

How to Set Up Tier Point Multipliers

What Is This?

Tier multipliers reward your most loyal customers by giving them bonus points on every transaction. A multiplier of 2 means a Gold-tier customer earns double points on the same purchase a Bronze customer makes. This turns your loyalty tiers into a real reason for customers to keep coming back and climb the ranks.

Real-Life Example

Siti runs two cafe outlets in KL. She wants to reward regulars who spend more, so she sets up a Gold tier with a **2x point multiplier**. Now when Ahmad — a Gold member — spends RM15 on a meal combo, he earns **30 points instead of 15**. Ahmad notices his points climb faster and visits more often. Siti sees repeat visits go up by 25% after enabling tier multipliers.


How to Set Up Tier Point Multipliers


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


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Loyalty Program ^

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2. Click on your tier configuration to open it. The **Tiers** table appears below the configuration details and lists all tiers in this configuration.

Tiers							
Name	Color	Minimum Points Collected by Customer	Manual Assignment	Point Multiplier	Perks	Automations	
Bronze		0		1.00	1	0	+ Perks + Automations  Edit  Delete
Silver		500		1.50	2	0	+ Perks + Automations  Edit  Delete
Gold		1000		2.00	3	1	+ Perks + Automations  Edit  Delete

3. Click **Edit** on the tier row you want to change.

Tiers							
Name	Color	Minimum Points Collected by Customer	Manual Assignment	Point Multiplier	Perks	Automations	
Bronze		0		1.00	1	0	+ Perks + Automations  Edit  Delete
Silver		500		1.50	2	0	+ Perks + Automations  Edit  Delete
Gold		1000		2.00	3	1	+ Perks + Automations  Edit  Delete

4. Set the **Point multiplier** field to your desired value.

- The default is **1** (no bonus — earns the base point amount)
- **2** means customers in this tier earn double points
- Decimals like **1.5** give a 50% bonus
- Typical setup: **1x** for Bronze, **1.25x** for Silver, **1.5x** or **2x** for Gold

Name*

Gold

Minimum Points Collected by Customer

1000

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

Color*

Point multiplier*

2

Enter a multiplier for points (defaults to 1)

Background Image

Drag & drop your file or browse

Optimal size for background images is 860×380 pixels.

Enable Manual Assignment



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

5. Click **Save** to apply the changes. The new multiplier takes effect on the next transaction.

How Multipliers Apply to a Transaction

The multiplier kicks in automatically every time a customer earns points — whether through manual point recording, POS sync, e-commerce checkout, credit-wallet conversions, or integration-based earnings like Bukku invoice syncs. If the customer is in a tier with a multiplier, the multiplier is applied to the awarded amount before it lands in their wallet.

For example, if you record **20 points** for a Gold-tier customer with a **2x multiplier**, they receive **40 points** on their wallet. The customer doesn't need to do anything — the bonus is applied for them.

Multipliers do **not** apply to point **deductions** or admin **corrections** — those use the exact amount you enter.

What Your Customers Will See

Customers see their multiplied point balance reflected in their loyalty portal right after each transaction. If they're in a tier with a multiplier, the bonus is already baked into the displayed total — there's no separate "bonus" line. Their tier badge in the portal also shows their current tier and any next-tier benefits.

Good to Know

- Points are whole numbers — if a multiplied amount results in a decimal (e.g., $15 \times 1.5 = 22.5$), the system rounds down to **22**.
- Multipliers apply to **all earning transactions** — manual point entry, POS, e-commerce, credit-wallet conversions, and integration-based earnings (e.g. Bukku invoice syncs). If points are being added, the multiplier applies.
- Multipliers do **not** apply to point **deductions** or admin corrections — those use the exact amount you enter.
- Each customer's tier is recalculated automatically based on their lifetime points, so multipliers always match the customer's current tier at the moment of the transaction.
- If you change a multiplier, only **future** transactions get the new rate — past transactions are not retroactively recalculated.

Need Help?

Not sure which tier multiplier to set, or whether your customers are seeing the right point totals? Send us a message and we'll walk through it with you.

What's Next?

- [How to Set Up Loyalty Tiers](#) — define your tier ladder before configuring multipliers
- [How to Record Points for a Customer](#) — manually award points (multipliers apply automatically)