What Is This?

An expiry reminder tells customers their points will expire soon. It goes by WhatsApp, email or both, a few days before the date. A reminder turns points that would vanish into a reason to visit.

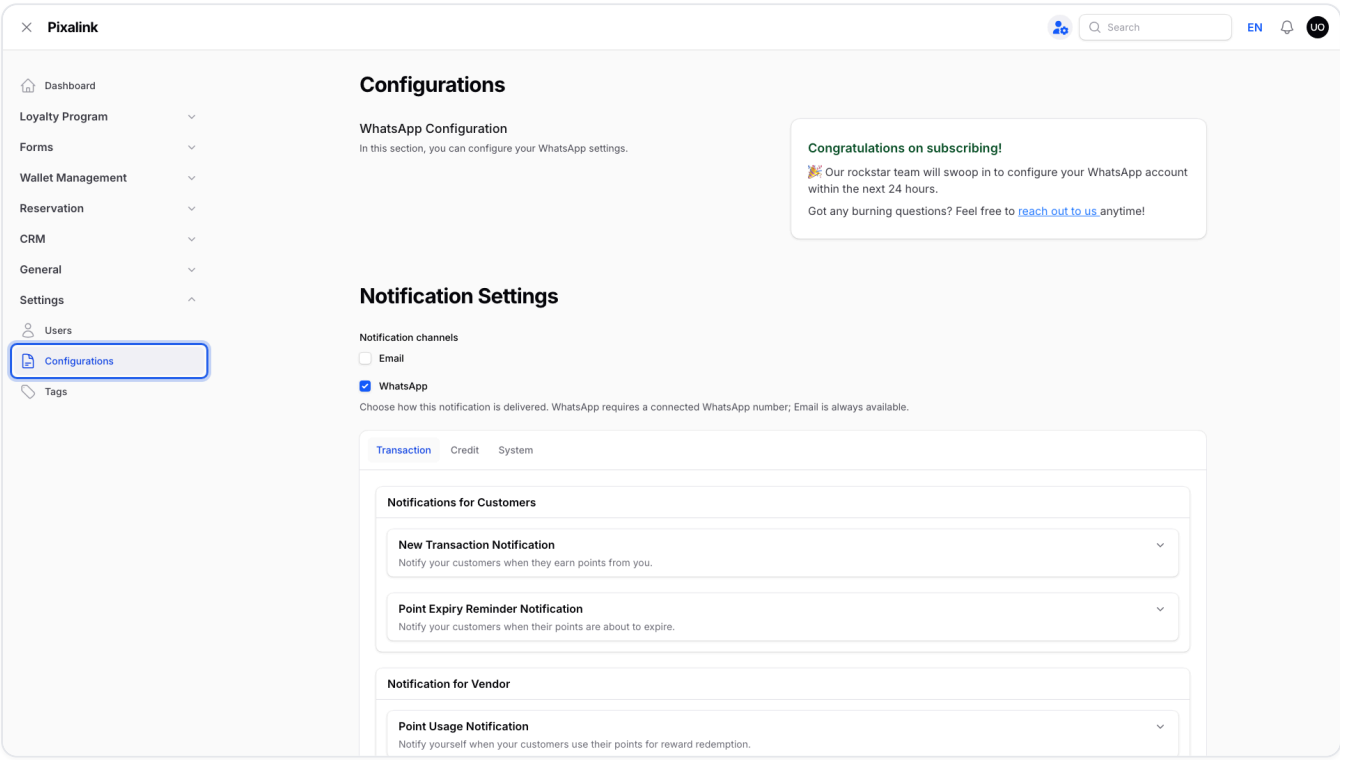
This guide was split out of Point Expiry Explained (https://kb.pixalink.io/articles/how-to-set-up-point-expiry-rules).

Real-Life Example

Siti runs a bakery in Ipoh, and her points last 180 days. Many customers forgot their points until they were gone. She sets a reminder 7 days before expiry, for customers with at least 100 points expiring. A regular with 150 points gets a WhatsApp message on a Monday. She comes in on Tuesday, redeems a cake, and buys coffee too. Siti keeps a loyal customer who might have drifted away.

