

What Is This?

You can tag every existing member in one go, straight from your customer list. There's no need to export a file, edit it and import it back. Tick, select all, pick a tag, and Pixalink tags everyone in the background.

Real-Life Example

Aishah runs a bubble tea shop in Petaling Jaya with about 1,500 members. She wants to tag all of them "Founding Member" before her anniversary promotion. Instead of editing a spreadsheet, she selects all 1,500 members and adds the tag in under a minute. Later, she sends her anniversary broadcast only to customers with that tag.

How to Set It Up

1. Go to **CRM** → **Customers** in the sidebar.

 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

 Scan & Share

General

 Spaces

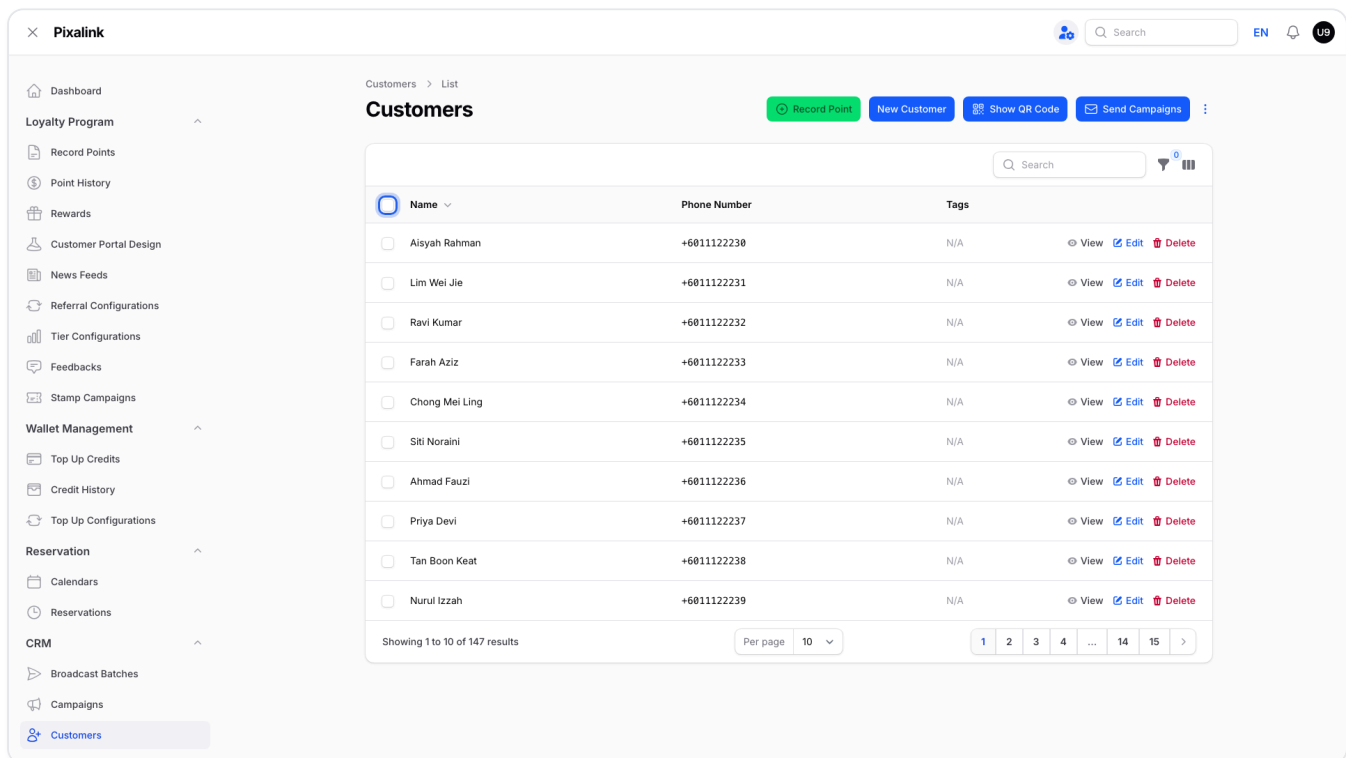
Settings

 Users

 Configurations

Tags

2. Tick the box at the top of the **Name** column. This selects every customer on the page you are looking at.



Customers

Record Point New Customer Show QR Code Send Campaigns

☒	Name	Phone Number	Tags	
☐	Aisyah Rahman	+6011122230	N/A	View Edit Delete
☐	Lim Wei Jie	+6011122231	N/A	View Edit Delete
☐	Ravi Kumar	+6011122232	N/A	View Edit Delete
☐	Farah Aziz	+6011122233	N/A	View Edit Delete
☐	Chong Mei Ling	+6011122234	N/A	View Edit Delete
☐	Siti Noraini	+6011122235	N/A	View Edit Delete
☐	Ahmad Fauzi	+6011122236	N/A	View Edit Delete
☐	Priya Devi	+6011122237	N/A	View Edit Delete
☐	Tan Boon Keat	+6011122238	N/A	View Edit Delete
☐	Nurul Izzah	+6011122239	N/A	View Edit Delete

Showing 1 to 10 of 147 results

Per page 10

1 2 3 4 ... 14 15 >

3. Click **Select all** in the bar above the list. The number next to it is your total, so every page is now included.

Pixelink

Customers > List

Customers

