

# How the Referral Program Works

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## What Is This?

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The referral program turns your happy members into your best marketers. A member shares a link, a friend joins, and both sides earn a reward. It is word-of-mouth growth built into your loyalty program, so you win customers without paying for ads.



### How the Referral Program Works

Pixalink Customer Loyalty Program Software



Watch on

## How It Works

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Set up one referral program per business under **Admin Panel → Loyalty Program → Referral Configurations**. Each organisation has a single referral program, so once you save it the Create button steps aside for editing. Click **Create**, then fill in the tabs.

Start on the **Information** tab. Here you choose what the new friend gets and when the reward counts.

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Referral Configurations > Create

Create Referral Configuration

Information

Inviter Settings

Configurations

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Invitee

Invitee Reward

Select an option

Invitee Point Amount

0

Please make sure that the reward do not need any point to redeem, disabled Single Redemption and also not being automated to new customers

How many points the invitee will get?

Claim Condition

Enable Conditional Referral

Slot Consumption Trigger

Configure when referral slots are consumed and how invitees are counted toward reward eligibility.

Slot Consumption Trigger

Signup

Determines when a referral slot is consumed: on signup (anti-abuse) or on purchase (customer-friendly)

Slot consumed when invitee registers. Anti-abuse measure.

Create

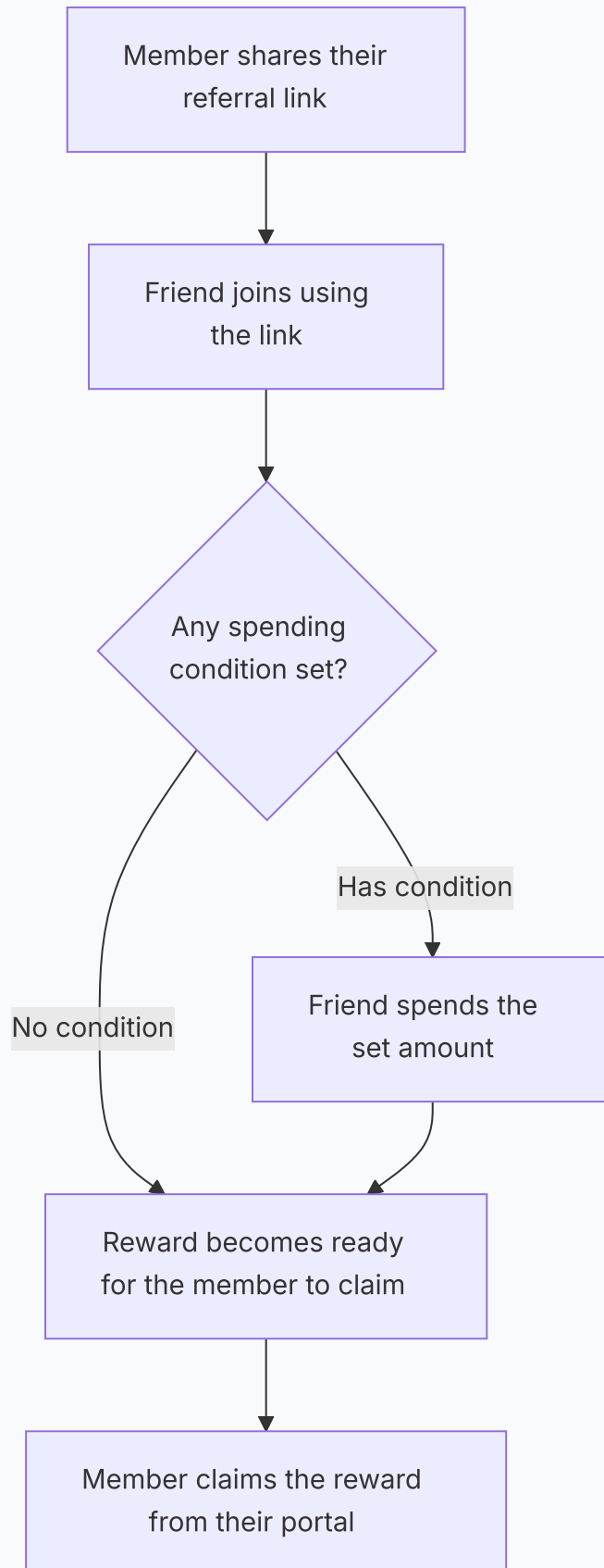
Cancel

What each main setting does:

| Setting                     | What it does                                                                                                                                          |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Invitee Reward              | A free voucher for the new friend. Only zero - point rewards that are not single redemption or new - customer rewards can be picked.                  |
| Invitee Point Amount        | Bonus points for the new friend.                                                                                                                      |
| Enable Conditional Referral | Adds a spending condition before the reward counts.                                                                                                   |
| Claim Condition             | The friend's first spend, any single spend, or total spend must reach a set amount.                                                                   |
| Slot Consumption Trigger    | Decides when a referral slot is used up: on <b>Signup</b> or on <b>Purchase</b> .                                                                     |
| Referral Items              | On the <b>Inviter Settings</b> tab, set what the member earns. You get up to 10 slots, one per successful referral.                                   |
| Referral Message            | The invite text members share, with <code>{{SPACE_NAME}}</code> and <code>{{REFERRAL_LINK}}</code> placeholders. A live preview shows the share card. |
| Notifications               | WhatsApp messages to the member when a friend signs up or a reward is ready.                                                                          |
| Terms                       | The program rules shown to members, ready to edit.                                                                                                    |

If your credit wallet is on, you can also give bonus credit to either side.

How a referral works for both sides:



The friend's bonus arrives as soon as they join. The member's reward becomes ready either right away (no condition) or once the friend meets the spending condition, and the member then claims it from their portal.

Members share from the **Referral** page in their portal. They tap **Invite via WhatsApp** or **Show my QR**, and the link carries a unique code so the right member gets credit.

## Real-Life Example

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Priya runs FitZone gym in Cheras and wants members to bring friends. She sets a RM10 voucher for each new friend, plus 200 bonus points for the member who invites them. She adds one rule: the friend must spend RM50 on their first visit. Nurul, a regular, shares her link on WhatsApp. Her friend joins and buys a RM60 pass. The friend gets the RM10 voucher, and Nurul's 200-point reward becomes ready to claim. Priya gains a paying member and two happy customers.

## Good to Know

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- **More friends, more rewards.** You can set up to 10 reward slots. Each successful referral uses the next slot. Each friend can be referred only once — the first member to invite them gets the credit.
- **Settings apply live.** Reward, point, and credit amounts are read at the moment a reward is granted or claimed. If you change them while a campaign is running, the new values apply to referrals that are still in progress.
- **Turn it on first.** The referral link and page appear after you switch on the referral feature in **Customer Portal Design**. A friend who joined earlier has no referral recorded.
- **Share the portal link.** The link keeps its code through the WhatsApp login. A link that loses its code will not record the referral, so members should share the one from their portal.
- **Paid membership option.** If you sell paid memberships, you can complete the referral only when the friend buys their first membership. It counts whether the membership is paid online or recorded by staff.
- **Signup or Purchase slots.** Use **Signup** to guard against fake sign-ups, or **Purchase** to count only friends who really buy.

## Need Help?

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Contact the Pixalink support team and we will walk you through your referral setup.

## What's Next?

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- [How to Set Up Referrals](#)
- [How to Set Referral Rewards with Claim Conditions](#)
- [How to See Who Invited a Customer](#)

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