

What Is This?

Tier-Based Birthday Vouchers let each loyalty tier get its own birthday gift. Your Gold members can receive a bigger treat than entry-level Members. Every customer is still celebrated during their birthday month. The reward simply matches how loyal they are.

This is different from a single Birthday Reward, which gives the same gift to everyone.

Real-Life Example

Wei Lin runs a cafe with three tiers: Member, Silver, and Gold. She wants her best customers to feel special on their birthday.

She sets a free drink for Members and a free cake slice for Silver. For Gold, she sets a RM50 voucher. Aishah, a Gold member, wakes up during her birthday month to that voucher. Ahmad, a Member, gets his free drink. Both feel remembered, and Wei Lin set it up only once.

How to Set It Up

1. Go to **Loyalty Program > Rewards** and create one reward per tier. Set **Points to Redeem** to **0**, give it a name, and keep it active.

Points

☒ Active

Points to Redeem

0

Credits

☐ Active

Credits to Redeem

0

2. Go to **Loyalty Program > Tier Configurations** in the sidebar, then open your active configuration.

 Dashboard

Loyalty Program

 Record Points

 Point History

 Rewards

 Customer Portal Design

 News Feeds

 Referral Configurations

 Tier Configurations

 Feedbacks

Reservation

 Calendars

 Reservations

CRM

 Broadcast Batches

 Campaigns

 Customers

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General

 Spaces

Settings

 Users

 Configurations



3. In the tiers table, find the tier you want, then click its **Automations** action.

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

4. Add a **Birthday Voucher** block, choose the free reward for that tier, set the **Quantity**, then save. Repeat for each tier using a different reward.

Birthday Voucher

Customers in this tier receive this reward during their birthday month.

Reward*

Gold Birthday Treat — Free Slice of Cake

Reward to assign as the birthday voucher for customers in this tier.

Quantity*

1

What Your Customers Will See

During their birthday month, each customer receives the voucher set for their tier. It appears in their portal with a code they show at your shop. If you set up a WhatsApp message for the reward, they get a notification too.

Good to Know

- **Different reward per tier.** Each tier needs its own Birthday Voucher block.
- **The reward must be free.** Only rewards with a zero point cost can be used.
- **One per year.** Each customer receives their tier birthday voucher once per calendar year.
- **A date of birth is needed.** Customers without a birthday on file are skipped.
- **Tier matters.** Customers receive the voucher for the tier they are in that month.

Need Help?

Reach out to the Pixalink team if you need a hand setting this up.

What's Next?

- [Birthday Rewards — Automatically Reward Customers on Their Birthday](#) — give every customer the same birthday gift
- [How to Set Up Tier Point Multipliers](#) — reward higher tiers with faster points
- [What Are Rewards and How to Create Them](#) — new to rewards? Start here