

# How to Set Up Point Expiry Rules

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## What Is This?

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Point expiry sets a time limit on earned points. After a set number of days, unused points are automatically removed from a customer's balance. Each batch of points earned has its own expiry countdown — points don't expire all at once. If you use loyalty tiers, expired points no longer count toward tier qualification.

To enable point expiry, contact the Pixalink support team and specify how many days before points should expire (e.g., 90, 180, or 365 days). Only newly earned points are affected — existing points keep their balance.

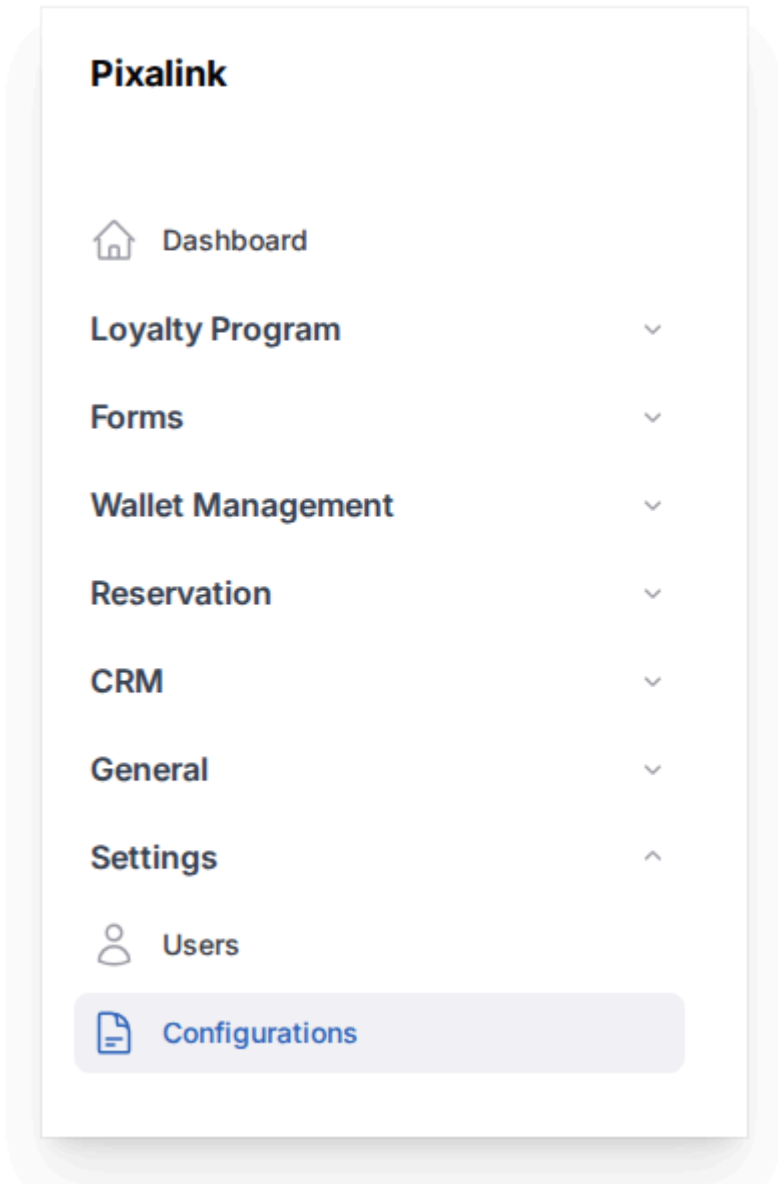
## Set Up Expiry Reminder Notifications

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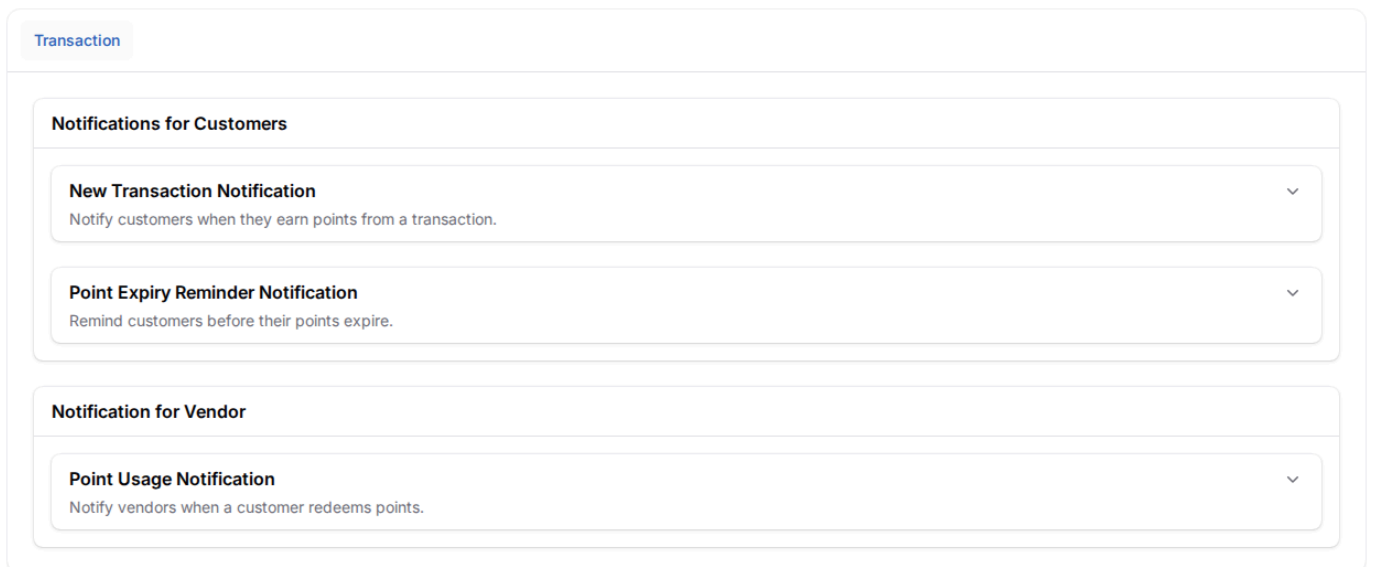
You can send customers a WhatsApp reminder before their points expire. This requires WhatsApp to be connected to your account.

