

Paid Memberships

What Is This?

Paid Memberships let you sell premium membership plans to your customers. Customers pay a monthly or yearly fee and get exclusive perks like bonus points, special rewards, or priority treatment. You set the price, choose the benefits, and your team can assign memberships right from the admin panel.


Real-Life Example

Wei Lin owns a bubble tea chain with three outlets. She wants to reward her most loyal customers with something special. She creates a "VIP Tea Lover" membership at RM 29/month that includes double points on every purchase and early access to new drinks. One of her regulars, Ahmad, asks about it at the counter. Wei Lin's staff opens Ahmad's profile, assigns the membership, and marks it as "Cash Received" since Ahmad pays on the spot. Ahmad starts earning double points immediately. A week before his membership expires next month, Ahmad gets a WhatsApp reminder and decides to renew. Wei Lin now has 40 paying members bringing in steady monthly income.

How to Set It Up

Creating a Membership Plan

1. Go to **Admin Panel > Loyalty Program > Paid Membership Types** and click "**New Paid Membership Type**"

 Paid Membership Types list showing membership plans

2. Fill in the **Membership Details** section:

- **Name** -- the plan name your customers will see (e.g., "Gold Member", "VIP Pass")
- **Active** -- turn this on to make the plan available
- **Description** -- a short internal note about this plan
- **Cover Image** -- upload a landscape image for the membership card shown to customers. You can crop and adjust it with the built-in editor.

 Membership Type creation form

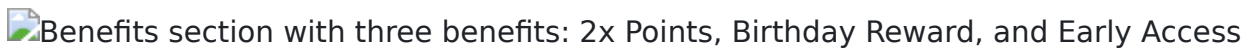
3. Add your **Pricing Options** (you can add up to two -- one monthly, one yearly). Pick **Monthly** or **Yearly**, then enter the **Price** (minimum RM 5.00).

Pricing
Configure which billing cycles to offer for this membership.

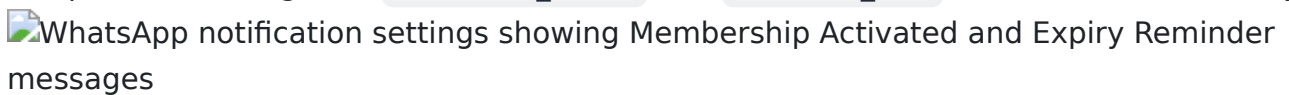
	Billing Cycle*	Price*	
↑↓	Monthly	RM 29	🗑️
↑↓	Yearly	RM 299	🗑️

[Add to pricing options](#)

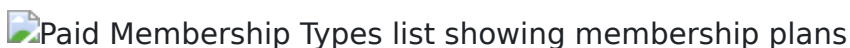
4. Add **Benefits** that customers will see on their membership card. For each benefit, choose an **Icon**, write a short **Heading** (e.g., "2x Points on Every Purchase"), and optionally add a **Description**. You can drag to reorder and add as many as you like.



5. (Optional) Set up **WhatsApp Notifications** if WhatsApp is connected. You can customise messages for when a membership is activated, a reminder before it expires, when it expires, when it gets extended, and when a renewal payment goes through. Each message has placeholder tags like `{{CUSTOMER_NAME}}` and `{{EXPIRES_AT}}` that fill in automatically.

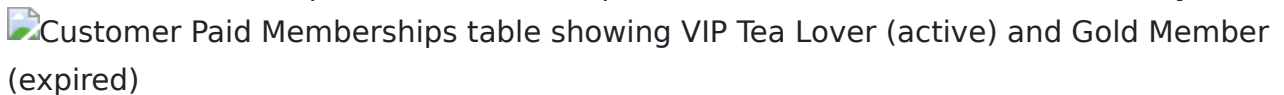


6. Click **Save**. Your membership plan will appear in the list and is ready to be assigned to customers.



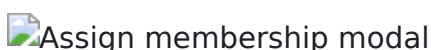
Assigning a Membership to a Customer

1. Go to **Customers**, open the customer's profile, and click the **Paid Memberships** tab



2. Click "**Assign Membership**" (this button only shows when the customer has no active membership) and fill in the form:

