

How to Reward Customers for Buying Specific Eats365 Items

What Is This?

Automations turn a single menu item into a reason to come back. When your Eats365 till closes a receipt, Pixalink checks what the customer bought. Buy enough of the items you picked, and the voucher arrives on its own.

Real-Life Example

Ahmad runs Kopi Corner, a small cafe in Bangsar. His latte sells well, but buyers vanish for weeks afterwards. He builds an automation on his latte product code and sets the quantity to five. Every fifth latte now earns a free coffee voucher. He never printed a stamp card, and his regulars visit twice as often.

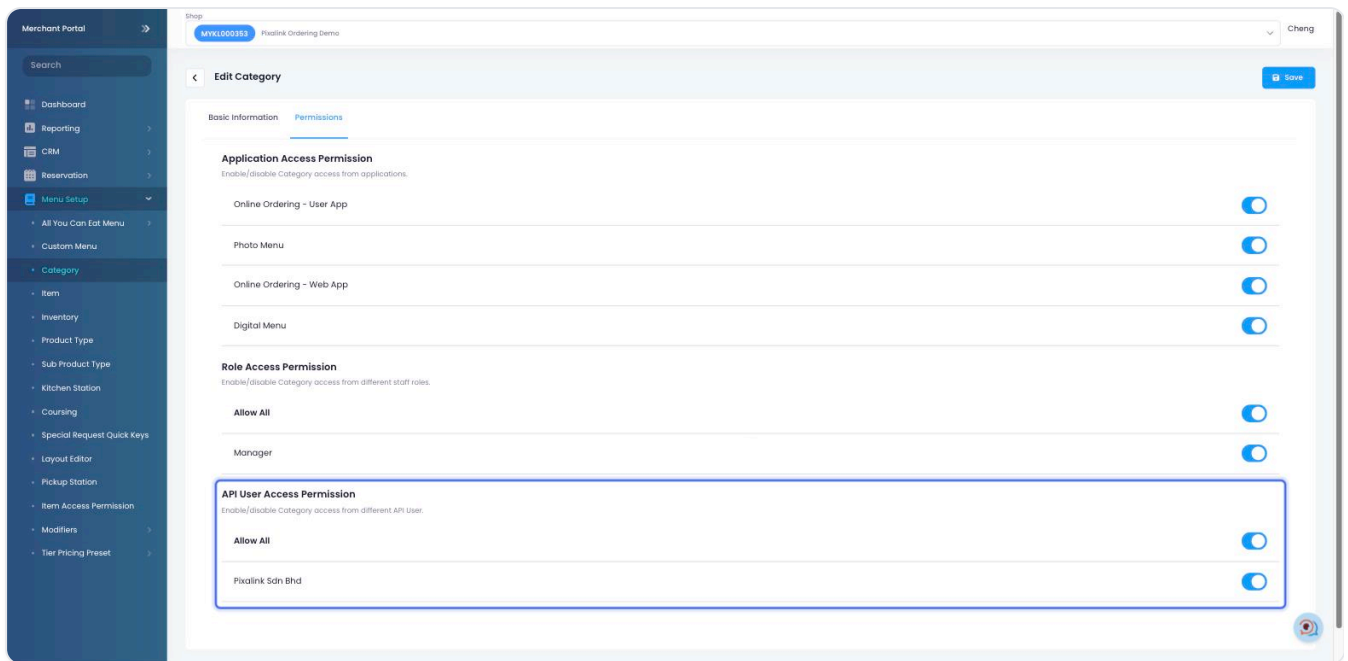
How to Set It Up

Steps 1 and 2 happen in Eats365, the rest in Pixalink.

