

# What Makes a New POS Customer Count for Welcome Rewards

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## What Is This?

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A welcome reward is a free gift you hand out automatically the first time someone becomes your customer. This guide explains who counts as "new" — so real newcomers get their treat, while the regulars you bring in through a bulk import are never flooded with vouchers.

## How It Works

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A reward turns into a welcome reward when you switch on one setting. Go to **Admin Panel → Loyalty Program → Rewards**, open a reward, and turn on **Auto-assign to New Customers** in the **Automations** tab.

 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



Tags

#### New Customer

Auto-assign to New Customers



Quantity

1

Delay Duration

Immediately

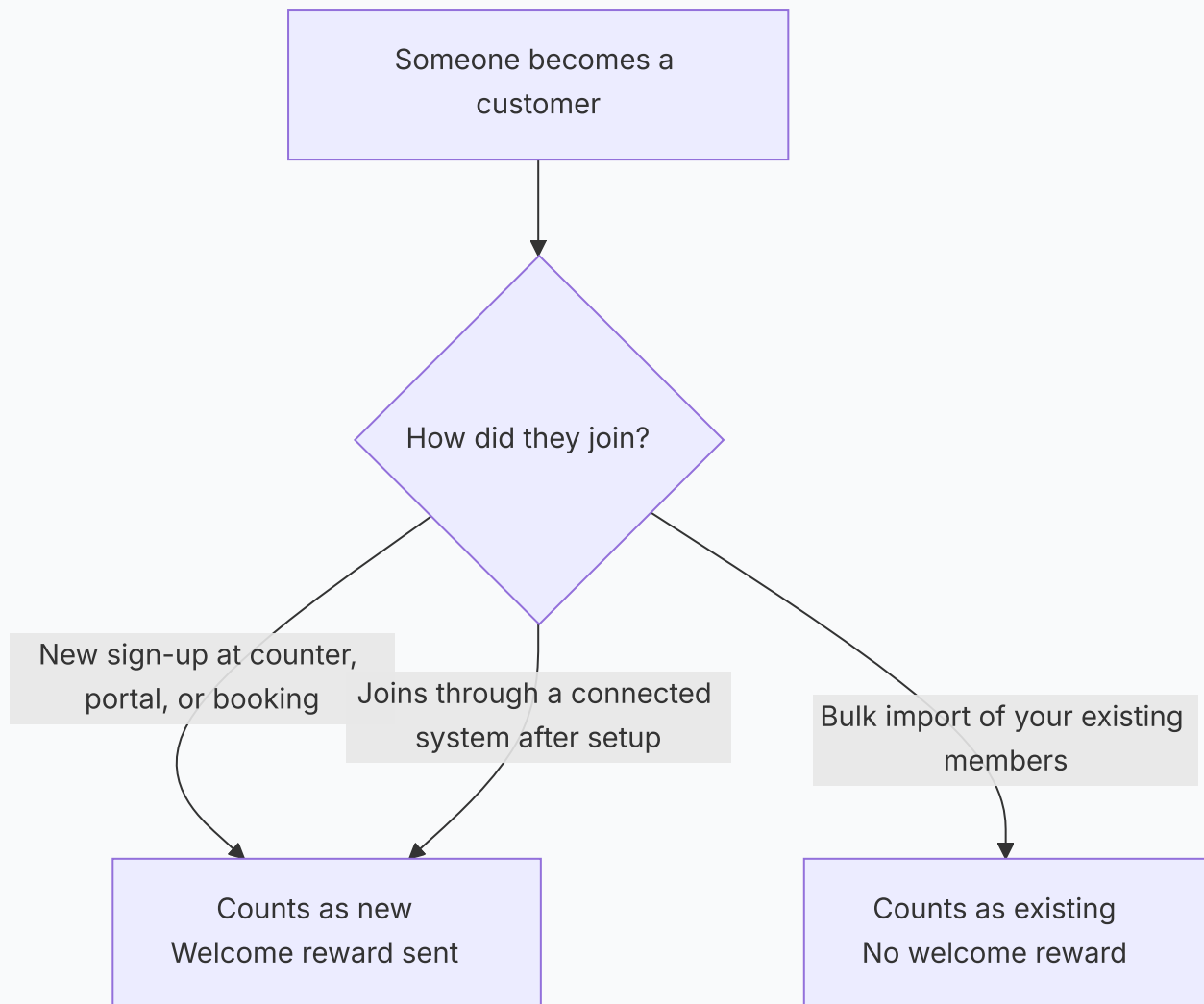


Delay before automatically assigning the reward to new customers

Once that setting is on, Pixalink decides who is "new":

- **Counts as new** — anyone joining for the first time. That means a walk-in who signs up at your counter, someone who registers on your customer portal, a customer your team adds by hand, or a customer created from a booking. They get the welcome reward straight away.
- **Does not count** — existing customers you pull in through a bulk import. When you first connect your point-of-sale system (like AutoCount) or online store (like Shopify) and bring across your whole member list, those people are treated as existing. They keep their full history, but no welcome reward is sent.

The smart part comes after that first connection. Once your systems are linked, genuinely new customers who join through your connected sales channel do earn the welcome reward. For AutoCount, a member counts as new only if they were added within the last 7 days — so old records never hand out a reward by mistake.



## Real-Life Example

Ahmad runs Kopi Corner, a cafe in Bangsar. He just connected his AutoCount system so points are added on their own. His worry: he has 800 regulars, and he doesn't want each of them getting a free coffee the moment he imports them. When he brings the list across, none of them start a welcome reward — they're all treated as existing regulars, with their history kept. The next week, Nurul buys her first coffee and joins through the connected system. She's genuinely new, so her free-drink welcome voucher lands right away. Ahmad greets real newcomers without wasting a single voucher on his loyal regulars.

## Good to Know

- A customer can only get a welcome reward once, and never if they already hold it.
- You can add a wait — from **Immediately** up to **1 week** — before the reward is sent.
- Bringing customers in from a spreadsheet never sends welcome rewards. To greet imported regulars, send them a welcome campaign instead.
- Turn the setting off any time to stop new sign-ups from getting that reward.

## Need Help?

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Reach out to our support team any time — we're happy to help you set this up.

## What's Next?

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- [New Customer Reward — Automatically Welcome New Members with a Reward](#)
- [How to Send a Welcome Back Voucher to Imported Regulars](#)
- [How the Reward Activation Delay Works](#)