

# How to Send a Welcome Back Voucher to Imported Regulars

## What Is This?

If you've moved to Pixalink from another loyalty system, you probably have a list of regulars who've been supporting you for years. This guide shows you how to tag that imported list, build a one-time voucher just for them, and send it out over WhatsApp — so your loyal customers feel recognised from day one.

## Real-Life Example

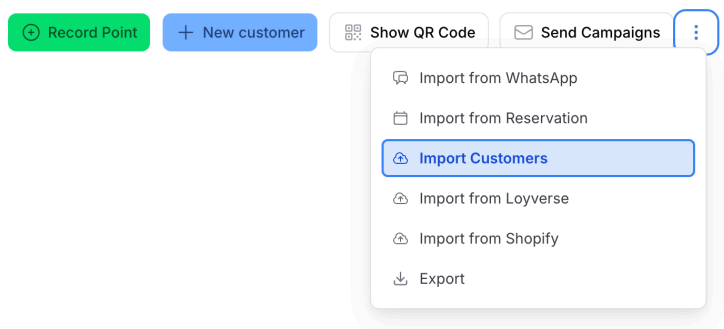
Aishah runs a small cafe in Bangsar. She's been tracking her regulars in a spreadsheet for three years. When she switched to Pixalink, she uploaded her 480-customer list as a CSV and tagged every row with `welcome-back-2026`. She then built a free RM15 meal voucher, set it to single redemption, and limited visibility to the `welcome-back-2026` tag. A WhatsApp blast went out to those 480 regulars that same evening. Within 48 hours, 312 customers had claimed the voucher — and because the voucher was one-time only, nobody could abuse it. Her new signups never saw the offer at all.

## How to Set It Up

Before you start, make sure your **Rewards** and **Campaigns** modules are enabled on your organisation.

1. Go to **Admin Panel** → **CRM** → **Customers**, open the **more actions** menu (the three-dot button in the top-right), and click **Import Customers**.

### Customers



2. Upload your CSV file. In the column mapping screen, map your CSV's Tags column to Pixalink's **Tags** field. Pixalink accepts multiple tags per customer separated by commas (for example `welcome-back-2026, imported-2024, regular`). Every tag you list will be attached to that customer when the row is imported. Click **Import**.

**Columns**  
Match each column from your CSV to a field in Pixalink. The Tags column accepts multiple tags separated by commas.

<b>Phone Number</b> <input type="text" value="Select an option"/>	<b>Name</b> <input type="text" value="Select an option"/>
<b>Email</b> <input type="text" value="Select an option"/>	<b>Date of Birth</b> <input type="text" value="Select an option"/>
<b>Tags</b> <input type="text" value="Select an option"/> <small>Optional. Comma-separated list of tags to assign to the customer. Example: welcome-back-2026, regular</small>	<b>Source</b> <input type="text" value="Do not import"/>

3. Go to **Admin Panel → Loyalty Program → Rewards** and click **New Reward**. Fill in the name and description, then scroll to **Reward Visibility Settings**. Turn on **Display in Customer Portal (Marketplace)** first — the **Tag Visibility** section only appears after this toggle is on. Then pick your tag under **Visible to Customers with Tags**. Only customers carrying that tag will see the voucher.

**Reward Visibility Settings**  
Control who can see this reward in the customer portal.

**Display in Customer Portal (Marketplace)**

<b>Tag Visibility</b> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>Visible to Customers with Tags</b></p> <input type="text" value="welcome-back-2026"/> </div> <p><small>If no tags is selected, this reward will be visible to all customers.</small></p>	<b>Tier Visibility</b> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>Visible to Customers of Tiers</b></p> <input type="text"/> <p><small>If no tiers are selected, this reward will be visible to all tiers.</small></p> </div>
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4. In the **Reward Details** section, set **Points to Redeem** to **0** so the voucher is free to claim. Turn on **Single Redemption** — this is the switch that stops each customer from claiming the voucher more than once. Save the reward.

