

How to Set Up New Customer Reward Automation

What Is This?

When someone joins your loyalty programme, you can automatically give them a reward — no manual work needed. You can also delay it: send the reward 1 day after signup instead of right away, so it lands at the right moment and brings them back.


Real-Life Example

Aishah owns a bubble tea shop and sets up a "Welcome Freebie" reward with a 1-day delay. When Wei Lin signs up on Monday, the voucher appears in her account Tuesday morning. She pops in on the way to work, redeems it, and becomes a returning customer — without Aishah lifting a finger.


How to Set It Up


1. Go to **Loyalty Program** → **Rewards** in the left sidebar


Pixalink


 Dashboard


Loyalty Program

 Record Points

 Transactions


 Rewards


 E-commerce Transactions

 POS Transactions

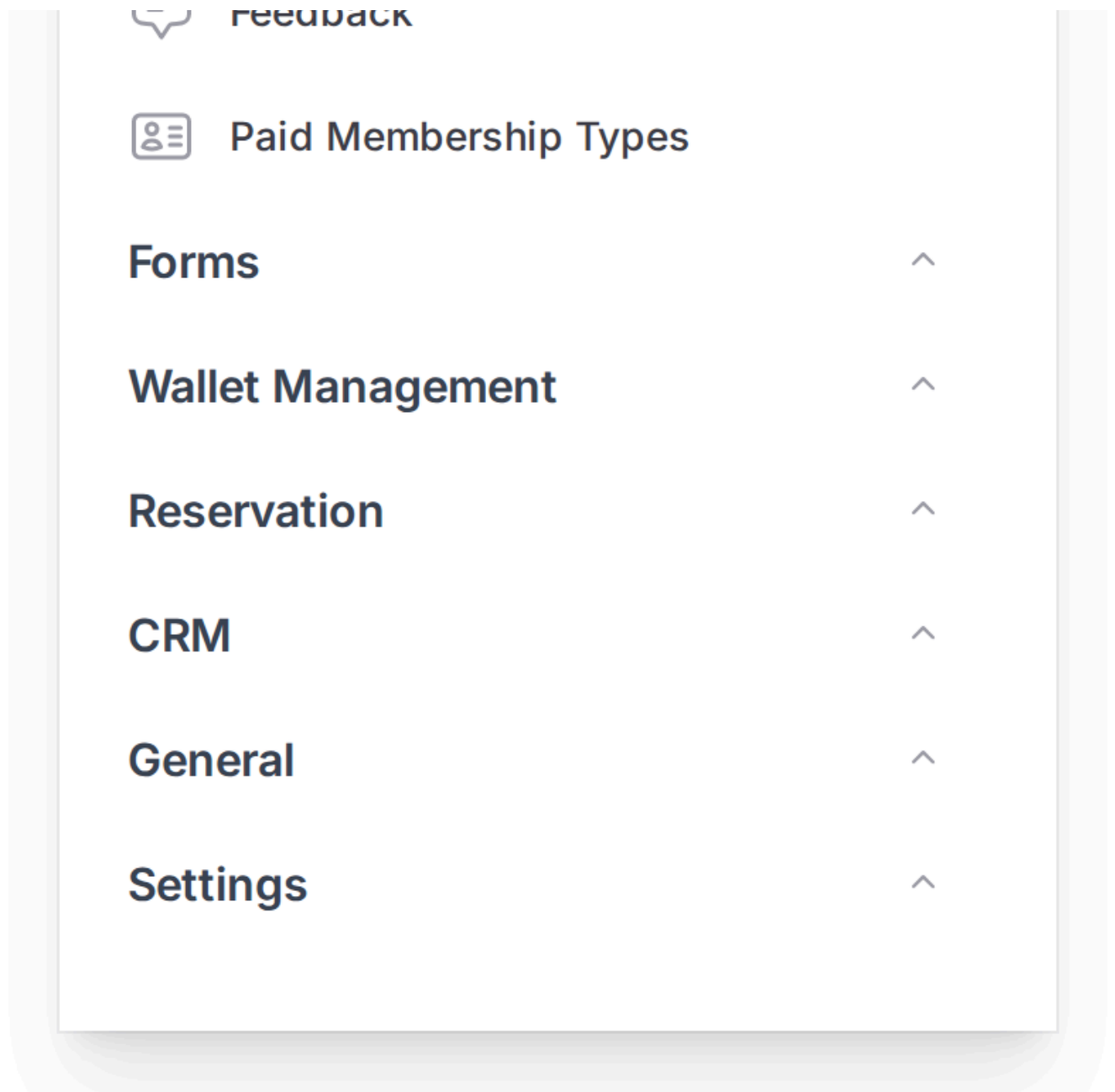
 Customer Portal Design

 News Feed

 Referral Configuration

 Tier Configuration

 Feedback



2. Open the reward you want to set up (or create a new one)

Rewards		
Reward Name	Expiry Date	Active
Free Bubble Tea	31 Dec, 2026	Active
RM5 Voucher	30 Jun, 2026	Active
Birthday Reward		Active

3. Click the **Automations** tab at the top of the reward editor

New Customer

Auto-assign to New Customers

Quantity

Delay Duration

Delay before automatically assigning the reward to new customers

4. Find the **New Customer** section and turn on **Auto-assign to New Customers**. Fill in the form:

- **Quantity** — how many of this reward each new customer receives (default: 1)
- **Delay Duration** — when to give the reward after signup. Choose **Immediately** to give it right away, or pick a delay (e.g. "1 day" sends the reward the next day at the same time they signed up)

New Customer

Auto-assign to New Customers

Quantity

Delay Duration

How long after signup before the reward is assigned.

5. Click **Save**

What Your Customers Will See

After the delay period passes, the reward appears in the customer's account automatically. If you have WhatsApp notifications set up on the **Notifications** tab, they'll also get a message. It lets them know their reward is ready to use.

Good to Know

- Each customer only receives this reward once — the system won't give it again if they already have it
- If a reward is already used as a **Referral reward**, the New Customer automation turns off — you'll see a warning with a link to change the referral settings
- You can change the delay at any time — it only affects new signups going forward
- Available delay options range from **Immediately** up to **1 week**
- This automation works independently from Birthday and Tag automations — all three can be active on the same reward

What's Next?

- [What Are Rewards and How to Create Them](#) — set up the reward first if you haven't yet

- [How to Set Up Conditional Reward Distribution](#) — add spending conditions to unlock rewards
- [Customer Reward Lifecycle Explained](#) — see what happens after a reward is assigned