How to Export Customer Data

By Zu Wei   Published Mar 19, 2026   Customers   2 min read

What Is This?

Exporting lets you download your customer data as a CSV file. This is useful for reporting, data analysis, backup, or migrating information to other tools. You can choose exactly which columns to include in the export.

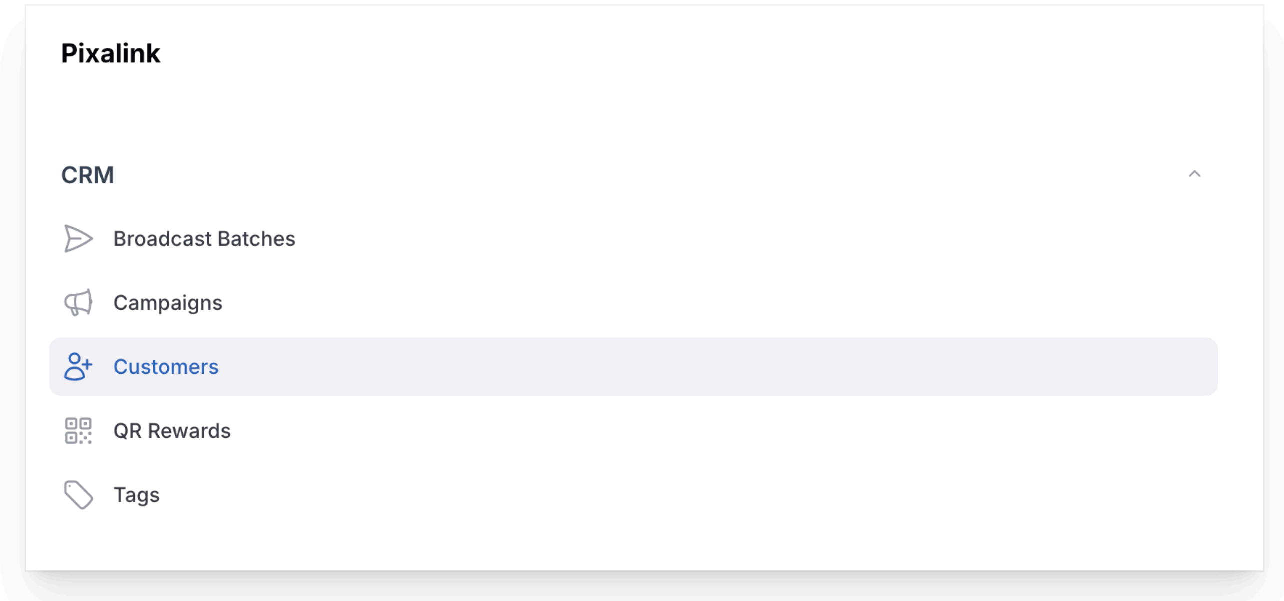
Real-Life Example

Faizal, the marketing manager at **SportZone MY**, needs to send a printed mailer to his top 500 customers. He exports the customer list with names, emails, and tier levels, then hands the CSV to his design team to prepare the mailer.

How to Export Customers

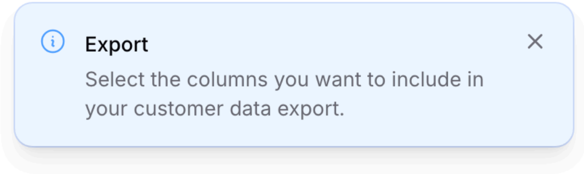
Step 1: Open the Customers Page

From the Admin Panel sidebar, go to **CRM → Customers**.



Step 2: Start the Export

Click the dropdown button in the **top-right header area** of the Customers page and select **Export**.

