

How to Block a Customer

What Is This?

Blocking a customer stops them from logging into your customer portal and removes them from all marketing messages and reward programs. Use this when you need to completely restrict a customer's access to your business through Pixalink.

Real-Life Example

Ahmad runs a cafe loyalty program. He notices a customer named "Razi" has been creating multiple accounts to abuse the welcome reward. Ahmad opens Razi's profile in the admin panel, changes his status to **Blocked**, and saves. Razi can no longer log in, receive promotions, or earn rewards.

Two months later, Razi contacts Ahmad to apologise. Ahmad simply changes Razi's status back to **Open** — all his previous points and rewards are still there.

How to Set It Up

Blocking a Single Customer

1. Go to **CRM → Customers** and find the customer you want to block. You can use the search bar to find them quickly. The customer list shows each customer's current status as a coloured badge.

Customers		
Name	Phone Number	Status
Ahmad Ibrahim	60123456789	Open
Sarah Tan	60112345678	Converted
John Doe	60198765432	Blocked
Wei Lin Chong	60167890123	Do Not Contact
Priya Kumar	60174567890	Open

- Click on the customer's name to open their profile. On the right side, find the **Properties** section and change **Status** to **Blocked**, then click **Save**.

Source*

Direct

Status*

Blocked

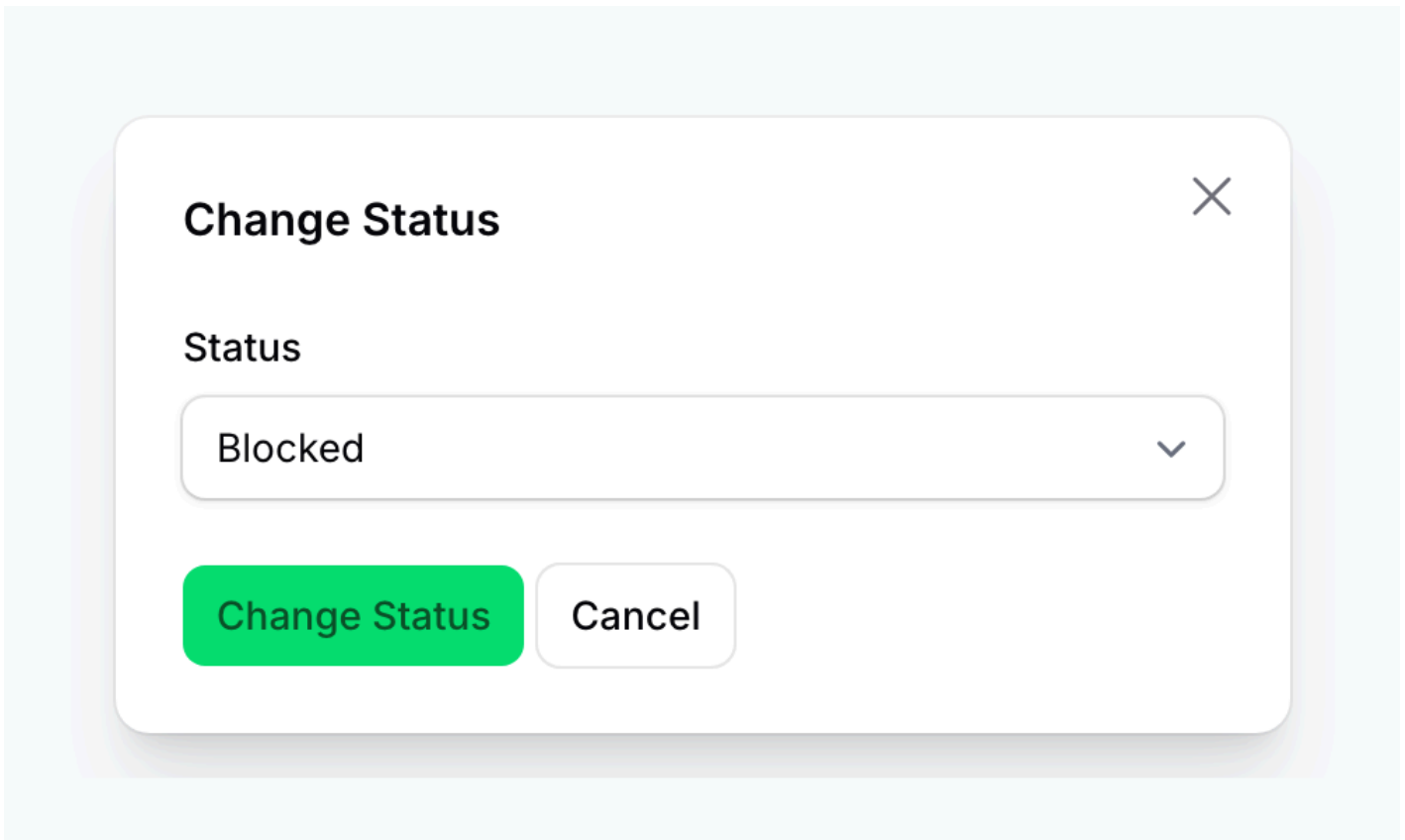
The customer is now blocked and will no longer be able to log in or receive any messages.

Blocking Multiple Customers at Once

- Go to **CRM** → **Customers** and tick the checkboxes next to each customer you want to block. A toolbar will appear showing the number of records selected and the **Change Status** action button.

Customers			
Change Status			
2 records selected.		Select all 5 Deselect all	
<input type="checkbox"/>	Name	Phone Number	Status
<input type="checkbox"/>	Ahmad Ibrahim	60123456789	Open
<input type="checkbox"/>	Sarah Tan	60112345678	Converted
<input checked="" type="checkbox"/>	John Doe	60198765432	Blocked
<input checked="" type="checkbox"/>	Wei Lin Chong	60167890123	Do Not Contact
<input type="checkbox"/>	Priya Kumar	60174567890	Open

2. Click **Change Status**, then select **Blocked** from the dropdown and click **Change Status** to confirm.



All selected customers will be blocked at once.

Unblocking a Customer

To unblock a customer, open their profile, change **Status** from **Blocked** back to **Open** (or another appropriate status), and click **Save**. They'll immediately regain access.

What Your Customers Will See

When a blocked customer tries to log in to the customer portal, they'll see a message:

"This phone number is blocked. Contact the vendor's customer service to get details."

They won't receive any notification that they've been blocked — they'll only find out when they try to log in.

Good to Know

- **Nothing is deleted** — Blocking only changes the status. All points, rewards, and history are kept. Unblocking restores everything.
- **The block is tied to the phone number** — They could register with a different number, so watch for duplicates if this is a concern.

- **Already-sent campaigns still deliver** — If a campaign was already in progress before you blocked the customer, those messages may still go through. Future campaigns will exclude them automatically.
- **POS systems are notified** — If you use an integrated POS (e.g., ZeonIQ), the system will show the customer as blocked when looking them up.
- **All changes are logged** — You can see when a customer was blocked and who made the change.
- **Not sure which status to use?** Use **Do Not Contact** if you just want to stop sending messages but still let the customer use the portal. Use **Blocked** if you want to completely cut off access. The difference: Do Not Contact still lets them log in and earn rewards; Blocked removes all access.

What's Next?

- Learn about the **Do Not Contact** status and when to use it instead of Blocked
- Use bulk actions to manage large groups of customers at once
- Review your customer list regularly to keep statuses up to date