Loyalty Points Program Overview

The Customer Loyalty Points module implements a points-based "rewards" program for customer purchases of products, and if you wish, also gift certificates. How your program works will depend upon your settings selections, but here's a general overview:

When a customer's order is fulfilled, the customer is given *points* according to a specified Earnings Ratio, which is expressed as points per dollar purchased. Earned points may later be redeemed as payment for purchases according to a Redemption Ratio, which you specify in dollars per point redeemed.

Earnings Ratios can be set by customer type, by product, and by primary category. In addition, a Customer Type multiplier may be specified at Customers/Types so that some customer types can earn points faster than others, and some customer types can't earn points at all.

Loyalty redemptions are recorded against individual orders at order placement time, much like a Gift Certificate. When an order is modified, the loyalty redemption is automatically altered as appropriate, re-granting loyalty points to the customer when necessary.

Other optional settings include: (a) a minimum redemption value, which is the lowest value that may be redeemed on an order, (b) automatic expiration of points on a specified date or after a specified time period, (c) the ability to update expiration dates of previously earned points under certain circumstances, (d) an optional waiting period during which points can't be redeemed after they are earned, and more.

To sign up, please contact your Nexternal Account Manager whose information can be found at the top of the settings section in your Order Management System. Fees apply.

For detailed set up and operational information, please read the tooltips available at Settings/ Edit Site Options/ Loyalty Points Program, and watch the following tutorial videos:

- Loyalty Points – Video Tutorial (part 1) (5 min)
- Loyalty Points – Video Tutorial (part 2) (3.5 min)