

What Happens When You Delete a Customer

What Is This?

Deleting a customer removes them from your customer list and clears their loyalty activity. It is very different from blocking. Blocking keeps all their history and can be undone at any time. Deleting cannot be undone from the panel — there is no restore button — so treat it as final. It clears the customer's loyalty data too: their point and transaction history is erased, while their wallet credits and redeemed rewards are removed from your account. Deleting is not the same as a formal privacy (data-erasure) request — see **Privacy requests** below. This guide explains what deleting does, what it does not do, and when to block instead.

You will find your customers under **CRM → Customers**.

 Dashboard

Loyalty Program

 Record Points

 Point History

 Rewards

 Customer Portal Design

 News Feeds

 Referral Configurations

 Tier Configurations

 Feedbacks

Reservation

 Calendars

 Reservations

CRM

 Broadcast Batches

 Campaigns

 Customers

 Scan & Share

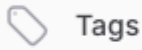
General

 Spaces

Settings

 Users

 Configurations



How It Works

Each customer row has a **Delete** action next to **View** and **Edit**.

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Pixalink

Record Points

Point History

Rewards

Customer Portal Design

News Feeds

Referral Configurations

Tier Configurations

Feedbacks

Reservation

Calendars

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CRM

Broadcast Batches

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Customers

Scan & Share

General

Spaces

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Tags

Customers > List

Customers

Record Point

New Customer

Show QR Code

Send Campaigns

Q Search

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Filter

☐ Name	Phone Number	Tags	
☐ Aisyah Rahman	+60111222330	N/A	View Edit Delete
☐ Lim Wei Jie	+60111222331	N/A	View Edit Delete
☐ Ravi Kumar	+60111222332	N/A	View Edit Delete
☐ Farah Aziz	+60111222333	N/A	View Edit Delete
☐ Chong Mei Ling	+60111222334	N/A	View Edit Delete
☐ Siti Noraini	+60111222335	N/A	View Edit Delete
☐ Ahmad Fauzi	+60111222336	N/A	View Edit Delete
☐ Priya Devi	+60111222337	N/A	View Edit Delete
☐ Tan Boon Keat	+60111222338	N/A	View Edit Delete
☐ Nurul Izzah	+60111222339	N/A	View Edit Delete

Showing 1 to 10 of 14 results

Per page

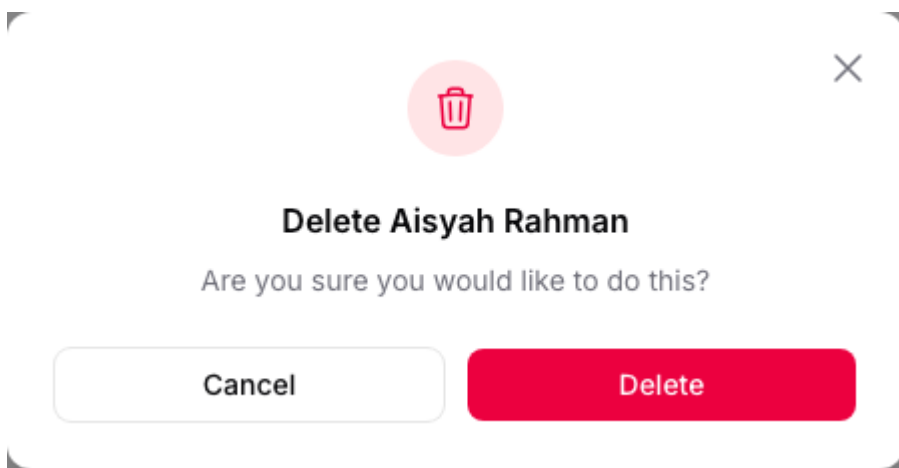
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When you click **Delete**, a confirmation appears. Nothing is removed until you confirm.



After you confirm, the removal runs in the background. This is why a deleted customer can still show in your list for a short moment. Refresh the page after a few seconds and they will be gone.

Here is what deleting does:

- **Point and transaction history:** permanently erased.
- **Wallet credits and redeemed rewards:** removed from your account, so the customer can no longer see or use them.
- **Active, unclaimed reward vouchers:** returned to your catalog, ready to be issued to someone else.
- **The customer profile:** removed from your customer list. There is no restore button in the panel, so you cannot bring it back yourself.
- **Not a privacy erasure:** everyday deletion is for tidying your list. It is not the same as a formal request to erase someone's personal data — that is handled separately (see **Privacy requests** below).

Real-Life Example

Aishah runs a cafe and tested Pixalink with her own phone number. Her test profile earned points and claimed a welcome voucher. Before launch, she opens **CRM → Customers**, clicks **Delete** on the test profile, and confirms. The points and history are wiped. Later she signs up again with the same phone number. Pixalink creates a fresh, empty profile, and her old points do not come back. Because it counts as a new customer, the welcome voucher is given again, and a referral reward can be earned again too.

Good to Know

- **Deleting resets a customer.** Re-registering with the same phone number starts a new profile with no past points. Welcome and referral rewards can trigger again, because the one-time limits were tied to the old record.
- **Block instead when you want to keep history.** Blocking stops a customer's access and messages while keeping every point and reward. You can unblock later.

- **The phone number is the customer's identity.** You cannot simply blank it out on a profile. Removing a record means deleting it.
- **Clearing your whole list?** Use the bulk delete flow rather than one row at a time.
- **Privacy requests are handled separately.** If a customer asks you to remove their personal data, that is different from everyday cleanup. Contact Pixalink support. Requests sent from a connected online store are processed for you automatically.

Need Help?

If you are unsure whether to block or delete, reach out to Pixalink support before you confirm. Deletion cannot be undone from the panel, so it is worth checking first.

What's Next?

- [How to Block a Customer](#)
- [How to Delete All Customers for a Fresh Start](#)
- [How to View and Edit a Customer Profile](#)