

The Reward Playbook

A vendor's guide to choosing the right vouchers — by industry

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Choosing the right rewards is the difference between a loyalty programme customers love and one they ignore. This guide shows which vouchers to recommend for each kind of business — grounded in what active Pixalink merchants run today.

Use it in two moments:

- **Sales conversations** — show a prospect the voucher types that fit their industry, with examples from businesses like theirs.
- **Onboarding** — give a new vendor a proven starter set instead of a blank reward catalogue.

The golden rule: start small, then layer up

The most common mistake a new vendor makes is building thirty rewards on day one. The healthiest programmes launch with three or four rewards that cover the whole customer journey, then grow once points are flowing.

Every reward answers one question about that journey:

- "Why should I sign up?" → a Welcome gift
- "Why come back?" → a Cash voucher or a Free item
- "Why stay loyal?" → Birthday, Tier perks, Win-back
- "Why tell my friends?" → a Referral reward

Start with the proven core

Across active reward programmes, four voucher types lead by a wide margin. Recommend these first — they are the backbone of almost every successful programme.



Tier	Voucher types	When to set up
Starter Set	Welcome gift · Birthday reward · Cash voucher · Free item	Week 1 — every vendor
Growth Set	Referral · Win-back · Percentage discount · Tier perks · Points catalogue	Month 1-2, once points flow
Advanced	POS-synced vouchers · Partner-brand vouchers · Store credit · Gamified rewards	Once the basics convert

Lead with the Starter Set in a sales call. Treat the advanced features as the upsell once the prospect is sold on the core.

The voucher catalogue

Every reward a vendor can create falls into one of these types. Keep this handy as a reference when matching a business to its options.

#	Voucher type	What it does	Best for
1	Cash voucher	"RM10 off" — flat money off, often with a minimum spend	Everyone
2	Welcome gift	Auto-issued the moment a customer joins	Everyone
3	Birthday reward	Auto-issued on or before the customer's birthday	Everyone
4	Free item / freebie	A specific free product (drink, dish, dessert)	F&B, retail
5	Referral reward	Reward for the inviter and/or the new friend	Growing brands
6	Win-back voucher	Lures back customers who've gone quiet	Repeat-visit businesses
7	Percentage discount	"10% off" — often tier-gated	Retail, services
8	Tier perk	A reward only certain tiers can see or auto-receive	Loyalty programmes
9	Points catalogue item	Physical merchandise redeemed with points	Membership, high-frequency
10	Store-credit voucher	Loads wallet credit instead of a discount	Wallet-enabled brands
11	POS-synced voucher	Redeems as a real discount at the vendor's own till	F&B/retail with supported POS
12	Partner-brand voucher	A gift card for <i>another</i> brand (ZUS, KFC, Grab...)	Membership, B2B, networks
13	Gamified reward	Scratch-card / lucky draw / spin	High-traffic, younger audience
14	Streak / check-in	Rewards consecutive visits or daily logins	Cafés, apps, beverage

A few field notes:

- **Always pair a cash voucher with a minimum spend.** A RM10 voucher on a RM12 bill gives away most of the sale.
- **Prefer free items over cash where margin allows.** A free drink feels generous but costs cents.
- **A Welcome gift is the strongest conversion lever** — it turns "scan to join" into an instant reason to return. Set it first.

The two kinds of "third-party voucher"

When a vendor says "third-party voucher", they mean one of two very different things. Getting this right opens two separate upsell paths.

	Model A — POS-synced voucher	Model B — Partner-brand voucher
What the customer gets	A discount at the vendor's own till	Another brand's gift voucher (ZUS, KFC, Grab...)
Where it's redeemed	The vendor's own outlet	The partner brand's outlet
What powers it	A live POS/e-commerce integration	Pre-purchased voucher codes, stocked in Pixalink
Who it suits	F&B & retail running a supported POS	Membership programmes, associations, B2B, networks
Adoption	16% of merchants	A handful — but high-value accounts

- **POS-synced voucher** — the reward applies a real discount at the vendor's **own** till, through a connected point-of-sale system (Eats365, Zeoniq, StoreHub and others). Recommend it when the prospect already runs a supported POS.
- **Partner-brand voucher** — the reward is **another brand's** gift voucher (for example a coffee or fast-food e-voucher). The vendor pre-stocks the codes and members redeem points for them. Recommend it for membership organisations, associations, and partner networks that have no retail outlet of their own.

A retail brand can run both. They are not mutually exclusive.

Recommended mix by industry

Industry	Recommended starter mix	Level-up moves
Cafés, bubble tea & dessert	Welcome free drink, Birthday free cake, RM3/RM5/RM10 cash ladder, Free upsize, Buy - 1 - Free - 1	Check-in streaks, Referral, POS-sync
Restaurants & casual dining	Welcome cash voucher, Birthday platter or dessert, High-value new-member dish, Cash ladder, Free signature item	Set-menu vouchers, Tier perks, Win-back
Specialty & lifestyle retail	Welcome percentage off, Tiered percentage discount, Birthday voucher, Free gift with purchase, Big-spender reward	Points catalogue, Referral, Clearance drops
Clinics, pharmacy & wellness	Welcome voucher, Ringgit voucher ladder, Birthday gift, Referral ladder, Service or product redemption	Redeemable screenings, Product catalogue, Win-back
Recreation, hospitality & services	Welcome package discount, Birthday free session, Activity voucher, Equipment redemption, Win-back	Ticket-based redemptions, Stay perks, Partner-brand vouchers
Membership & partner networks	Welcome gift on join, Partner-brand voucher catalogue, Points merchandise, Tier auto-gifts, Point multipliers	Seasonal gifts, Invite-only top tier
Established retail chains	Channel-split welcome offers, Sale-event vouchers, Member rebates, Free shipping perk, Branded merchandise	Gamified scratch-cards, Check-in streaks, Influencer rewards

A complete starter programme

For most vendors, a strong launch looks like this:

1. Set the **earn rule** — how points are earned (for example, one point per ringgit spent).
2. Add a **Welcome gift**, auto-issued on join.
3. Add a **Birthday reward**, auto-issued on the birthday month.
4. Add **two cash vouchers** — a low rung and a mid rung, each with a minimum spend.
5. Add **one free item** — the signature product, to showcase the range.

Four or five rewards covering join, return, celebrate and showcase. Everything else is a layer added later.