

How to Set Up Loyalty Tiers

What Is This?

Loyalty tiers reward your best customers with extra perks as they spend more. You create tiers like Member, Silver, Gold, and Platinum — each with its own point requirement, benefits, and point multiplier. Customers move up automatically as they earn points, keeping them motivated to return.


Real-Life Example

Siti runs a bubble tea shop in Petaling Jaya. She noticed her regulars visit 2-3 times a week but never felt special. She set up four tiers: Member (0 points), Silver (200 points), Gold (500 points), and Platinum (1,000 points). Gold members earn double points on every purchase, and Platinum members get an exclusive monthly reward. Within two months, her average customer visit frequency jumped because people wanted to reach the next tier. Her top customers now spend over RM200 a month — up from RM120 — just to maintain their Platinum status.

How to Set It Up

1. Go to **Admin Panel** → **Loyalty Program** → **Tier Configuration**.


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 Dashboard

Loyalty Program

 Record Points

 Transactions

 Rewards

 E-commerce Transactions

 POS Transactions

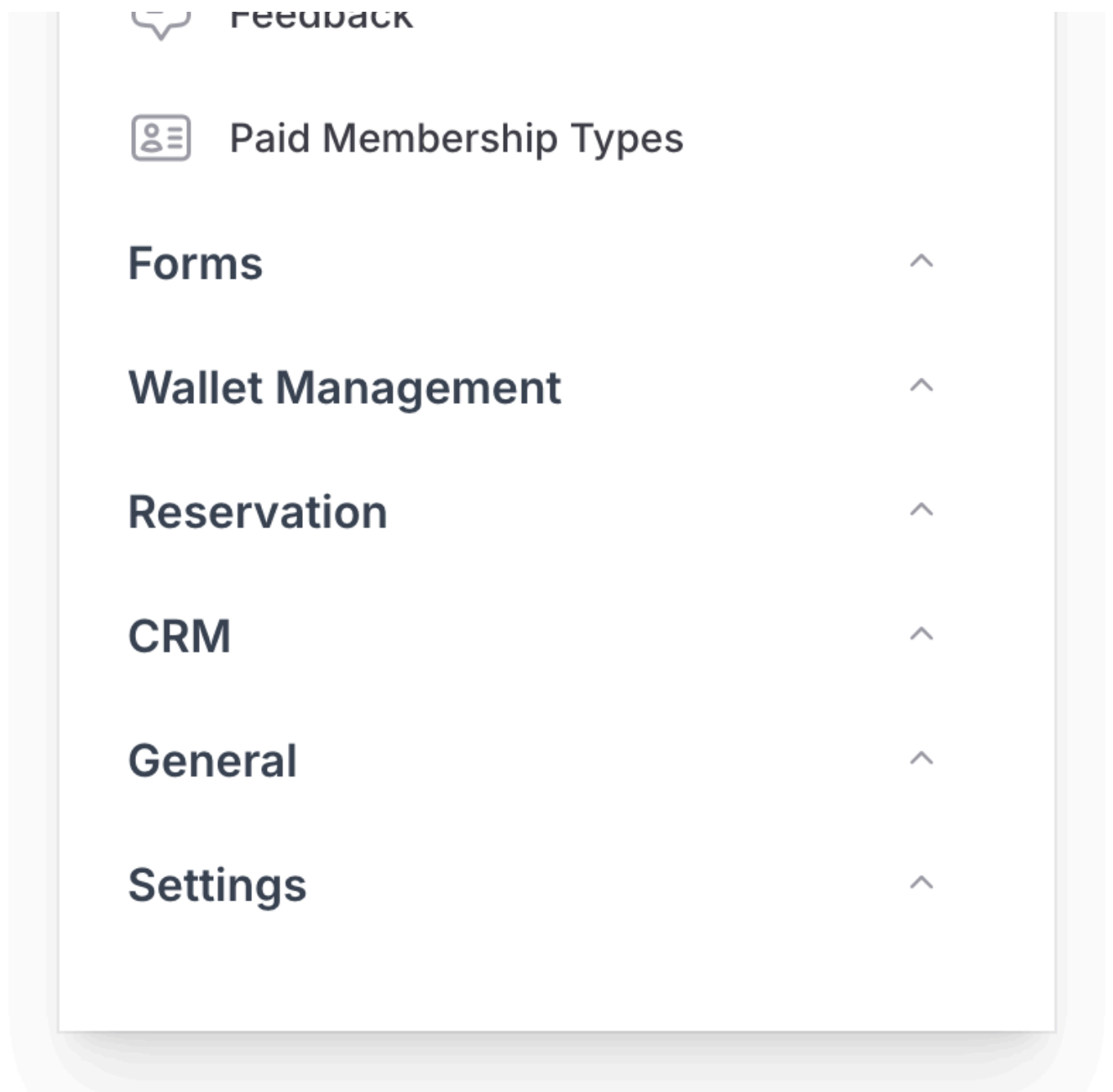
 Customer Portal Design

 News Feed

 Referral Configuration

 Tier Configuration

 Feedback



2. Click **New Tier Configuration** to start the setup wizard.

| Tier Configurations | | | |
|--------------------------------|---------|-------------------------------------|-------------|
| Tiers | Name | Active | Tiers Count |
| Member, Silver, Gold, Platinum | Default | <input checked="" type="checkbox"/> | 4 |





[View](#) [Edit](#) [Delete](#)

3. Fill in each tier card in the **Tier** step. The wizard comes with four sample tiers (Member, Silver, Gold, Platinum) — you can edit these or add your own.

- **Name** — what your customers will see (e.g., "Gold")
- **Minimum Points** — the points a customer needs to reach this tier. Use 0 for your base tier.
- **Color** — the colour shown on the customer's membership card
- **Point multiplier** — how fast this tier earns points. A multiplier of 2 means double points on every purchase.
