multiple tags with different quantities.

## Auto tag

Auto-assign to Customers with tags



### Configuration

↑↓	
Tag	
VIP	▼
Quantity	
1	
↑↓	
Tag	
Birthday	▼
Quantity	
2	

Add to configuration

### Step 4: Activate and save

Make sure the **Active** toggle is on, then click **Save**. The system will immediately give this reward to all existing customers who already have the matching tags.



Active

## When Does It Trigger?

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The reward is given automatically whenever a customer gets a matching tag:

- **You manually tag a customer** in the Admin Panel
- **A customer registers through a custom form** set up to auto-tag
- **A customer makes a reservation** if the calendar is configured to auto-tag on booking
- **Customers are imported in bulk** with tags included
- **You update the reward** — the system re-checks all customers with the relevant tags

## What Your Customers Will See

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Customers will see the reward appear in their rewards list, ready to be redeemed — just like any other reward.

## Good to Know

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- **The reward must be free.** Point and credit costs are forced to 0 when auto-tag is enabled.
- **Only active rewards are given out.** Deactivating the reward stops new assignments.
- **Existing customers are included.** All customers with the matching tag receive it when you first save — not just future tagging.
- **One reward per customer.** No duplicates, even if a customer is tagged again or the reward is updated.
- **Multiple tags supported.** Each tag can have its own quantity.
- **Tags come from your CRM.** Set up your tags first before using this feature.