

What Is This?

Yes. If your staff record points for a phone number that isn't in your customer list yet, Pixalink creates a new customer for that number. The points are saved straight away.

When that person later signs up on your portal with the same number, the points are already waiting for them. Nobody loses a visit just because they hadn't registered yet.

How It Works

On Record Points: staff enter a phone number under **Loyalty Program → Record Points**.

The screenshot displays the Pixalink web application interface. On the left is a sidebar menu with categories: Dashboard, Loyalty Program (selected), Point History, Rewards, Customer Portal Design, News Feeds, Referral Configurations, Tier Configurations, Feedbacks, Promo Codes, Stamp Campaigns, Wallet Management, Top Up Credits, Credit History, Top Up Configurations, Reservation, Calendars, Reservations, CRM, Broadcast Batches, and Campaigns. The main area is titled 'Record Points' and contains a progress bar with two steps: '01 Enter Customer Phone Number' and '02 Enter Add Point Amount'. Step 01 is active, showing a 'Phone Number' input field with a dropdown menu for country codes and a text input for the number. The number '111222339' is entered. A 'Next' button is visible at the bottom right of the input field. Above the input field, there are buttons for 'Check Customer Rewards', 'Validate Reward', 'Deduct Point', 'Issue Stamp', and 'Revert Stamp'.

For a new number: the next screen has no **Customer Information** box. **Point Amount** appears, and your account may also show outlet or other fields. Saving the points creates the customer.

Pixalink | Search | EN | US

Record Points

Check Customer Rewards | Validate Reward | Deduct Point | Issue Stamp | Revert Stamp

01 Enter Customer Phone Number | 02 Enter Add Point Amount

Point Amount*

Back | Create

For an existing customer: the **Customer Information** box shows their name, phone number and current points. A missing box means the number was not found in your customer list.

Pixalink | Search | EN | US

Record Points

Check Customer Rewards | Validate Reward | Deduct Point | Issue Stamp | Revert Stamp

01 Enter Customer Phone Number | 02 Enter Add Point Amount

Point Amount*

Customer Information

Customer Name	N/A
Phone Number	+6011122230
Current Points	282

Back | Create

Tip

Teach staff to look for the **Customer Information** box before saving. If it is missing for a regular, check the number.

What happens next

When	What happens
Points are saved	A new customer appears under CRM → Customers with the source Direct and no name yet
The person logs in on your portal with that number	They land on the same profile, with their points already there
First portal visit	The portal asks them to fill in their name and birthday

Real-Life Example

Ahmad runs a nasi lemak stall in Shah Alam. A regular pays at the counter but has never joined the loyalty programme. The cashier records 12 points against her phone number anyway.

That evening she scans the QR code, logs in with the same number and adds her name. She sees her 12 points, plus the welcome voucher Ahmad gives every new member.

Good to Know

- **Welcome messages and vouchers can still apply.** A customer first created through Record Points can receive your new-customer welcome, subject to its conditions and delay.
- **The new customer belongs to the outlet** chosen when the points were recorded.
- **Prefer to block unknown numbers?** Pixalink can switch your account to "existing customers only". Staff then see "Customer does not exist, please add customer first." and must add the customer before recording points.

Warning

Check the phone number carefully. A typo can create another customer or give points to an existing customer with that number. For corrections, see [How to Deduct Points from a Customer](https://kb.pixalink.io/articles/how-to-deduct-points-from-a-customer) (<https://kb.pixalink.io/articles/how-to-deduct-points-from-a-customer>).

Need Help?

Want unknown numbers blocked at Record Points? Contact our support team and ask for "existing customers only" to be turned on for your account.

What's Next?

- [How to Record Points for a Customer](https://kb.pixalink.io/articles/how-to-record-points-for-a-customer) (<https://kb.pixalink.io/articles/how-to-record-points-for-a-customer>)
- [How to Deduct Points from a Customer](https://kb.pixalink.io/articles/how-to-deduct-points-from-a-customer) (<https://kb.pixalink.io/articles/how-to-deduct-points-from-a-customer>)

- [Set Up Welcome Messages and Vouchers for New Customers](https://kb.pixalink.io/articles/set-up-welcome-messages-and-vouchers-for-new-customers) (https://kb.pixalink.io/articles/set-up-welcome-messages-and-vouchers-for-new-customers)