- **Background image** — upload a custom card background for this tier
- **Perks** — add the benefits for this tier (icon, heading, and description for each)

- **Automations** — optionally set up automatic actions — such as assigning a reward or applying a discount — when customers reach this tier

Tier

| | |
|--|---|
| <p>↑↓ </p> <p>Name*</p> <input type="text" value="Member"/> <p>Minimum Points</p> <input type="text" value="0"/> <p>Minimum points required for this tier. If empty, this becomes the default tier for customers below the next tier's minimum.</p> <p>Color*</p> <input type="text"/> <p>Point multiplier*</p> <input type="text" value="1"/> <p>Enter a multiplier for points (defaults to 1)</p> | <p>↑↓ </p> <p>Name*</p> <input type="text" value="Silver"/> <p>Minimum Points</p> <input type="text" value="200"/> <p>Minimum points required for this tier. If empty, this becomes the default tier for customers below the next tier's minimum.</p> <p>Color*</p> <input type="text"/> <p>Point multiplier*</p> <input type="text" value="1.2"/> <p>Enter a multiplier for points (defaults to 1)</p> |
| <p>↑↓ </p> <p>Name*</p> <input type="text" value="Gold"/> <p>Minimum Points</p> <input type="text" value="500"/> <p>Minimum points required for this tier. If empty, this becomes the default tier for customers below the next tier's minimum.</p> <p>Color*</p> <input type="text"/> <p>Point multiplier*</p> <input type="text" value="2"/> <p>Enter a multiplier for points (defaults to 1)</p> | <p>↑↓ </p> <p>Name*</p> <input type="text" value="Platinum"/> <p>Minimum Points</p> <input type="text" value="1000"/> <p>Minimum points required for this tier. If empty, this becomes the default tier for customers below the next tier's minimum.</p> <p>Color*</p> <input type="text"/> <p>Point multiplier*</p> <input type="text" value="2.5"/> <p>Enter a multiplier for points (defaults to 1)</p> |


4. Click **Next** to move to the **Terms & Conditions** step.
5. Add your terms and conditions text and any FAQs you'd like customers to see.
6. Click **Create** to save your tier setup.

