

Birthday Rewards — Automatically Reward Customers on Their Birthday

What Is This?

Birthday Rewards let you automatically give a reward to every customer during their birthday month. You set it up once, and Pixalink takes care of the rest — no manual work needed, no birthdays forgotten.

Real-Life Example

Mei runs a bubble tea shop in Penang. She used to keep a spreadsheet of customer birthdays and manually send out vouchers every month, but she kept missing people or sending them late.

After turning on Birthday Rewards in Pixalink, every customer with a birthday on file now receives a free topping voucher at 9:00 AM on the first day of their birthday month. One of her regulars, Ahmad, was surprised to wake up to a birthday reward notification on his phone. He came in that same week to use it and ended up buying drinks for his whole office. Mei didn't lift a finger — the system handled everything automatically.

How It Works

Pixalink checks for customers whose birthday falls in the current month. At the time you choose, it assigns the reward to every matching customer who hasn't already received it this year. Each customer only gets the birthday reward once per year, so there's no risk of duplicates.


If a new customer signs up during their birthday month and you've turned on the "on-the-day" option, they'll receive the reward right away when they register — they won't have to wait until next year.

How to Set It Up

Step 1: Create or edit a reward


Go to **Admin Panel > Loyalty Program > Rewards** and click **New Reward**, or open an existing reward to edit it.


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, description, and cover image.

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 points cost to zero

Because this reward is given automatically, the points and credits cost must be **0**. Set **Points to Redeem** to **0** (and Credits if applicable).