Record Point New Customer Show QR Code Send Campaigns

Tags Change status Change source Delete selected

10 records selected Select all 147 Deselect all

Name	Phone Number	Tags	
Aisyah Rahman	+6011122230	N/A	View Edit Delete
Lim Wei Jie	+6011122231	N/A	View Edit Delete
Ravi Kumar	+6011122232	N/A	View Edit Delete
Farah Aziz	+6011122233	N/A	View Edit Delete
Chong Mei Ling	+6011122234	N/A	View Edit Delete
Siti Noraini	+6011122235	N/A	View Edit Delete
Ahmad Fauzi	+6011122236	N/A	View Edit Delete
Priya Devi	+6011122237	N/A	View Edit Delete
Tan Boon Keat	+6011122238	N/A	View Edit Delete
Nurul Izzah	+6011122239	N/A	View Edit Delete

Showing 1 to 10 of 147 results Per page 10 1 2 3 4 ... 14 15 >

4. Click **Tags**, then choose **Add tags**.

Pixelink

Customers > List

Customers

Record Point New Customer Show QR Code Send Campaigns

Tags Add tags Remove tags Change status Change source Delete selected

Deselect all

Name	Phone Number	Tags	
Aisyah Rahman	+6011122230	N/A	View Edit Delete
Lim Wei Jie	+6011122231	N/A	View Edit Delete
Ravi Kumar	+6011122232	N/A	View Edit Delete
Farah Aziz	+6011122233	N/A	View Edit Delete
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Siti Noraini	+6011122235	N/A	View Edit Delete
Ahmad Fauzi	+6011122236	N/A	View Edit Delete
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Nurul Izzah	+6011122239	N/A	View Edit Delete

Showing 1 to 10 of 147 results Per page 10 1 2 3 4 ... 14 15 >

5. Type the tag name, press Enter, then click **Submit**.

Add tags

Tags

New tag

VIP x

Submit Cancel

Pixalink shows "Tags will be updated in the background". When it finishes, a "Bulk Customer Tagging Complete" message appears under the bell icon.

What Your Customers Will See

Usually nothing. Tags are labels for you and your team.

