

What Is This?

Your customer portal can speak more than one language. When several languages are switched on, customers pick their own from the portal. You can also share a link that opens in a chosen language straight away.

That second part matters more than it sounds. The language switcher only appears on the login, sign-up and profile pages. A customer who lands on the rewards page cannot change the language there.

How It Works

The Pixalink team switches on the languages your business needs. Tell them which ones, for example English and Bahasa Melayu. You will not find this in your own panel.

Once that is done, any portal link can carry a language. Take the portal link you already share and add `?locale=` and the language code to the end:

```
your-portal-link?locale=ms
```

If your link already contains a `?`, use `&locale=ms` instead. Open it yourself once to check, then share it in a broadcast, on a poster, or inside a QR code.

Language	Code
English	en
Bahasa Melayu	ms
Chinese (Simplified)	zh_CN
Chinese (Traditional)	zh_TW
Tamil	ta
Arabic	ar
Japanese	ja
German	de

These are the standard codes used across the web: [ISO 639-1](https://en.wikipedia.org/wiki/ISO_639-1) for the language, plus an [ISO 3166-1](https://en.wikipedia.org/wiki/ISO_3166-1_alpha-2) region code where one is needed to tell two writing systems apart. `zh_CN` and `zh_TW` are simply the long-established way of saying Simplified and Traditional Chinese script.

Customers never see a code. Your portal lists each language in its own script, so a customer chooses between 简体中文 and 繁體中文.

The portal then opens in that language and stays there as the customer moves around, not just on the first page. Arabic also flips the layout to read right to left. Customers can still switch language themselves from the login, sign-up or profile page.

Real-Life Example

Aishah runs a bakery in Shah Alam. Most of her regulars read Bahasa Melayu, and her portal has both English and Malay switched on.

She sends a festive promotion by WhatsApp, using a link that ends in `?locale=ms`. Everyone who taps it opens the rewards page in Malay, with no extra step and nothing to find.

For her Chinese New Year campaign she reuses the same portal link, ending it in `?locale=zh_CN` instead.

Good to Know

- Only languages switched on for your business will work. Any other code is ignored and the customer sees your default language.
- A wrong or unsupported code never breaks the link. The portal still opens.
- The choice lasts for that visit on that device. It does not change anything saved on the customer record.
- Ask the Pixalink team before promoting a new language, so your portal is ready before the campaign goes out.
- Partner apps that sign customers in for you can pass the same language, so the handoff lands in the right one.

Need Help?

Contact the Pixalink support team if a language is not appearing, or if you want another language added to your portal.

What's Next?

- [How to Share Your Customer Portal and Get Your First Members](#) -- where to put the link you just built
- [What Is the Customer Portal and How to Set It Up](#) -- the basics if your portal is new
- [How to Customise Your Customer Portal Theme](#) -- colours, logo and layout