**Reward Details**


**Points**


**Points to Redeem**

**Single Redemption**  
Turn on if voucher can only be redeemed once.

**Shareable via direct link**


5. Go to **Admin Panel → CRM → Broadcasts** and click **New Broadcast Batch**. Pick your **Welcome Back** campaign.


 Dashboard


Loyalty Program 

CRM 

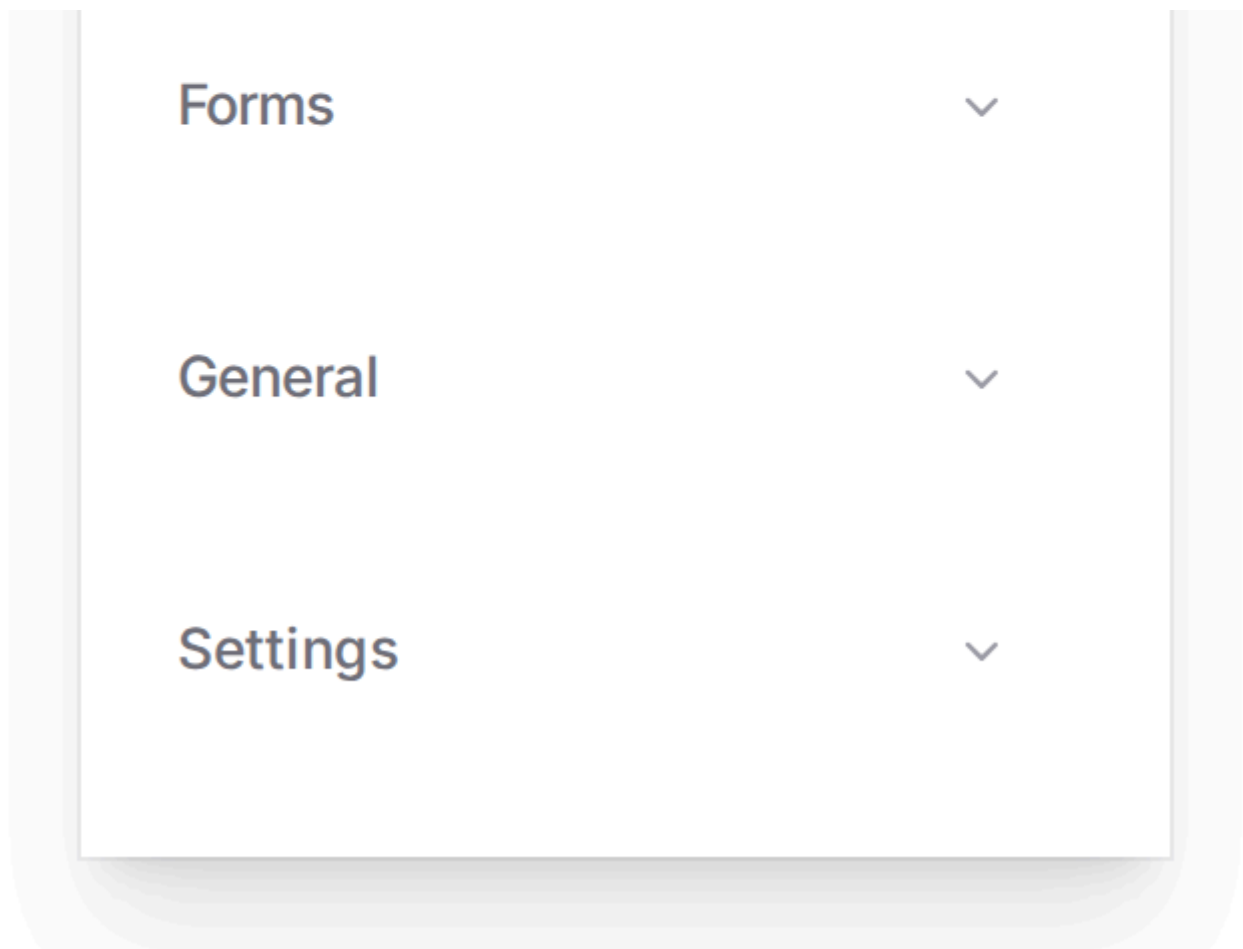
 Customers

 Campaigns

 **Broadcasts**

Wallet Management 

Reservation 



6. Leave **Add all customers** off, and select your tag under **Customers with Tag**. The system will only queue messages for customers who carry that tag.

A screenshot of a campaign configuration interface. It is divided into two main sections: 'Campaigns' and 'Customers'.  
The 'Campaigns' section has a title 'Campaigns\*' and a dropdown menu showing 'Welcome Back Voucher 2026'.  
The 'Customers' section has several options:  
- 'Add All Customers': A toggle switch is turned off. Below it, text reads 'Customer who already received this campaign will be ignored'.  
- 'Customers from Space': A dropdown menu with 'Select an option' and a chevron.  
- 'Customers of Tier': A dropdown menu with 'Select an option' and a chevron.  
- 'Customers with Tag': A dropdown menu with 'welcome-back-2026' selected. This section is highlighted with a red border.  
- 'Specific Customers': An empty text input field.

7. Complete the wizard steps until you reach **Configuration**, then pick a send mode. **Safe Mode** is recommended for large lists — it sends between 9am-5pm with an adjustable interval so your messages look natural. Confirm and your imported regulars will start receiving the WhatsApp message at the scheduled time.

Select a mode for sending messages:

Standard Mode

Send now (with 10 secs interval)

Safe Mode

Send between 9am-5pm (with adjustable interval)

If you have more than 500 customers, we recommend you to use Safe Mode

#### Safe Mode Settings

Interval Between Messages

Select an option



Include Weekends



## What Your Customers Will See

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Each tagged regular gets a WhatsApp message with your welcome back note and a link. When they tap through, they land on their customer portal where the voucher is waiting as a free claim. After they redeem it once, the voucher disappears from their marketplace — so nobody can grab a second one.

## Good to Know

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- Tag names are case-sensitive. `welcome-back-2026` and `WeLcome-Back-2026` are two different tags.
- New signups after the import do not carry the tag, so they will not see the voucher or receive the blast.
- If you forgot the tag during import, open the customer list, filter by the `welcome-back-2026` tag you added, select all, and apply another tag as a bulk action.
- The broadcast step respects the same tag filter, so you only pay for messages to the right audience.
- Keep the voucher's **Valid Until** date short (7–14 days) to create urgency.

## Need Help?

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Reach out to our support team — we're happy to walk you through your first import.

## What's Next?

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- [Win Back Lost Customer Campaign](#) — automate re-engagement for customers who stop visiting
- [Custom Fields for Customer Profiles](#) — capture extra data during import