

# New Customer Reward — Automatically Welcome New Members with a Reward

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## What Is This?

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A New Customer Reward is a reward that gets given to every new customer the moment they sign up for your loyalty programme. Instead of manually assigning welcome rewards one by one, you set it up once and Pixalink handles the rest — every new member receives their welcome gift automatically.

## Real-Life Example

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Priya runs a bubble tea shop in Subang Jaya. She noticed that new members who received a welcome voucher on their first visit were twice as likely to come back within a week. Before Pixalink, her staff had to remember to hand out printed coupons — and sometimes they forgot.

Now, Priya has set up a "Welcome Drink" reward that automatically goes to every new customer who signs up. The customer gets a notification right away, and Priya does not have to lift a finger. Her return-visit rate jumped, and her staff can focus on making great drinks instead of tracking vouchers.


## How to Set It Up

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### Step 1: Create or choose a reward


Go to **Admin Panel > Loyalty Program > Rewards** and click **New Reward**, or open an existing reward.


# 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



Fill in the **Reward Details** tab — give the reward a name, description, and optional cover image.

Active

**Reward Name\***

Welcome Drink

**Description\***

**B** ***I*** **U** ~~**S**~~  $x_2$   $x^2$   $H_2$   $H_3$

**Terms & Conditions**

Set the terms and conditions for the reward.

**Terms & Conditions Template**

Select an option

**Terms & Conditions\***

**B** ***I*** **U** ~~**S**~~  $x_2$   $x^2$   $H_2$   $H_3$

**Reward Cover Image**

Select a preset cover or upload a custom image.

**Cover\***

Custom

**Custom Cover**

Drag & drop your file or browse

If uploaded differently, images auto-adjust to 1:1; ideal viewing at 512x512px.

## Step 2: Set the cost to zero

Rewards with automation enabled cannot have a points or credits cost. Set both **Points to Redeem** and **Credits to Redeem** to **0**.

## Points

Active

Points to Redeem

0

## Credits

Active

Credits to Redeem

0

### Step 3: Turn on the New Customer automation

Click the **Automations** tab. Under **New Customer**, toggle on **Auto-assign to New Customers**, set the **Quantity** (usually 1), and choose a **Delay Duration**.

#### New Customer

Auto-assign to New Customers



Quantity

1

Delay Duration

Immediately



Option	When to Use
<b>Immediately</b>	Best for most businesses — customer sees it right away
<b>5 / 10 / 30 minutes</b>	Slight delay for a "surprise" feel
<b>1 / 2 / 3 / 12 hours</b>	Follow-up style reward
<b>1 / 2 / 3 days / 1 week</b>	"Come back tomorrow" type reward

## Step 4: Activate and save

Make sure the **Active** toggle is on, then click **Save**.



From now on, every customer who signs up will automatically receive this reward.

## What Your Customers Will See

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When a new customer signs up and the reward is assigned immediately, they will see it in their account straight away. If you set a delay, the reward appears after the chosen time has passed. Customers can view and redeem their rewards in the loyalty portal.

## Good to Know

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- **The reward must be free.** When New Customer automation is on, points and credits cost are locked to 0.
- **Each customer only gets it once.** No duplicates — the system checks before assigning.
- **Works across all sign-up methods.** Loyalty portal, custom form, transaction import, POS integration — all covered.
- **Cannot be combined with Referral rewards.** A reward already used as a Referral reward cannot have New Customer automation enabled.
- **Delayed rewards are queued automatically.** No extra steps needed — the system handles the timing.
- **You can have multiple New Customer rewards.** Turn on automation on each one and customers receive all of them.
- **Make sure the reward is Active.** An inactive reward will not be assigned even if automation is on.