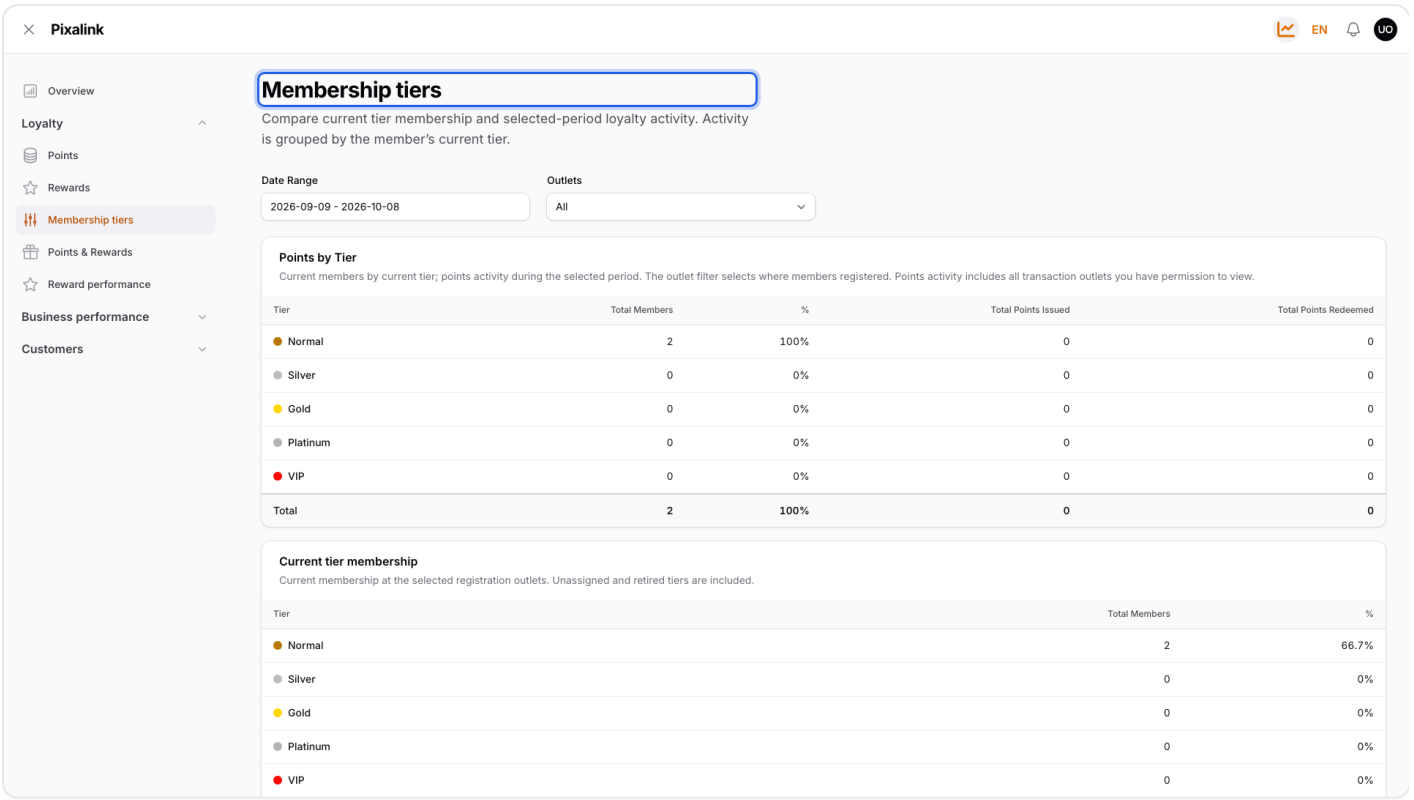
What Is This?

The **Membership tiers** report shows how your tier programme is working. You see how many members sit in each tier, how many points each tier earns and spends, and which tier uses its vouchers. Use it to check that higher tiers really are your best customers.

How It Works

Open the panel switcher at the top of the Admin Panel and choose **Analytic**. Then open **Loyalty → Membership tiers** in the sidebar.



Pick a Date Range and, if you have several outlets, an outlet at the top.

The page has three tables. Every table groups members by the tier they are in **today**, not the tier they were in at the time.

Points by Tier

- **Total Members** and **%** show how many members are in each tier now. The date range does not change them. The % is out of members in your active tiers.
- **Total Points Issued** counts points earned in the date range, from sales, scans, points you add and automatic points.
- **Total Points Redeemed** counts points spent on rewards in the date range.
- The **Outlets** filter picks members by the outlet they registered at. The points columns cover every outlet you can see.

Current tier membership

- Shows how many members are in each tier right now, ignoring the date range.
- An extra row, **Unassigned or retired tiers**, counts members with no tier, or a tier you've removed. Because this row is included, the % here can differ from Points by Tier.

Voucher Redemption by Tier

- Lists each voucher given out in the date range, by tier.
- **Total Issued** is how many were given. **Total Redeemed** is how many of those are now used. **% Redemption** is used out of given.
- Members with no tier show as **No Tier**.

Tiers come from your active tier setup. If you have no active setup, the tables are empty.

Real-Life Example

Wei Lin runs a cafe with Silver, Gold and Platinum tiers. On **Membership tiers**, she sees Platinum holds 5% of members but earns 30% of all points. She also sees Gold members use only 20% of their free-drink vouchers. Wei Lin swaps the Gold voucher for a RM10 discount, which her Gold customers prefer. Next month, the Gold **% Redemption** rises to 45%.

Good to Know

- **Tier is today's tier.** If a member moved up last week, all their activity in the date range shows under the new tier.
- **Staff limited to some outlets** see only those outlets' members and points.
- **Figures can be a minute old.** Reload the page to update them. Past date ranges can be kept for up to a day.
- **Customer reports** such as segments and retention are under **Customers**. See How to Read Your Customer Segments, Acquisition and Retention Reports (https://kb.pixalink.io/articles/understanding-your-customer-report).

Need Help?

If the tables are empty but you do have tiers, check that your tier setup is active under **Loyalty Program → Tier Configurations**. If it is and the tables are still empty, message us in your support group.

What's Next?

- Navigating Your Analytics Dashboard (https://kb.pixalink.io/articles/navigating-your-analytics-dashboard)
- How to Set Up Tier-Based Birthday Vouchers (https://kb.pixalink.io/articles/how-to-set-up-tier-based-birthday-vouchers)