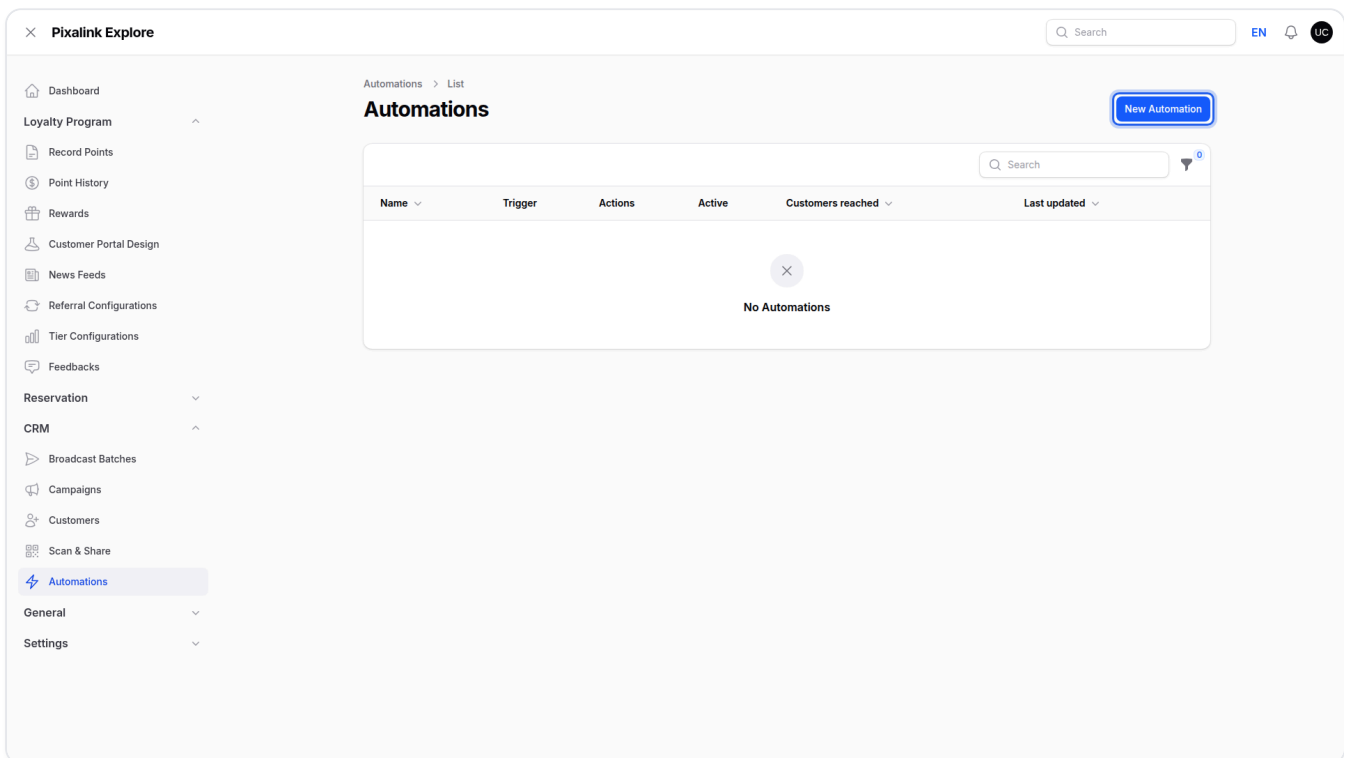
1. Open **Menu Setup > Item** and give your item a unique **Product Code (SKU)**. Pixalink matches on this code, so do not change it later.

The screenshot displays the 'Merchant Portal' interface for 'Paradise Cookery & Events'. The left sidebar contains a 'Menu Setup' section with a sub-item 'Item' highlighted. The main content area is titled 'Item' and shows various configuration fields. The 'Product Code (SKU)' field is highlighted with a blue border and contains the text 'LATTE-001'. Below this field, a note states: 'Must be unique. This code is used for system integrations (e.g. POS, Inventory System etc). Avoids, spaces and other special characters (except -/ are allowed. The same Product Code can be used item for consolidated analysis.' Other fields include 'Simplified Name', 'Product Type' (set to 'General'), 'Sub Product Type' (set to 'N/A'), 'Tag Group' (set to 'N/A'), 'Category' (set to 'Voucher'), 'Course' (set to 'System Default'), 'Item Barcode', 'Item Code', 'Item Code (importing)', 'Exclude From Discount' (toggle off), and 'Exempt Service Charge' (toggle on).

2. Switch on **Pixalink Sdn Bhd** under the item's **Additional Details**, then again on its category under **Menu Setup > Category > Permissions**. Close and reopen your POS app afterwards.



3. Go to Admin Panel → CRM → Automations and click **New Automation**.



4. Name your rule, then set **Trigger** to **Customer Completes a POS Purchase**. "Every time the condition is met" behaves like a stamp card.