Managing Your Tiers

After creating your tier setup, you can manage individual tiers from the edit page.

1. Go to **Admin Panel → Loyalty Program → Tier Configuration** and click on your configuration.

Pixalink

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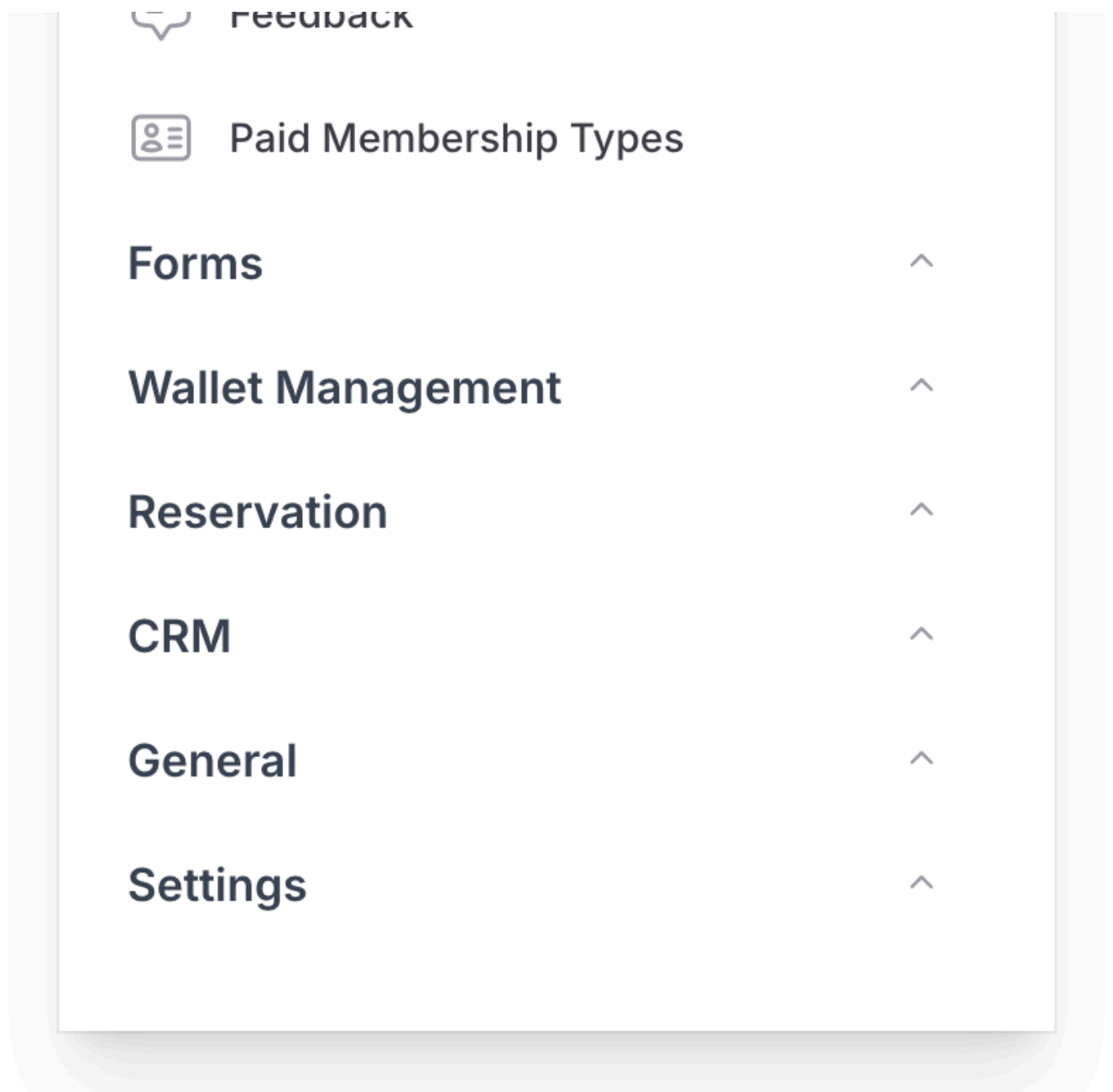
 Customer Portal Design