The **Configurations** page and **Notification Settings** section only appear when WhatsApp is connected. If you don't see these options, contact support to set up WhatsApp first.

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



2. Scroll down to the **Notification Settings** section



3. Expand **Point Expiry Reminder Notification** under the customer notifications area

**Point Expiry Reminder Notification**  
Remind customers before their points expire.

Enabled

**Point Threshold**   
Minimum points balance to trigger this notification.

**Days Before Expiry**   
How many days before expiry to send the reminder.

**Message**

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4. Turn on the **Enabled** toggle

5. Set the **Point Threshold** — the minimum number of expiring points needed to trigger a reminder (minimum 1). For example, set it to 100 so customers aren't notified about small amounts

6. Set **Days Before Expiry** — how many days before expiry the reminder is sent (default: 7)

**Point Expiry Reminder Notification**  
Remind customer before their points expire

Enabled

**Point Threshold**   
Minimum expiring points needed to trigger this reminder

**Days Before Expiry**   
How many days before expiry to send the reminder

**Message**

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7. Edit the **Message** template. You can use these placeholders:

- `{{CUSTOMER_NAME}}` — the customer's name
- `{{EXPIRING_POINTS}}` — the number of points about to expire
- `{{EXPIRY_DATE}}` — the date the points will expire
- `{{DAYS_REMAINING}}` — number of days left
- `{{CUSTOMER_PHONE}}` — the customer's phone number
- `{{SPACE_NAME}}` — the name of the space or outlet
- `{{CURRENT_POINT}}` — the customer's current total point balance
- `{{POINT_HISTORY}}` — a link to the customer's point history


8. Click **Save**

## Show Expiry Info on the Customer Portal

You can show upcoming point expiry on the customer loyalty portal.


1. Go to **Admin Panel** → **Loyalty Program** → **Customer Portal Design**


## Pixalink

 Dashboard

### Loyalty Program

 Record Points

 Transactions

 Rewards

 E-commerce Transactions

 POS Transactions


 Customer Portal Design

 News Feed

 Referral Configuration

 Tier Configuration

 Feedback

 Paid Membership Types

### Forms

### Wallet Management

### Reservation

### CRM

### General

### Settings

## 2. Find the **Transaction** section

The **Transaction** section only appears when point expiry is enabled. If you don't see it, contact support to enable point expiry first.

## 3. Turn on **Display points expiry in customer portal**

**Transaction**

**Display points expiry in customer portal**

When enabled, customers see a message like "45 points will expire by 15 Jul, 2026" on their points page

## 4. Click **Save**

When enabled, customers will see a message like "45 points will expire by 15 Jul, 2026" on their points page.

## Real-Life Example

Ahmad owns a small cafe with a loyalty programme. He set point expiry to 180 days, with a reminder threshold of 100 points and notifications sent 7 days before expiry. One of his regulars, who had 150 points saved up, received a WhatsApp message warning that her points would expire in 7 days. She came in the next day, redeemed her points for a free meal combo, and topped up with a new purchase. Without the reminder, those 150 points would have quietly disappeared — and Ahmad might have lost a loyal customer.

## What Your Customers Will See

When a customer has points about to expire and meets your point threshold, they'll receive a WhatsApp message with:

- Their name
- The number of points expiring
- The exact expiry date
- A link to view their point history

This gives them a chance to visit your shop and use their points before they're gone.

## Good to Know

- The expiry reminder only sends if the customer has **at least** the number of expiring points you set in the point threshold.
- Reminders are sent via **WhatsApp only** — your account must have WhatsApp notifications set up.
- You can set the days before expiry to any value between 1 and your total expiry period.