When this happens
Choose what starts this automation.

Automation name*
Free Coffee After 5 Lattes

Trigger*
Customer Completes a POS Purchase

How often can this run for one customer*
Every time the condition is met

Every time re-runs once the products below have been bought again since the last time it ran — like a stamp card.

☐ Active
Turn this off to pause the automation without deleting it.

Only for these customers
Leave empty to run for every customer the trigger reaches. Add conditions below to limit it.

Products purchased
Select products

Choose menu items using Product Codes (SKUs) from your POS System. Products from all selected spaces will be available. Enable API User permissions to allow access from your POS System.

Quantity to buy*
1

Within
Any time

Counted across separate visits, e.g. 3 coffees over three days.

How to combine conditions
Match all conditions

Choose whether a customer must meet every condition below, or just one of them.

5. Add your items under **Products purchased**. Choose them from the list, or click **Add a product code** and type the code yourself. Only items with a Product Code (step 1) appear in the list — if it is empty, your items have no codes yet. Typing a code by hand does not help an uncoded item, because its receipts arrive without a code too. The list refreshes within 10 minutes of a change in Eats365.

Create

Product code*
LATTE-001

Create Create & create another Cancel

6. Set **Quantity to buy** to the number they must buy, then choose a period under **Within**.

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time it ran — like a stamp card.

Active

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Only for these customers

Leave empty to run for every customer the trigger reaches. Add conditions below to limit it.

Products purchased

LATTE-001

Choose menu items using Product Codes (SKUs) from your POS System. Products from all selected spaces will be available. Enable API User permissions to allow access from your POS System.

Quantity to buy*

5

Within

Any time

Counted across separate visits, e.g. 3 coffees over three days.

How to combine conditions

Match all conditions

Choose whether a customer must meet every condition below, or just one of them.

Loyalty tier

Any tier

Only run for customers in these tiers.

Customer tag

Any tag

Only run for customers carrying these tags.

Minimum lifetime spend

RM Any amount

Only run for customers who have spent at least this much in total.

Do this

Everything listed here runs in order when the automation fires.

↑↓

Action*

7. Pick **Give a Voucher** under **Do this**, then choose the voucher they earn.

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RM Any amount

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Do this

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↑↓

Action*

Give a Voucher

Voucher*

Free Coffee

How many

1

Add an action

Create

Create & create another

Cancel

8. Switch **Active** on, then click **Create**.

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Automations

General

Settings

Automations > Create

Create Automation

When this happens

Choose what starts this automation.

Automation name*

Free Coffee After 5 Lattes

Trigger*

Customer Completes a POS Purchase

Runs each time your POS records a paid receipt for a known customer. Add a product condition to reward specific purchases.

How often can this run for one customer?

Every time the condition is met

Every time re-runs once the products below have been bought again since the last time it ran — like a stamp card.

Active

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Only for these customers

Leave empty to run for every customer the trigger reaches. Add conditions below to limit it.

Products purchased

LATTE-001

Choose menu items using Product Codes (SKUs) from your POS System. Products from all selected spaces will be available. Enable API User permissions to allow access from your POS System.

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What Your Customers Will See

The voucher appears in the customer's portal by itself, with nothing for them to claim. At the counter they open it and show the code to your staff.



Claimed Reward

Redeem Voucher

This is the code for your voucher.

Your voucher code is

WELCOME10



Pending

One (1) Mud Crab

Expires on 24 Jun, 2026 23:59 pm

- Reservation recommended
- Call/Whatsapp to us before visiting as the restaurant has one (1) off day per month that is not fixed.



Terms & Conditions



 **Use Now**

Good to Know

- Set the voucher up for Eats365 redemption first, or it will not work at the till.

- Only free vouchers appear in the list. One that costs points, or carries its own automatic rule, is hidden.
- A voucher set to show for paid members only reaches paid members.
- Quantity builds up across visits. Three coffees over three days count as three.
- Leave **Products purchased** empty and the rule runs on every receipt instead.
- A voided receipt stops counting, and a refunded item drops off the total.

Need Help?

Contact the Pixalink support team and we will walk you through it.

What's Next?

- [Eats365 Voucher 2.0 Integration Setup Guide](#)
- [How to Create a Voucher for Eats365](#)
- [How to Sell a Paid Membership at Eats365 POS](#)