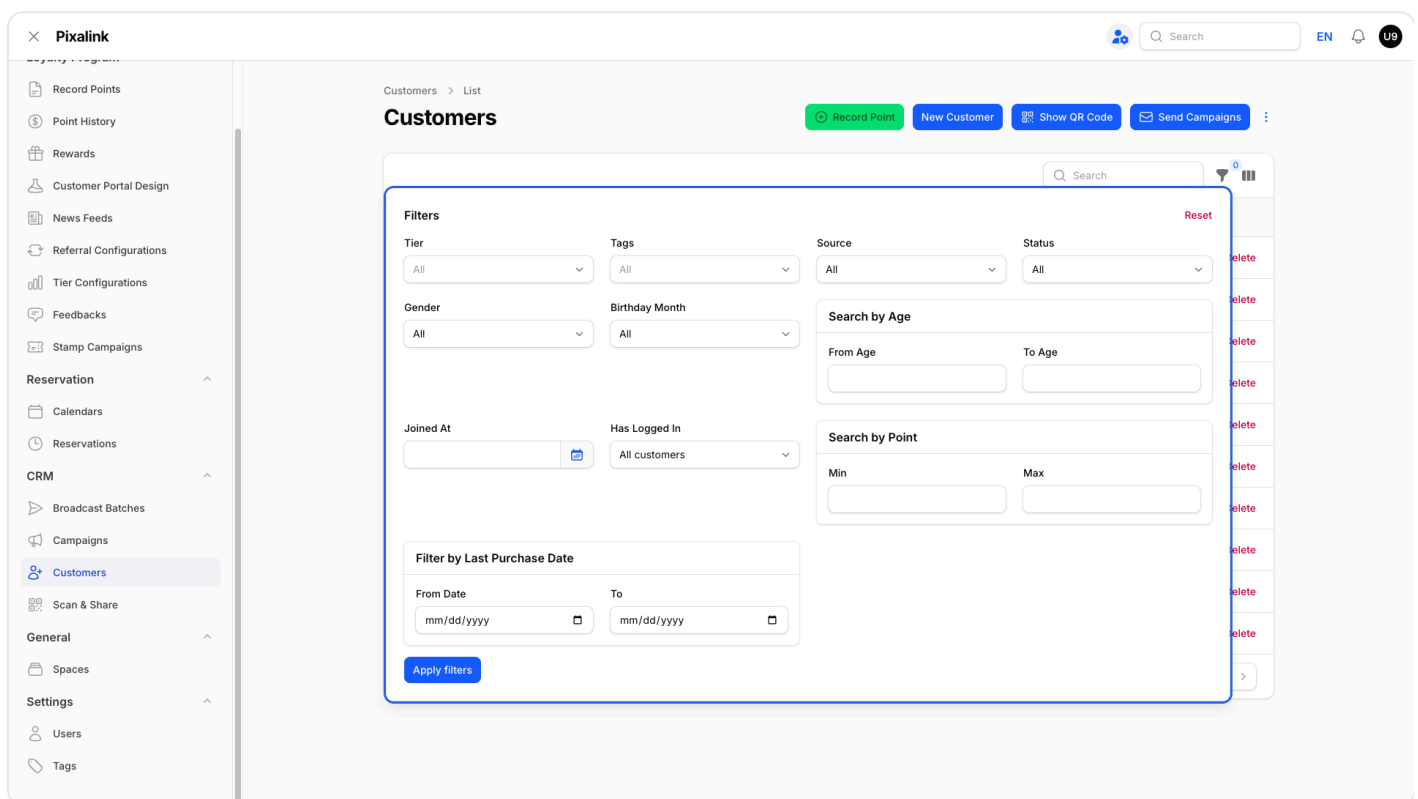
Note

If a reward is set to go out automatically for that tag, eligible customers may also get it. Customers who already have that reward are skipped, and reward limits still apply.