 News Feed

















 Referral Configuration

 Tier Configuration

















 Feedback



















2. Scroll down to the **Tiers** table to see all your tiers listed with their colours, point requirements, and multipliers.

| Tiers | | | | | | | |
|----------|---|--------------------------------------|---|------------------|-------|-------------|---|
| Name | Color | Minimum Points Collected by Customer | Manual Assignment | Point Multiplier | Perks | Automations | |
| Member |  | 0 |  | 1.00 | 2 | 0 | + Perks + Automations  Edit  Delete |
| Silver |  | 200 |  | 1.20 | 2 | 0 | + Perks + Automations  Edit  Delete |
| Gold |  | 500 |  | 2.00 | 2 | 0 | + Perks + Automations  Edit  Delete |
| Platinum |  | 1000 |  | 2.50 | 2 | 1 | + Perks + Automations  Edit  Delete |

3. Click **Perks** next to any tier to add or edit its benefits.

| Tiers | | | | | | | |
|----------|---|--------------------------------------|---|------------------|-------|-------------|---|
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| Member |  | 0 |  | 1.00 | 2 | 0 | + Perks + Automations  Edit  Delete |
| Silver |  | 200 |  | 1.20 | 2 | 0 | + Perks + Automations  Edit  Delete |
| Gold |  | 500 |  | 2.00 | 2 | 0 | + Perks + Automations  Edit  Delete |
| Platinum |  | 1000 |  | 2.50 | 2 | 1 | + Perks + Automations  Edit  Delete |

4. Click **Automations** next to any tier to set up automatic actions — such as assigning a reward or applying a discount — when customers reach that tier.

| Tiers | | | | | | | |
|----------|---|--------------------------------------|---|------------------|-------|-------------|---|
| Name | Color | Minimum Points Collected by Customer | Manual Assignment | Point Multiplier | Perks | Automations | |
| Member |  | 0 |  | 1.00 | 2 | 0 | + Perks + Automations  Edit  Delete |
| Silver |  | 200 |  | 1.20 | 2 | 0 | + Perks + Automations  Edit  Delete |
| Gold |  | 500 |  | 2.00 | 2 | 0 | + Perks + Automations  Edit  Delete |
| Platinum |  | 1000 |  | 2.50 | 2 | 1 | + Perks + Automations  Edit  Delete |

5. Click the **Edit** button next to a tier to change its name, colour, points requirement, or multiplier.

Edit Tier
✕

Name*

Minimum Points Collected by Customer

Minimum points collected by the customer required for this tier. Leave empty or use 0 for the default/base tier.

Color*

Point multiplier*

Enter a multiplier for points (defaults to 1)