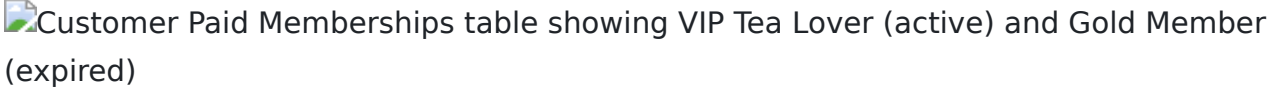
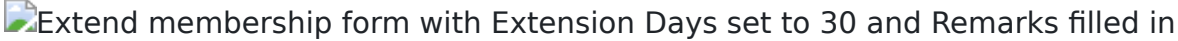
- **Membership Type** -- pick from your active plans
- **Monthly or Yearly** -- choose which pricing option
- **Payment Method:**
 - **Free (Complimentary)** -- no charge, activates immediately
 - **Cash Received** -- enter the amount collected, activates immediately
 - **Online Payment** -- generates a payment link to share with the customer (only available if online payments are set up)
- **Start Date** -- defaults to today
- **Remarks** -- optional notes like a receipt number



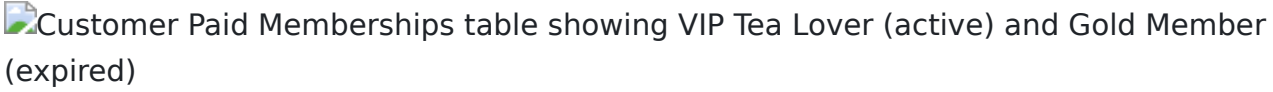
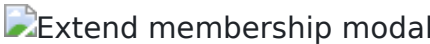
3. Click **Submit**. For free and cash payments, the membership activates immediately. For online payments, the membership only activates after the customer completes the payment.



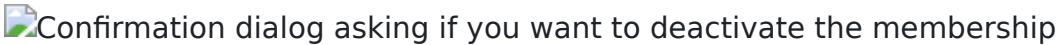
Extending a Membership

1. In the customer's **Paid Memberships** tab, click "**Extend**" on the active membership row
Customer Paid Memberships table showing VIP Tea Lover (active) and Gold Member (expired)
2. Enter the number of **days to add** (default is 30) and provide a **reason** for the extension (required), then click **Submit**


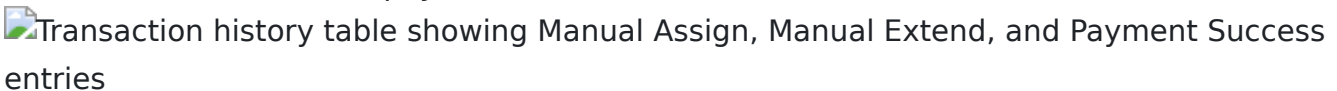
Renewing with Online Payment

1. Click "**Renew**" on a membership that has expired or is expiring within 30 days (only available when online payments are enabled)
Customer Paid Memberships table showing VIP Tea Lover (active) and Gold Member (expired)
2. Confirm the action. A payment link is generated -- copy it and share with the customer. The membership renews automatically once payment is completed.


Deactivating a Membership

1. Click "**Deactivate**" on the active membership row and confirm. The customer loses their benefits immediately.


Viewing History

1. Click "**History**" on any membership row to see the full log of every action -- who assigned it, when it was extended, payment details, and more.


What Your Customers Will See

On the customer portal, your customers can view their membership card with the cover image, benefits list, and expiry date. A progress bar shows how far through their plan they are, and a countdown shows days remaining.

When their membership is nearing expiry (30 days or less), a **Renew** button appears so they can pay online directly. If they have no membership, they will see all your available plans and can purchase one themselves.

Customers can also view their payment history and download receipts for completed payments.

Good to Know

- A customer can only have **one active membership** at a time. Assigning a new one automatically replaces the old one.
- Changing a plan's price only affects future purchases -- existing members keep their original pricing.
- The "**Assign Membership**" button only appears when the customer has no active membership. If you need to switch plans, just assign the new one and it replaces the current.
- You can view the full **History** of any membership (who assigned it, when it was extended, payment details) by clicking the clock icon on the membership row.
- If you do not see **Paid Membership Types** in your menu, contact Pixalink support to enable this feature for your account.
- WhatsApp notifications are optional -- they only appear if WhatsApp is connected for your organisation.