Good to Know

Tag only a group

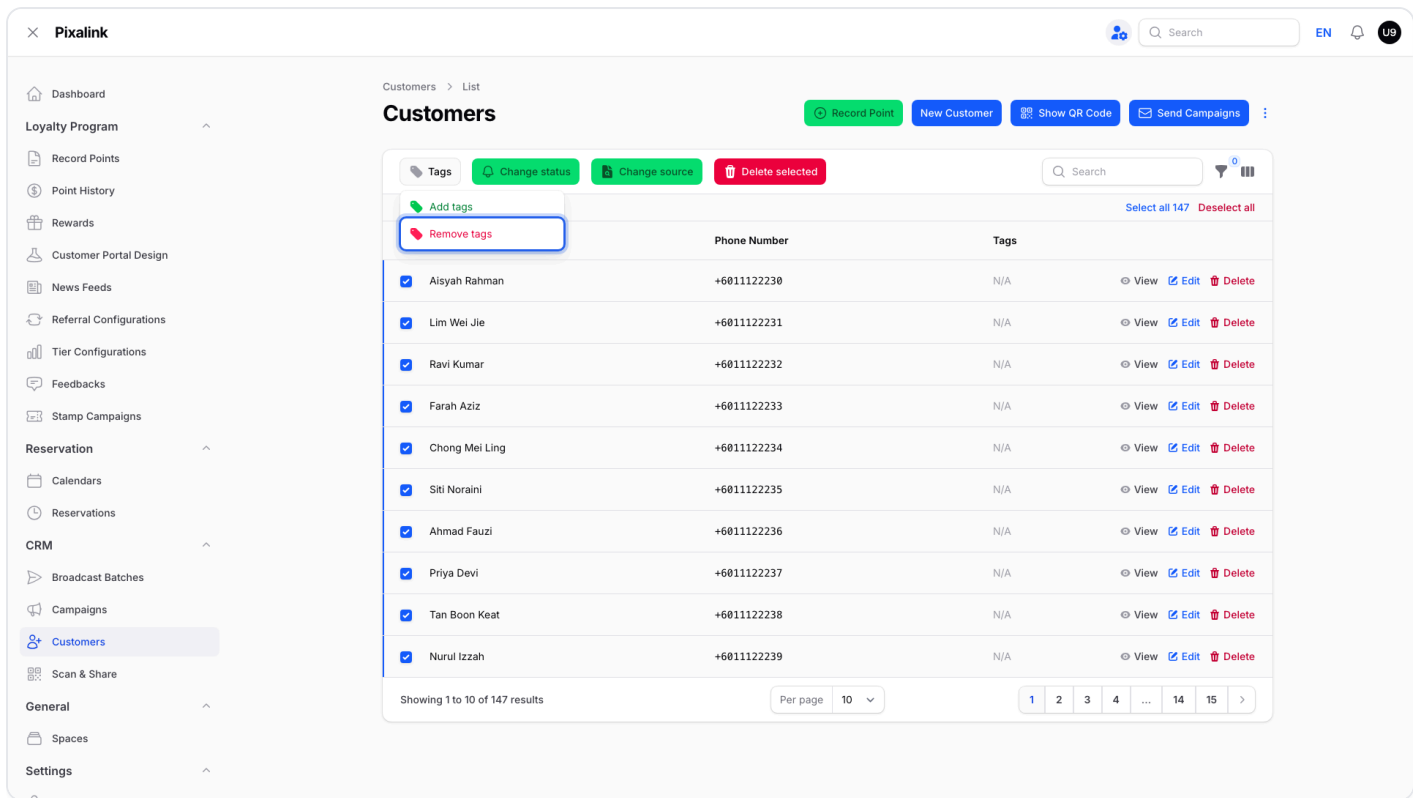
Click the filter button (the funnel next to the search box) to open the **Filters** panel. Pick what the group has in common, for example a **Tier**, a **Tag** or a **Birthday Month**, then click **Apply filters**. The list now shows only matching customers, and **Select all** picks only them.



You can also type a name or phone number in the search box to narrow the list.

Remove a tag added by mistake

Select the same customers, click **Tags**, then **Remove tags**.



Warning

Removing a tag does not take back a reward that was already given.

Other things to know

- Existing tags are kept. Adding a tag never removes a customer's other tags.
- Wait for the bell message before you send a broadcast to the new tag.
- New tag names are created for you. You don't need to make the tag first.

Need Help?

If the tags don't show up after the bell message, contact our support team and tell us the tag name.

What's Next?

- [How to Create and Use Tags](https://kb.pixalink.io/articles/how-to-create-and-use-tags) (https://kb.pixalink.io/articles/how-to-create-and-use-tags)
- [Auto-Assign Rewards by Customer Tag](https://kb.pixalink.io/articles/auto-assign-rewards-by-customer-tag) (https://kb.pixalink.io/articles/auto-assign-rewards-by-customer-tag)
- [How to Filter Customers by Points and Activity](https://kb.pixalink.io/articles/how-to-filter-customers-by-points-and-activity) (https://kb.pixalink.io/articles/how-to-filter-customers-by-points-and-activity)