

What Is This?

Giving new members points the moment they join is the cheapest way to make your loyalty programme feel worth joining. A balance of zero looks like a long road. A balance of 500 looks like a head start, and people come back to spend a head start. You set this up once, and it runs on its own for every new member.

Real-Life Example

Aishah runs a bubble tea shop in Petaling Jaya. Sign-ups were slow because a new card felt empty. She set new members to receive 500 points on joining, worth about RM5 off their next drink. Her staff now say "join and you already have RM5 waiting", and sign-ups at the counter went up. Nobody has to key anything in.

How to Set It Up

1. Go to **Admin Panel** → **CRM** → **Automations**

 Dashboard

Loyalty Program 

Reservation 

 Calendars

 Reservations

CRM 

 Broadcast Batches

 Campaigns

 Customers

 Scan & Share

 **Automations**

General 

 Spaces

Settings 

 Users

 Configurations

 Tags

2. Click **New Automation**, give it a name such as **Welcome Points**, choose the trigger **Customer Signs Up**, and switch **Active** on.

The screenshot shows the 'Create Automation' form in the Pixalink Explore interface. The left sidebar contains a navigation menu with options like Dashboard, Loyalty Program, Reservation, CRM, Broadcast Batches, Campaigns, Customers, Scan & Share, Automations (highlighted), General, Spaces, Settings, Users, Configurations, and Tags. The main content area is titled 'Create Automation' and includes the following sections:

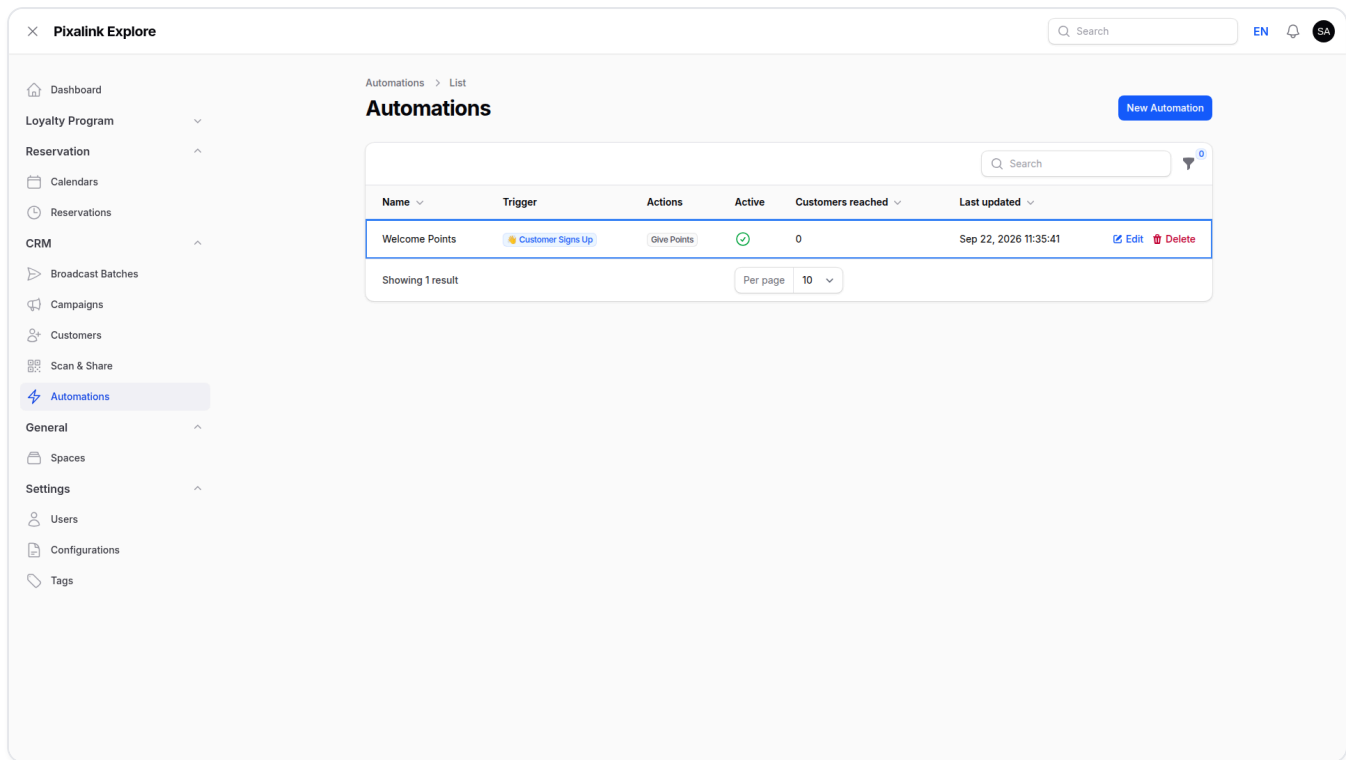
- When this happens:** A section for choosing what starts the automation. It includes an 'Automation name' field with the value 'Welcome Points' and a 'Trigger' dropdown menu set to 'Customer Signs Up'. Below these is an 'Active' toggle switch that is turned on, with a note: 'Turn this off to pause the automation without deleting it.'
- Only for these customers:** A section for limiting the automation to specific customers. It includes a 'Sign-up sources' dropdown set to 'All sources', a 'How to combine conditions' dropdown set to 'Match all conditions', and two dropdowns for 'Loyalty tier' (set to 'Any tier') and 'Customer tag' (set to 'Any tag'). There is also a 'Minimum lifetime spend' field set to 'Any amount'.
- Do this:** A section for defining the action to be taken when the automation fires. It is currently empty.

3. Scroll to **Do this**, pick the action **Give Points**, and enter **500** in **Points to give**.

This screenshot shows the 'Do this' section of the 'Create Automation' form. The 'Do this' section is highlighted with a blue border and contains the following elements:

- A section titled 'Do this' with the subtitle 'Everything listed here runs in order when the automation fires.'
- A list of actions to choose from, with 'Give Points' selected. The 'Points to give' field is set to '500'.
- An 'Add an action' button.
- At the bottom of the form, there are three buttons: 'Create', 'Create & create another', and 'Cancel'.

4. Click **Create**. Your automation appears in the list with a green tick, and the **Customers reached** column counts every member it has given points to.



What Your Customers Will See

A new member opens your loyalty page straight after signing up and already has 500 points sitting there, with the joining bonus listed in their point history. If the amount is enough for one of your rewards, they can claim it on the spot.

Good to Know

- Only members who join after you switch it on receive the points. Your existing members are not topped up.
- Leave **Only for these customers** empty to reach everyone. Add a condition there to narrow it, such as members who joined through one sign-up source.
- These are normal spendable points, so they count towards rewards straight away.
- Switch **Active** off at any time to pause the automation. Your existing members keep the points they were already given.
- You can add more than one action. A welcome voucher alongside the points is a common pairing.
- The list also shows automations set up on other screens: your New Customer, Birthday and Win Back campaigns, the new-customer and birthday options on your rewards, tier and paid membership birthday vouchers, and Auto Tagging rules. Each one says where it comes from, for example **Managed from campaign "Birthday Wishes"** — **edit it there**. Change or remove these on that screen; they cannot be edited or deleted from Automations.

Need Help?

Not sure how many points to give? Tell our support team what your cheapest reward costs and we will suggest a starting number.

What's Next?

- [New Customer Reward — Automatically Welcome New Members with a Reward](#)
- [How to Set Up Auto-Tagging Rules](#)
- [Set Up Welcome Messages and Vouchers for New Customers](#)