

What Are Rewards and How to Create Them

What Is This?

Rewards are prizes customers redeem with their points — a free coffee, a discount voucher, a gift. They give customers a reason to keep coming back, and let you say "thank you" without lifting a finger.


Real-Life Example

Farah owns a bubble tea shop in Subang Jaya. She creates a "Free Large Bubble Tea" reward worth 300 points. When regular customer Haziq hits 300 points, he opens his portal, redeems it, and walks out with a free drink — Farah's system handled everything automatically.


How to Set It Up


1. Go to **Loyalty Program** → **Rewards** in the left sidebar


Pixalink


 Dashboard


Loyalty Program

 Record Points

 Transactions


 Rewards


 E-commerce Transactions

 POS Transactions

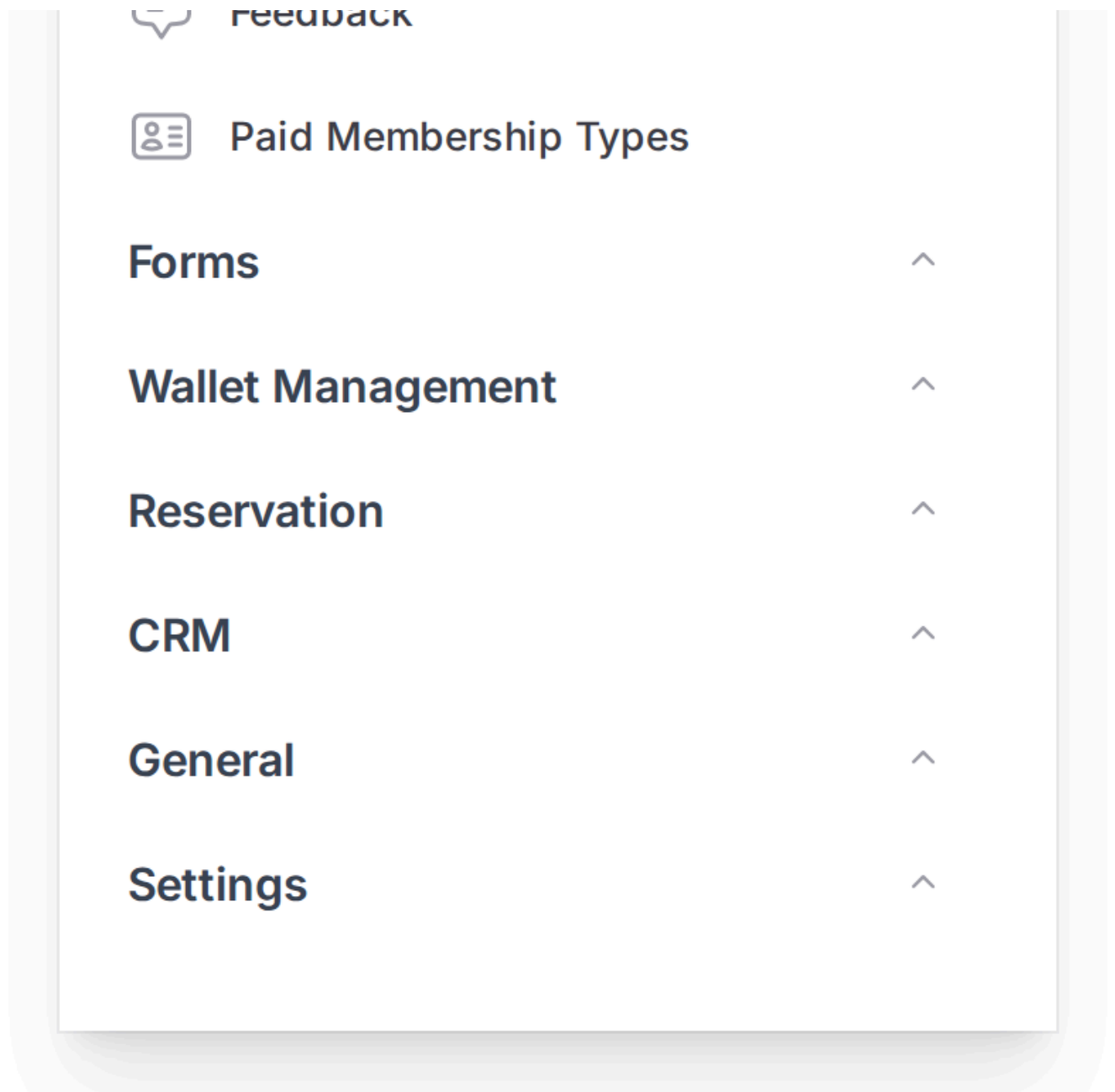
 Customer Portal Design

 News Feed

 Referral Configuration

 Tier Configuration

 Feedback



2. Click **New Reward** in the top right corner

Rewards			+ New Reward
Reward Name	Expiration Date	Status	
Free Large Bubble Tea	31 Dec, 2026	Active	View Edit Duplicate Delete
RM5 Off Next Visit	30 Jun, 2026	Active	View Edit Duplicate Delete
Birthday Treat - 20% Off	31 Dec, 2025	Inactive	View Edit Duplicate Delete

3. Fill in the **Reward Details** tab:

- **Active** — leave on to publish immediately, or turn off to save as a draft
- **Reward Name** — what customers see, e.g. "Free Cappuccino" or "RM10 Off Next Visit"
- **Description** — a short line on what the customer gets
- **Terms & Conditions** — pick a template to auto-fill, then edit as needed
- **Reward Cover Image** — choose a preset or upload your own (512×512px ideal)




Active

Space*

Select an option

Reward Name*

Description*

B I U x₂ x²  H₂ H₃           

Terms & Conditions

Set the terms and conditions for the reward.

Terms & Conditions Template

Select an option

Terms & Conditions*

B I U x₂ x²  H₂ H₃          

Reward Cover Image

Select a preset cover or upload a custom image.

Cover*

Custom

4. Click the **Settings** tab and fill in:

- **Expiration Date** — last day customers can use this reward
- **Display in Customer Portal (Marketplace)** — turn on so customers can find and claim it
- **Tier / Tag Visibility** — restrict to specific tiers or customer tags, or leave empty for everyone
- **Distributable** — turn on to allow self-service redemption through the portal
- **Points to Redeem** — how many points this costs (0 for free)
- **Single Redemption** — on if each customer can only claim once
