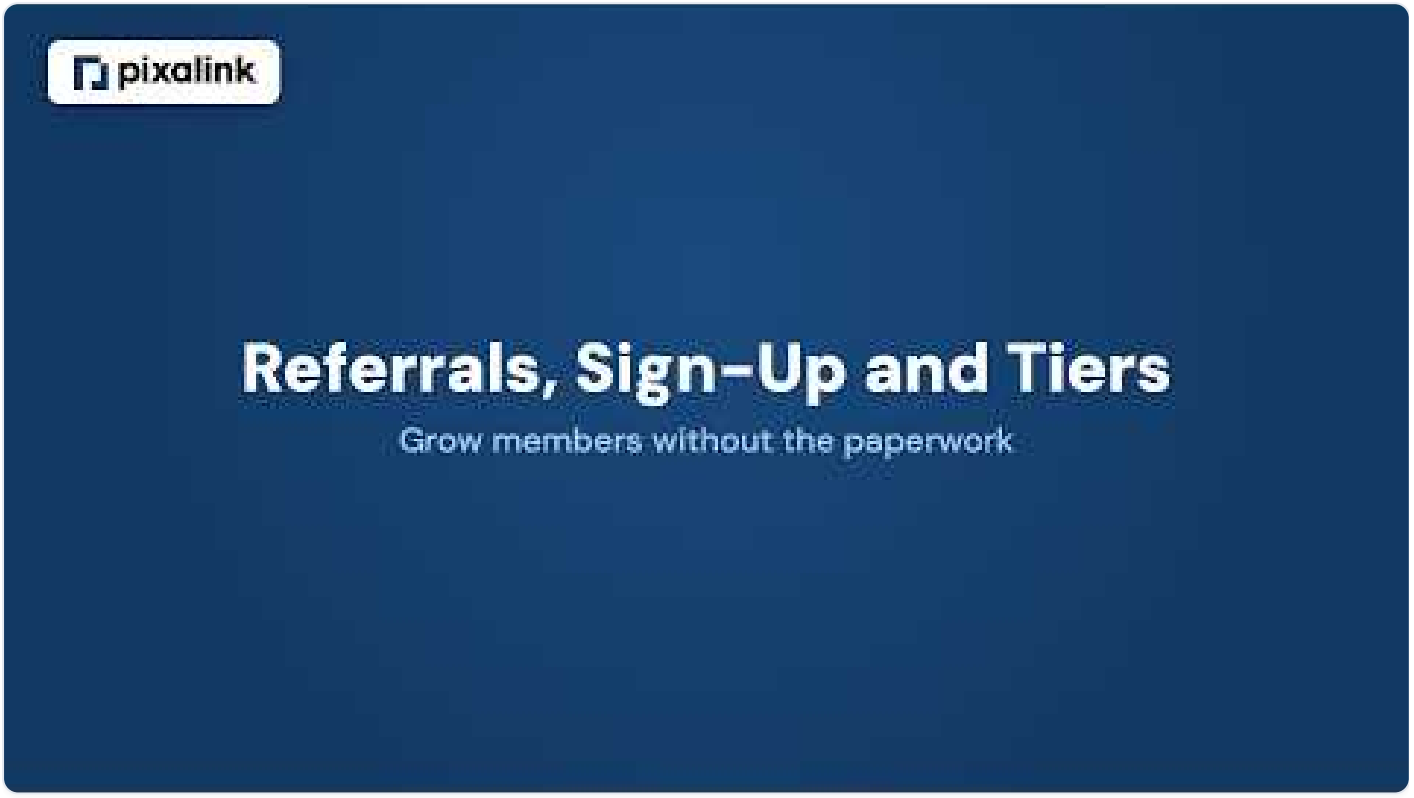
What Is This?