Points

Active

Points to Redeem

0

Credits

Active

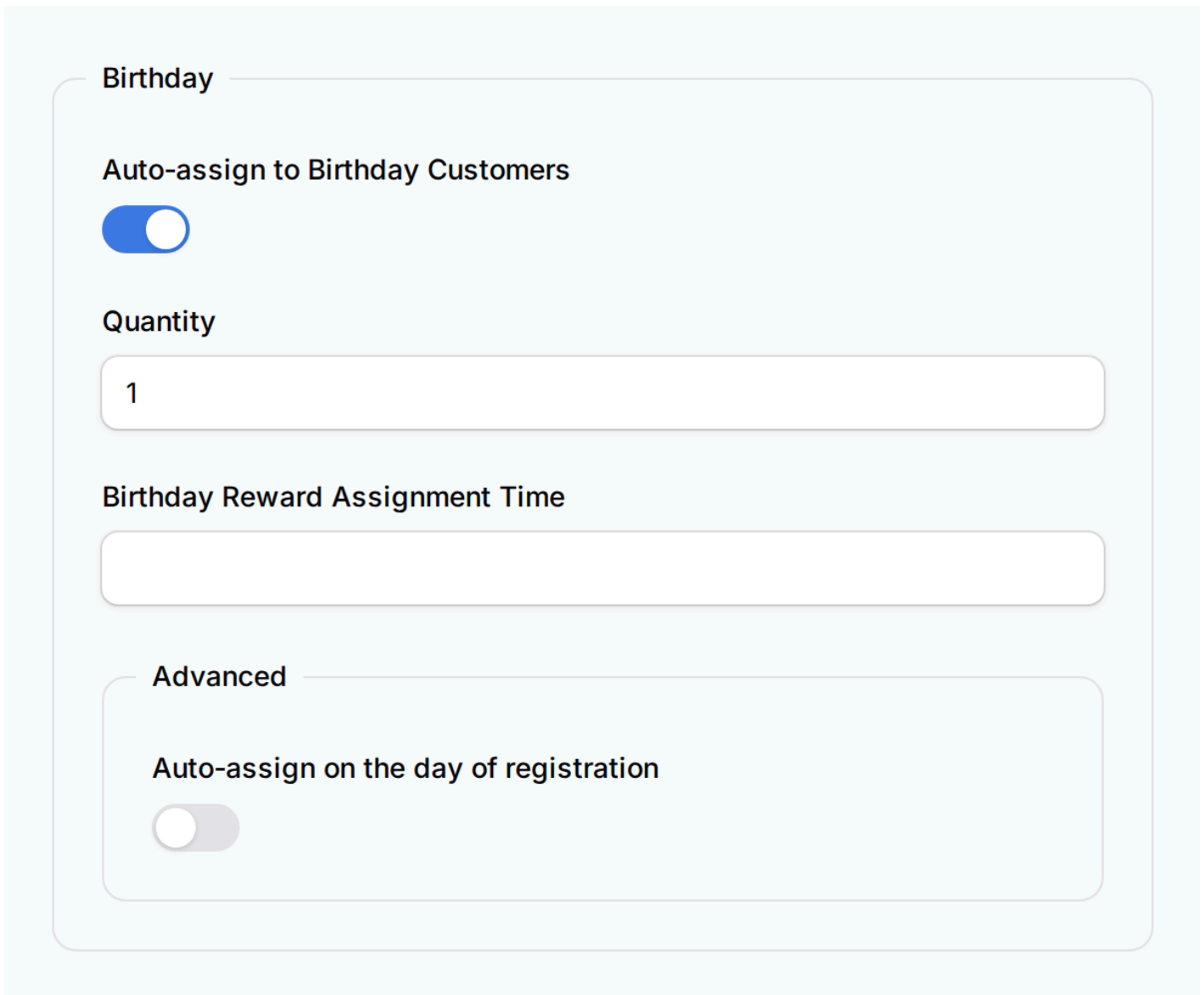
Credits to Redeem

0

The system enforces this — you cannot set a cost on a reward that has automation turned on.

Step 3: Turn on Birthday automation

Click the **Automations** tab, then under the **Birthday** section toggle on **Auto-assign to Birthday Customers**. Set the **Quantity** (usually 1) and the **Birthday Reward Assignment Time** — this controls when the reward is delivered on the first day of the customer's birthday month.



The assignment time uses 30-minute intervals (e.g. 09:00, 09:30, 10:00). Pick a time when your customers are likely to check their phone.

Step 4: (Optional) Turn on "On the day of registration"

In the **Advanced** section within Birthday (shown in the screenshot above), enable **Auto-assign on the day of registration** if you want customers who sign up during their birthday month to receive the reward immediately rather than waiting for the next scheduled run.

Step 5: Set an expiry or validity period

Back in the **Settings** tab, set an **Expiration Date** or enable **Custom Valid Day(s) after redemption** to control how long customers have to use the reward.

Validity

Valid use period of the reward.

Expiration Date

12/31/2026



The last date the reward will be available - customers can still use it until 11:59 PM on this date.



Custom Valid Day(s) after redemption

If disabled, it can be used anytime until expiry date.

Valid Day(s)

30

The reward can be used within the specified day(s) after redemption.

Step 6: Activate and save

Make sure the **Active** toggle is turned on, then click **Save**.



Active

That's it. Pixalink will check every 30 minutes for birthday rewards that need to be sent out and assign them at the time you chose.

What Your Customers Will See

Customers whose birthday month matches the current month will receive the reward in their account. If you've set up WhatsApp notifications for the reward, they'll also get a message letting them know about their birthday gift. The reward appears in their customer portal with a unique code they can show at your location to claim it.

Good to Know

- **Birthday month, not birthday date.** All customers born in March receive their reward in March — not specifically on their birth date.

- **Customers need a date of birth on file.** If a customer's profile doesn't include their date of birth, they won't receive a birthday reward.
- **One reward per year.** Each customer can only receive a specific birthday reward once per calendar year.
- **Points/credits must be zero.** Automated rewards cannot have a point or credit cost.
- **Multiple birthday rewards.** You can create more than one reward with birthday automation — customers will receive all of them.
- **The reward must be active.** If you deactivate the reward, birthday assignments will stop.