- **Enable Reward Limit** — cap total redemptions; shows "All Rewards Claimed" when hit

Distribution

Enable this to let customers redeem rewards on their own.



Distributable

Enable this option if the reward is for redemption purpose.



Schedule

Details

Points

Points to Redeem*

0



Single Redemption

Turn on if voucher can only be redeemed once.



Customer Direct Link Access

Enable this option if you want to provide a direct link for customers to redeem the reward.

Availability Management



Enable Reward Limit

Turn on to set a maximum number of rewards that can be redeemed

5. (Optional) Click the **Notifications** tab to set up automatic WhatsApp messages — new reward, expiring, expired, and a vendor alert when someone claims.

Notification Settings

Configure WhatsApp notifications of this reward.

Notifications for Customers

New Reward Notification

Notify your customers when they receive this reward.

Expiring Reward Notification

Notify your customers when this reward of theirs is expiring soon.

Expired Reward Notification

Notify your customers when this reward of theirs was expired.

Notifications for Vendor

Reward Claimed Notification

Notify yourself when your customers claim this reward.

6. Click **Save** — your reward is now live

What Your Customers Will See

In their portal, customers see a marketplace view with each reward's name, cover image, and point cost. If they have enough points, they tap to redeem. They get a unique code on-screen — or via WhatsApp if notifications are on. They show it to your staff to claim their prize.

Good to Know

- You can **duplicate** any reward from the list — handy for creating similar rewards across outlets
- The **Automations** tab lets you give this reward automatically to new, birthday, or tagged customers — covered in a separate guide
- To give a reward to a specific customer manually, open their profile in the Customers list and add it from there
- Points come off immediately when someone redeems; expired unused codes do not return points
- **Custom Valid Day(s) after redemption** — an alternative to a fixed expiry date; set how many days the reward stays valid after a customer claims it

What's Next?

- [How to Set Up New Customer Reward Automation](#) — give new customers a reward automatically
- [How to Set Up Conditional Reward Distribution](#) — add spending conditions to unlock rewards
- [Customer Reward Lifecycle Explained](#) — understand what happens to rewards after they're assigned