

What Do Customer Statuses Mean?

What Is This?

Every customer in your loyalty program has a status that shows where they are in your relationship with them. Most statuses are simple labels for organising your customer list. Two statuses — **Do Not Contact** and **Blocked** — change how the system treats the customer.

How It Works

There are 10 customer statuses. The first eight are organisational labels you assign to track your sales pipeline. The last two have real effects on what the system allows.

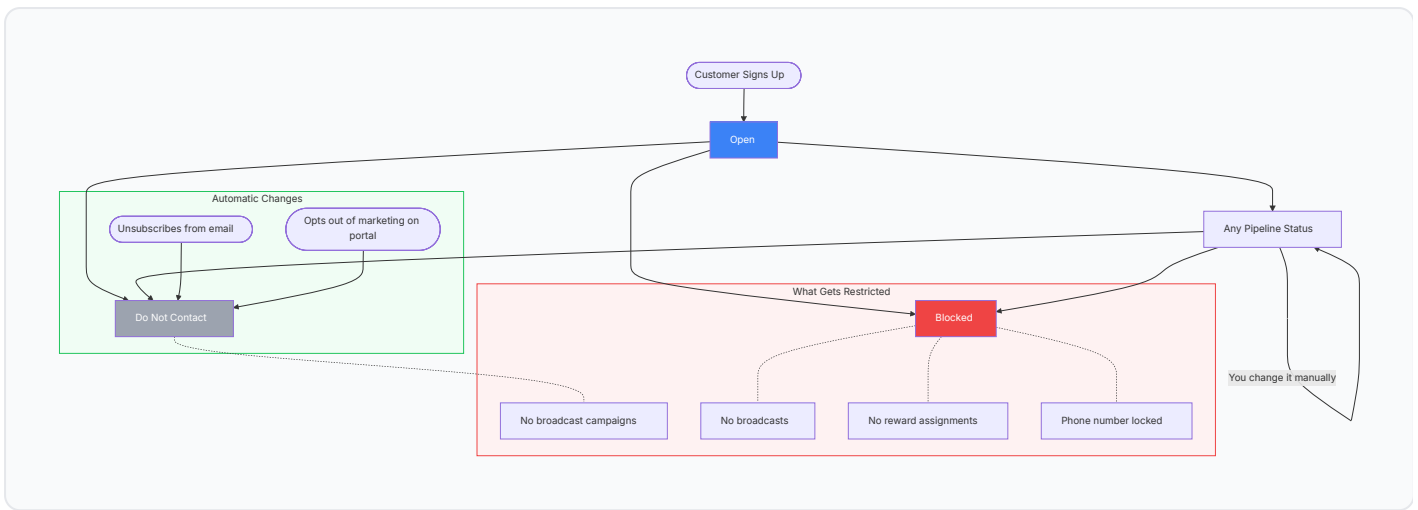
Pipeline Statuses (Labels Only)

These statuses don't change how the system works — they're for your own tracking:

Status	Colour	When to use it
Lead	Yellow	A potential customer who hasn't engaged yet
Open	Blue	A new or active customer (default for new signups)
Replied	Green	A customer who responded to your outreach
Opportunity	Purple	A customer showing buying interest
Quotation	Orange	You've sent them a quote or offer
Lost Quotation	Amber	They didn't take up your offer
Interested	Indigo	They've shown interest but haven't committed
Converted	Emerald	They've completed a purchase or signed up

Statuses That Affect the System

Status	Colour	What happens
Do Not Contact	Grey	Excluded from broadcast campaigns (WhatsApp, email, SMS). Can still earn points, receive rewards, and use the customer portal normally.
Blocked	Red	Excluded from broadcasts, reward assignments, and customer filters. Phone number can't be reused for a new account.



When statuses change automatically

Most status changes are manual. Two things trigger automatic changes:

- **Email unsubscribe** — when a customer clicks the unsubscribe link in a campaign email, their status changes to **Do Not Contact**
- **Marketing opt-out on portal** — if you have the marketing consent option enabled on your portal, customers can uncheck the marketing box during signup or on their profile, which changes their status to **Do Not Contact**

No other status changes happen automatically.

Real-Life Example

Wei Lin runs a gym in Kuala Lumpur with 500 members. She uses statuses to track her sales pipeline — new walk-ins get marked as **Lead**, and once they sign up for a membership, she changes them to **Converted**.

One day, a member named Farah clicks "unsubscribe" on a promotional email. Pixalink automatically changes Farah's status to **Do Not Contact**. Farah still earns points when she checks in and can redeem rewards — she just won't receive campaign messages anymore.

Later, Wei Lin discovers a former member misusing their account. She changes their status to **Blocked**, which removes them from all broadcasts and reports, and prevents anyone from re-registering with that phone number.

Good to Know

- New customers start with **Open** by default
- You can change status from the customer profile or in bulk from the customer list
- **Do Not Contact** only stops campaigns — it doesn't stop the customer from earning points or using the portal
- **Blocked** is the most restrictive status — use it when you need to fully restrict a customer

- Pipeline statuses (Lead through Converted) don't affect what the customer can do
- Changing a status back from **Do Not Contact** or **Blocked** restores normal access

Need Help?

Reach out to our support team — we're happy to help you get started.

What's Next?

- [How to View and Edit a Customer Profile](#)
- [How Customer Membership Statuses Work](#)