Enable Manual Assignment

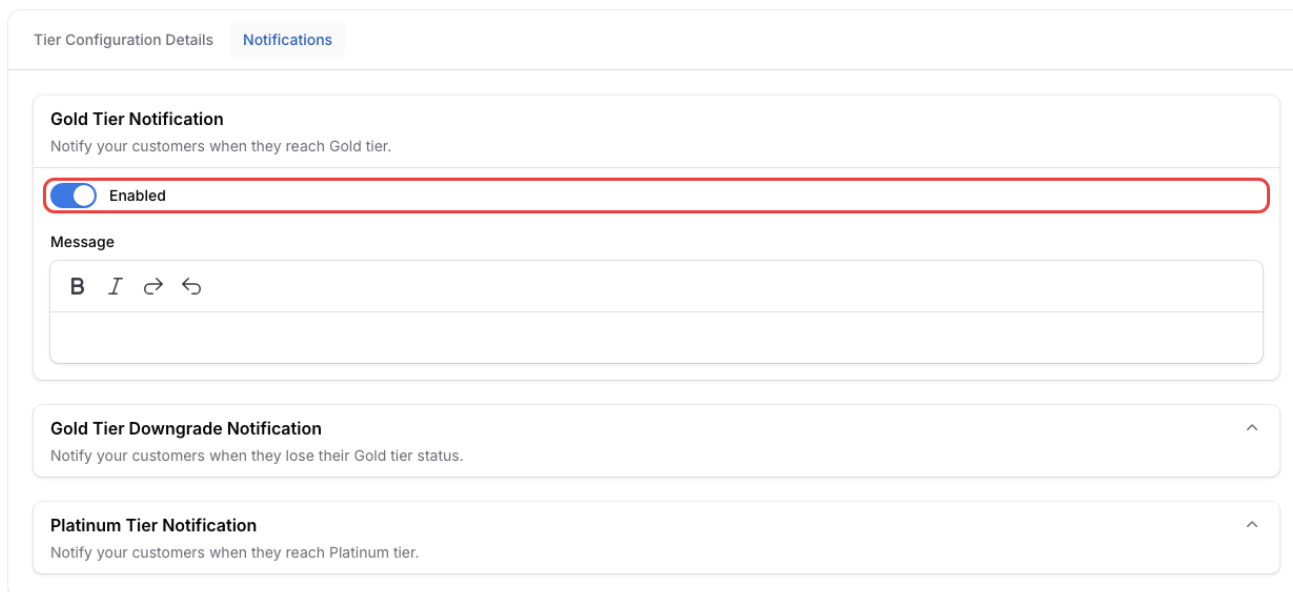
When enabled, this tier will be hidden from customers and can only be assigned manually through the system backend.

Save
Cancel

Setting Up Tier Notifications

You can send WhatsApp messages to customers when they move up (or down) a tier.

1. Go to **Admin Panel** → **Loyalty Program** → **Tier Configuration** and click **Edit** on your configuration.
2. Click the **Notifications** tab.



Tier Configuration Details **Notifications**

Gold Tier Notification
Notify your customers when they reach Gold tier.

Enabled

Message

B I ↶ ↷

Gold Tier Downgrade Notification ^
Notify your customers when they lose their Gold tier status.

Platinum Tier Notification ^
Notify your customers when they reach Platinum tier.

3. Expand the notification section for the tier you want (e.g., "Gold Tier Notification").
4. Turn on the **Enabled** toggle.
5. Edit the **upgrade** message template. You can use these variables to personalise the message:

- `{{CUSTOMER_NAME}}` — the customer's name
- `{{SPACE_NAME}}` — your outlet or brand name
- `{{NEW_TIER}}` — the tier the customer just reached
- `{{CURRENT_POINT}}` — the customer's current point balance
- `{{BENEFITS}}` — the perks listed for the new tier

For **downgrade** notifications, these variables are available:

- `{{CUSTOMER_NAME}}` — the customer's name
- `{{SPACE_NAME}}` — your outlet or brand name
- `{{PREVIOUS_TIER}}` — the tier the customer dropped from
- `{{NEW_TIER}}` — the tier the customer moved down to
- `{{CURRENT_POINT}}` — the customer's current point balance
- `{{POINTS_NEEDED}}` — how many points the customer needs to return to the previous tier

6. Click **Save** when you're done.

What Your Customers Will See

On the customer portal, each customer sees a tier card showing their current tier name, colour, and a list of perks. As they earn more points, the card updates to reflect their new tier. This gives your customers a clear sense of progress and motivates them to keep coming back.

Good to Know

- Customers move up tiers automatically based on their total purchase points — they don't need to do anything
- Redeeming points for rewards does **not** lower a customer's tier. Only point expiry can reduce a customer's tier.
- The **Point multiplier** stacks with your base earning rate. If a customer normally earns 1 point per RM1 spent, a 2x multiplier means they earn 2 points per RM1.
- **Enable Manual Assignment** hides a tier from automatic progression. Use this for VIP tiers you assign personally.
- You can set up both upgrade and downgrade notifications for each tier under the **Notifications** tab

What's Next?

- [Learn how point usage and expiry affects tier levels](#)
- [How to Record Points for a Customer](#)