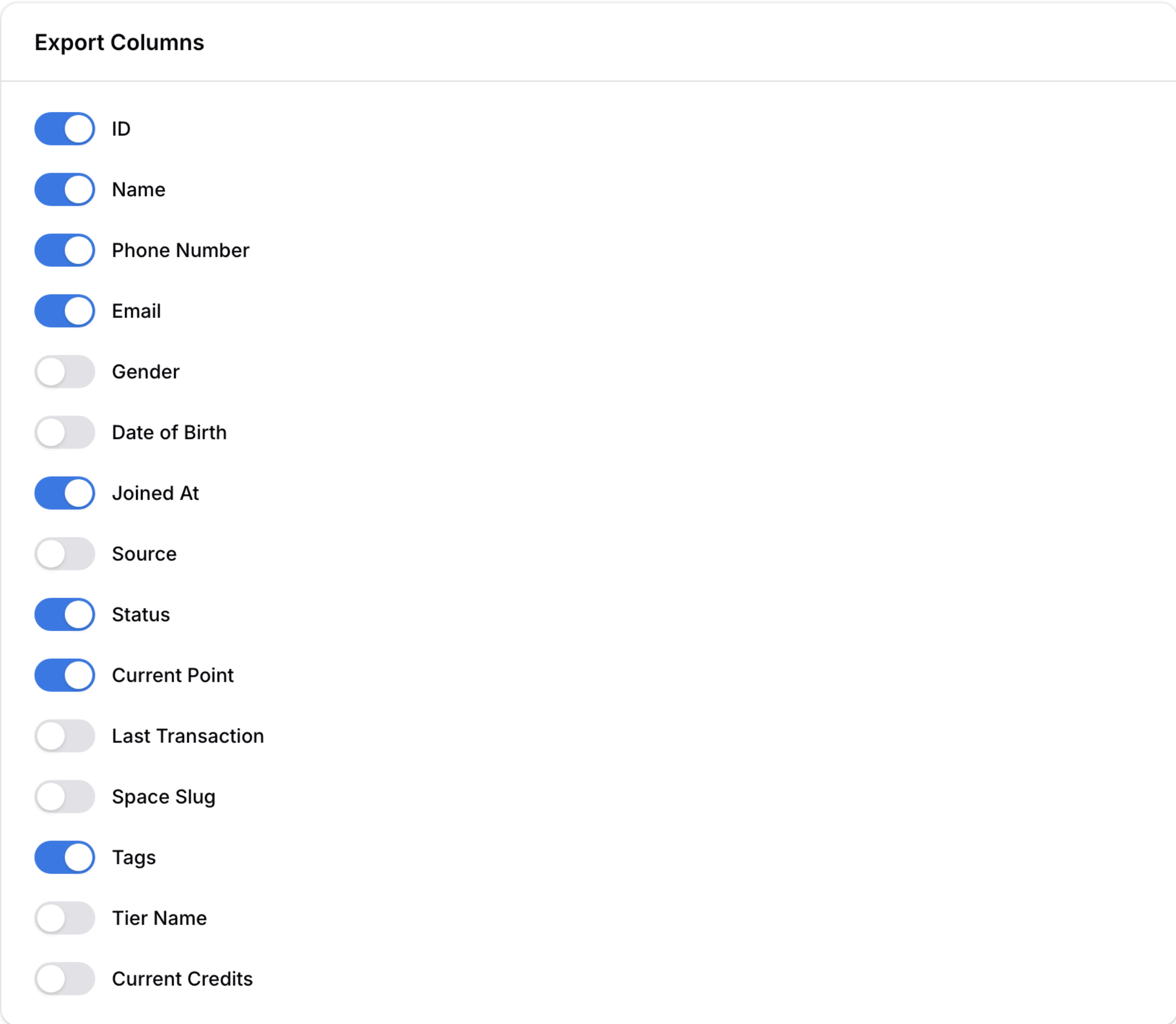


Step 3: Choose Your Columns

A dialog appears letting you select which columns to include in the export:

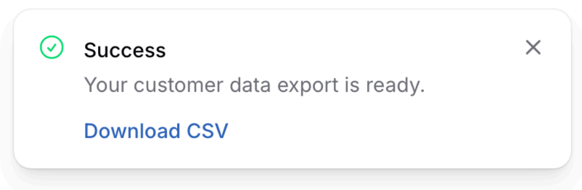
Column	Description
ID	Customer ID
Name	Customer's full name
Phone Number	Phone number
Email	Email address
Gender	Male/Female
Date of Birth	Birthday
Joined At	When they signed up
Source	How they joined (portal, staff, import, etc.)
Status	Customer status (e.g., Open, Blocked, Do Not Contact)
Current Point	Points balance
Last Transaction	Date of last purchase
Space Slug	Which outlet they belong to
Tags	Comma-separated tag names
Tier Name	Loyalty tier (if tiering is enabled)
Current Credits	Credit balance (if credit wallet is enabled)
Custom Fields	Any custom fields your organisation uses

Select the columns you need and click **Export**.



Step 4: Download the File

The system generates a CSV file. Once ready, you'll receive a notification with a download link. Click it to download your file.



Good to Know

- **CSV format** — The export file is in CSV format, which opens in Excel, Google Sheets, and most spreadsheet tools.

- **All customers or filtered** — The export includes all customers matching your current filter. Apply filters before exporting to get a specific subset.
- **Large exports** — For large customer bases, the export runs in the background. You'll be notified when it's ready.
- **Custom fields included** — Any custom fields you've set up for your organisation are automatically available as export columns.
- **Referral data** — Optional columns for referral information (referred by ID, phone, email) are available but hidden by default.