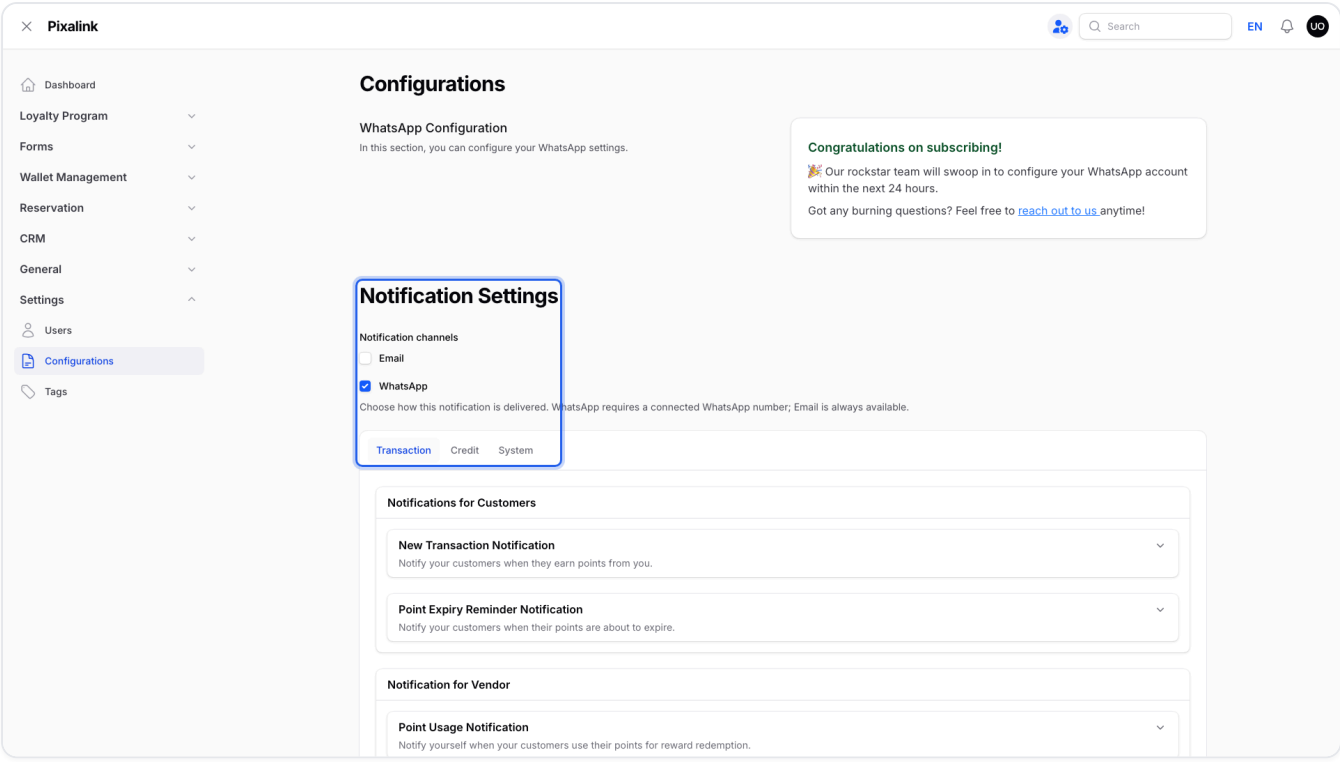
How to Set It Up

1. Go to **Admin Panel → Settings → Configurations**.



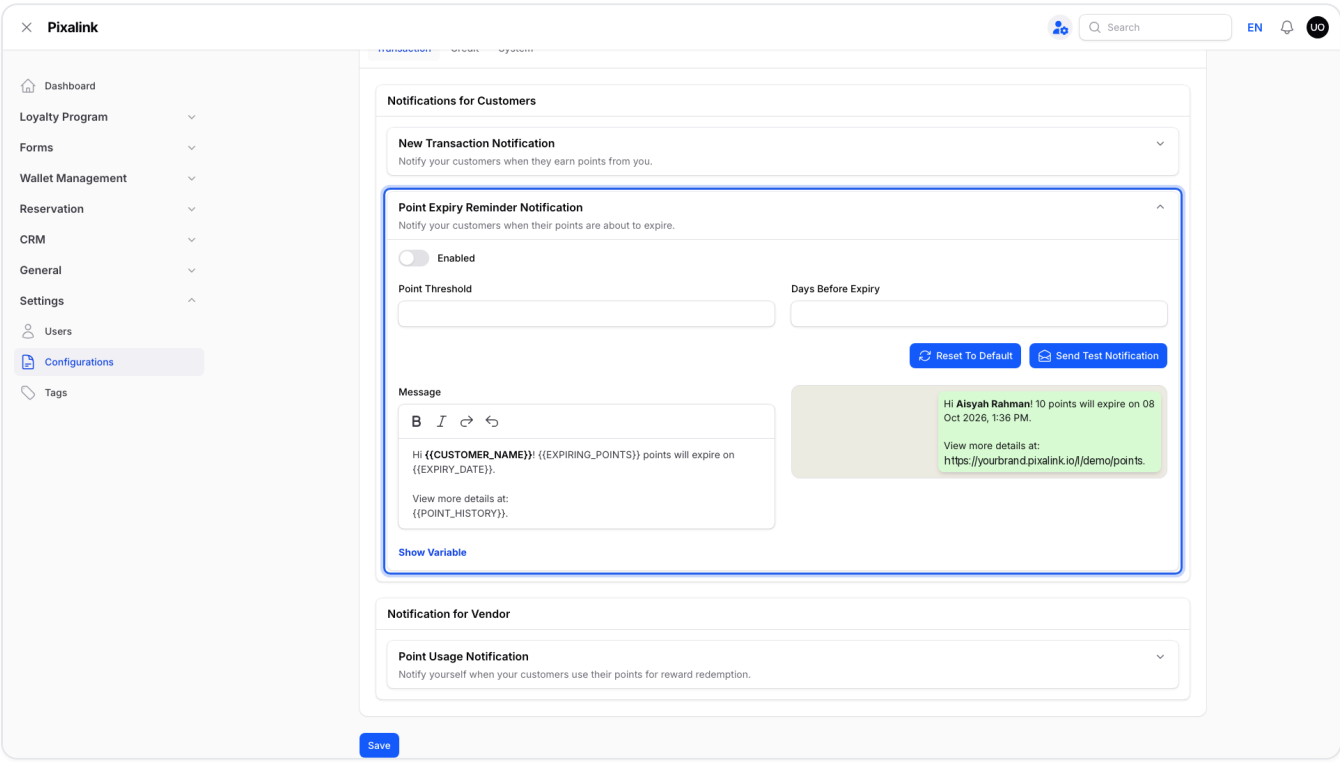
Notification Settings shows on this page once a WhatsApp number is connected.