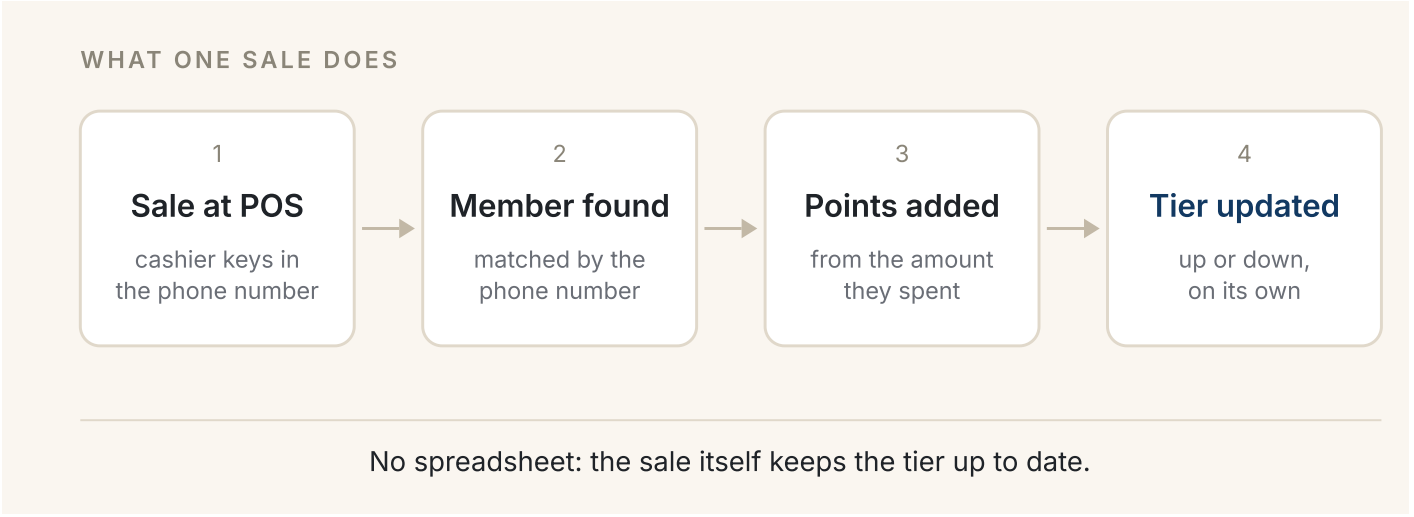
When your POS or accounting system is connected, each sale linked to a member adds points. Pixalink then checks the member's tier and moves them up or down by itself. You don't need a spreadsheet to track who your VIPs are.