2. Scroll down to **Notification Settings** and stay on the **Transaction** tab.



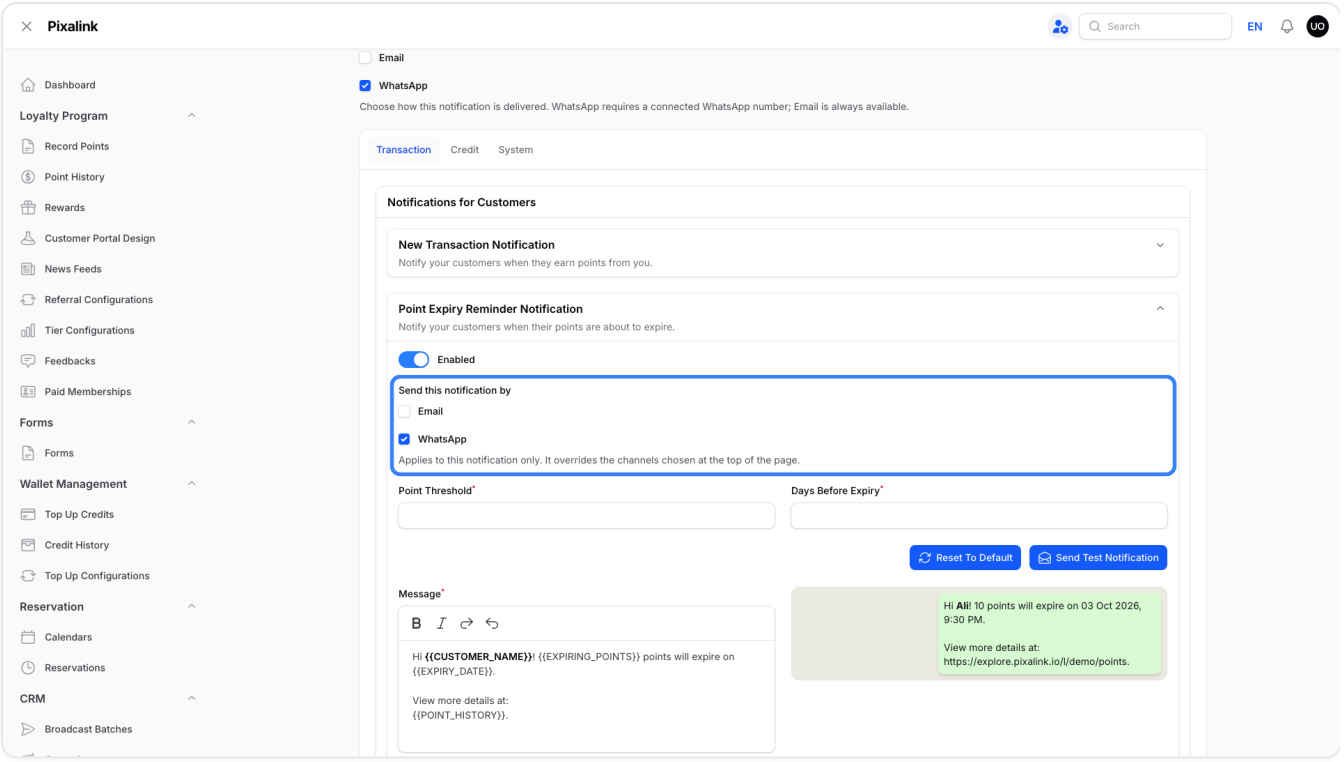
The reminder is under Notifications for Customers.

3. Expand **Point Expiry Reminder Notification** and turn on **Enabled**.



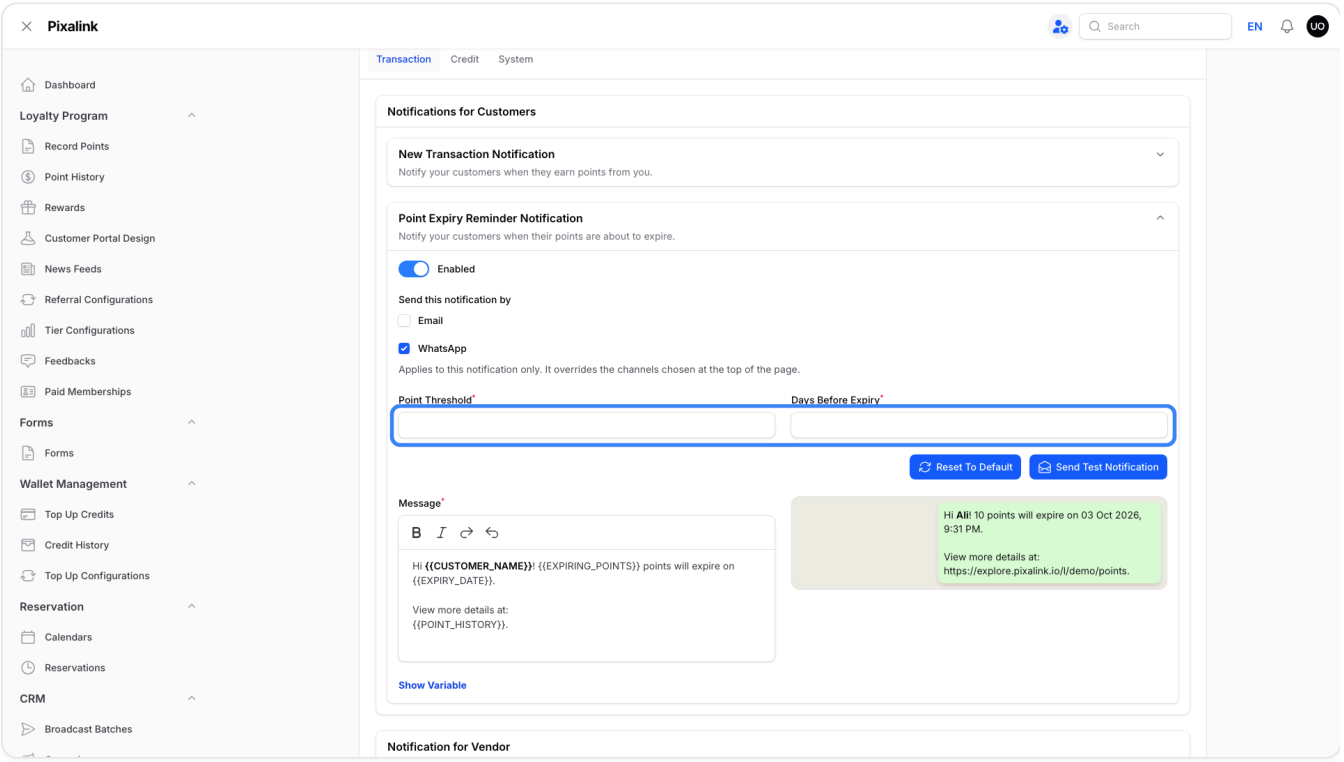
This section appears only when point expiry is on for your business.