Video Walkthrough



Watch the video: https://youtu.be/9d96xWRsnM8?t=86

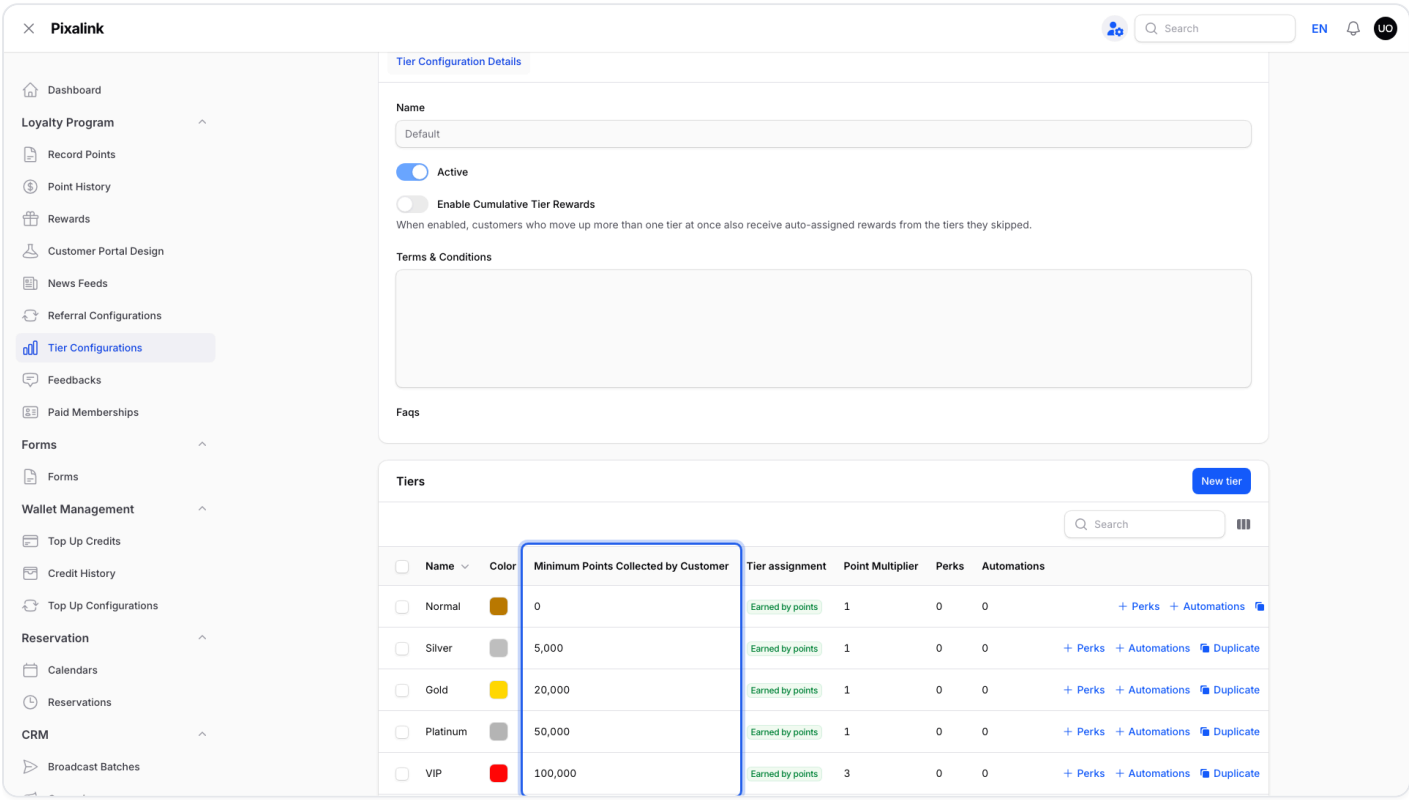
How It Works



- **The sale must match a member. Record Points**, StoreHub and Loyverse add a new member when the phone number is new. With AutoCount or Eats365, the customer must already be a member. A sale with no match waits in **POS Transactions** until staff link it. See How to Give

Points for a POS Sale Missing a Phone Number (https://kb.pixalink.io/articles/how-to-give-points-for-a-pos-sale-missing-a-phone-number).

- **Points come from the sale.** The POS sends each sale to Pixalink, and points are added from the amount spent. If the customer's tier has a point multiplier above 1, they earn more.
- **Each tier has a minimum.** You set the minimum points for each tier. When a customer's points reach the next minimum, Pixalink moves them up.
- **Only purchase points count.** Spending points on rewards doesn't pull a customer down a tier.
- **Voided sales take points back.** A voided sale removes its points and stops counting toward the tier, so the customer can move down.
- **Refunds don't lower the tier.** A refund takes points off the balance, but the tier stays.



Minimum Points Collected by Customer is the number a customer must reach. Earned by points means the tier moves with points.

To see how customers join in the first place, see Member Sign-Up Options Explained: QR, POS and Import (https://kb.pixalink.io/articles/referrals-easy-sign-up-and-sales-linked-tiers-explained).

Real-Life Example

Wei Lin runs three bakeries in Kuala Lumpur. She used to track VIP spending in a spreadsheet every month. Then she connected her POS to Pixalink. Now a regular who spends RM40 earns points at the counter. When her points reach the Silver minimum, she moves up to Silver that same day. Wei Lin no longer updates a spreadsheet, and her tiers are always current.

Good to Know

- **Customers you place by hand stay put.** If you put a customer in a tier yourself, their points don't move them.
- **Tiers marked Manual are never reached by points.** Only tiers set to **Earned by points** move on their own.
- **Points you add on Record Points count too.** They count as purchase points, the same as a POS sale.
- **Point expiry matters.** If your points expire, expired points stop counting, and the customer can drop a tier.

Need Help?

If a member's tier looks wrong after a sale, send our support team their phone number and the receipt number. We'll trace where the points went.

What's Next?

- How Loyalty Points Are Earned at POS (https://kb.pixalink.io/articles/how-loyalty-points-are-earned-at-pos)
- How Point Usage and Expiry Affects Your Tier Level (https://kb.pixalink.io/articles/customer-loyalty-tiers-how-point-usage-and-expiry-affects-your-tier-level)
- How to Set Up Loyalty Tiers (https://kb.pixalink.io/articles/how-to-set-up-loyalty-tiers)