4. Choose **Email**, **WhatsApp** or both in **Send this notification by**.



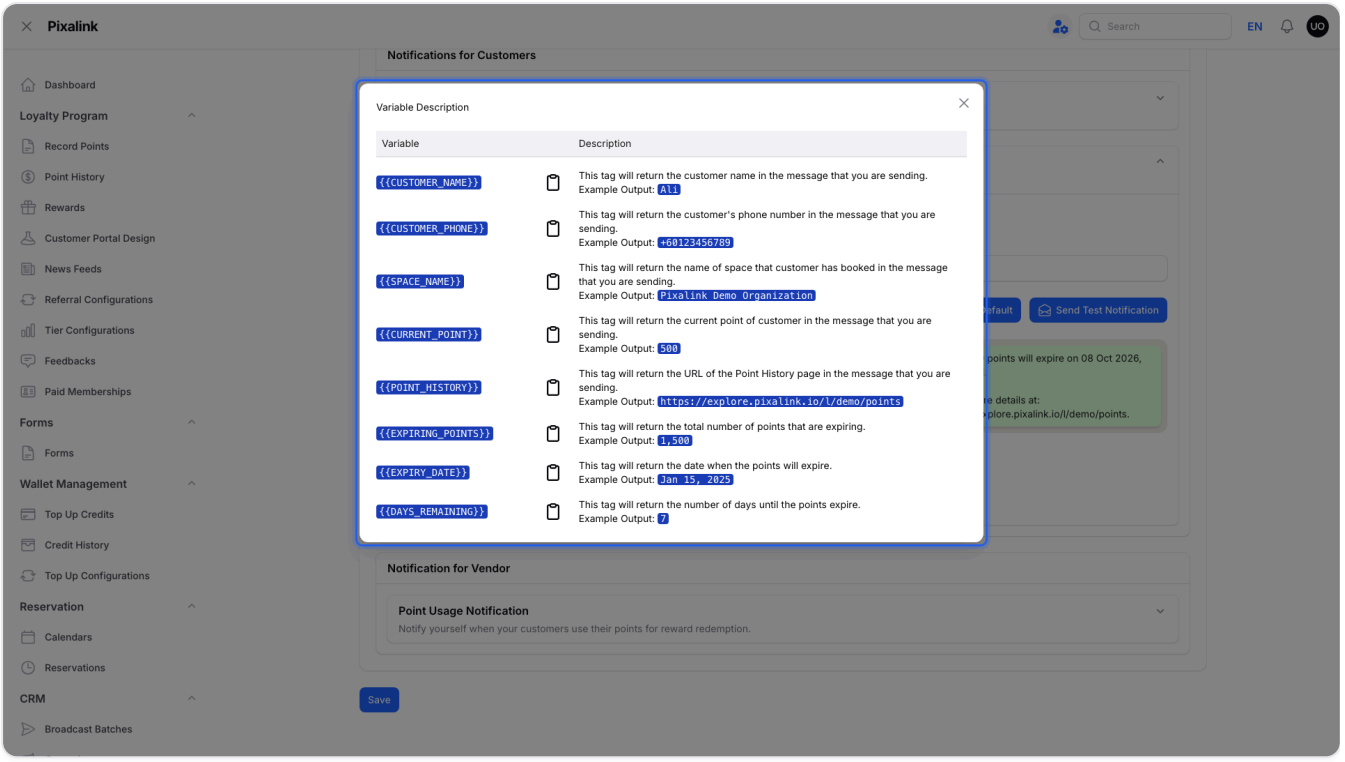
Email goes to the address on the customer's profile.

5. Set the fewest expiring points in the first box and **Days Before Expiry**, then edit the **Message** if you want.



The first box is the minimum number of expiring points that triggers a reminder. Days Before Expiry starts at 7.

Click **Show Variable** to see the variables available for this message.



Click the clipboard icon to copy a variable into your message.

Email has its own subject and message fields. When you finish, click **Save** at the bottom of **Notification Settings**.

What Your Customers Will See

A message with their name, how many points expire, the expiry date and a link to their point history. It arrives when the points due on one date reach your minimum.

Good to Know

- Reminders go out once a day for points expiring on the date that is **Days Before Expiry** days away.
- Only points expiring on that one date count toward the minimum.
- **Days Before Expiry** can't be more than the number of days your points last.
- WhatsApp needs a connected number. Email needs an email address on the customer's profile.

Need Help?

If **Point Expiry Reminder Notification** isn't in the list, point expiry is off for your business. Ask the Pixalink team to turn it on and tell us how many days points should last.

What's Next?

- Point Expiry Explained (https://kb.pixalink.io/articles/how-to-set-up-point-expiry-rules)
- How to Show or Hide Point Expiry on Your Customer Portal (https://kb.pixalink.io/articles/how-to-show-or-hide-point-expiry-on-your-customer-portal)
- How to Export Your Points Expiry Report (https://kb.pixalink.io/articles/how-to-export-your-points-expiry-report)