

Magento 2 Customer Reward Management - Admin Guide

by CedCommerce Docs - Products User Guides

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1. Overview

CedCommerce **Customer Reward Management**

Extension(<https://cedcommerce.com/magento-2-extensions/customer-reward-management>)

© enables Magento store owners to implement reward-based loyalty programs on the Magento store to promote customer engagement and conversion. Points can be rewarded to customers for registration, referrals, store purchases, and product reviews. Customers can redeem the reward points as a discount on subsequent purchases on the website.

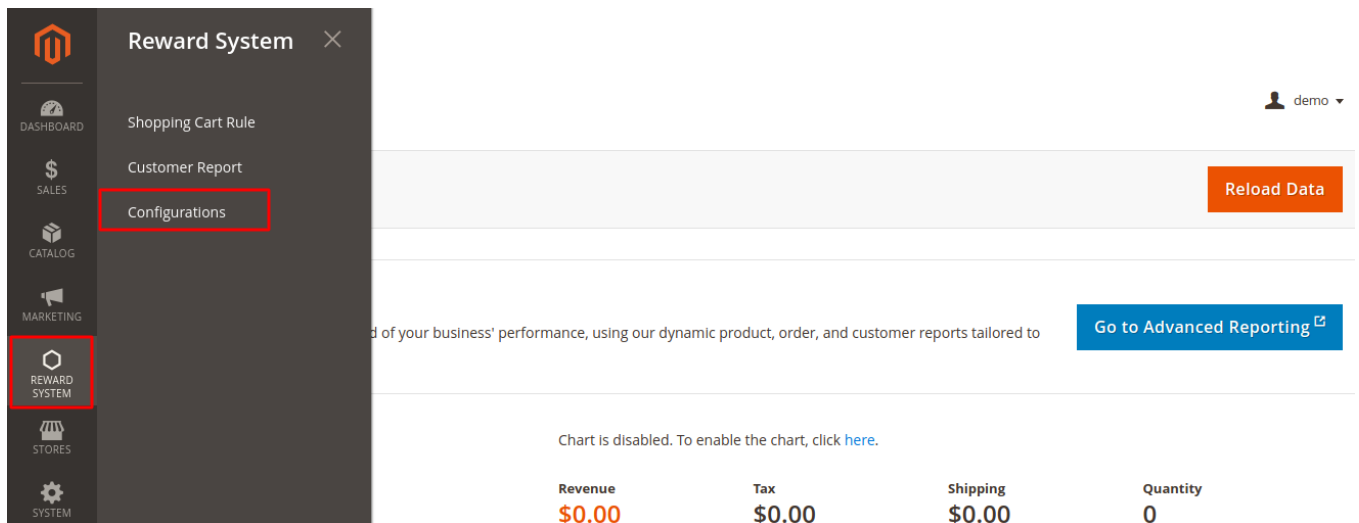
This extension provides Magento Store Admin with complete control for the management of reward programs on the website and view reward details of individual customers. All features are accessible from the left navigation menu **Reward System** on the Admin Panel.

2. Reward System Configuration Settings

Once the **Customer Reward Management** extension has been installed, the **REWARD SYSTEM** menu appears on the left navigation bar of the Admin panel. Admin has to set up the configuration settings to enable the features of the extension and to use the extension.

To set up the Reward System Configuration Settings

- Go to the Admin panel.
- On the left navigation bar, click the **REWARD SYSTEM** tab, and then click **Configuration**.



2.1. General Settings

General Settings

General



Enable Reward System [website]

Reward Point Rate [website]
 Price of Unit Reward Point in (Base Currency).

Registration Reward Points [website]
 We will disable this feature if the value is empty.

Reward Points Expire in (days) [website]
 We will disable this feature if the value is empty.

Refund Points on Order Cancel [website]
 If set to Yes, points spent on an order will revert on order cancellation.

Email Sender [store view]

Enable Reward System: Set to “Yes” to enable the module.

Reward Point Rate: Set the price of a unit reward point in base currency.

Registration Reward Points: Set the reward point for new customer registration.

Reward Points Expire in (days): Set the validity period of reward points.

Refund Points on Order Cancel: Set to “Yes” to refund reward points to customers when an order with a reward point discount is canceled.

Email Sender: Set the **store contact**(<https://docs.magento.com/user-guide/stores/store-email-addresses.html>) that appears as the sender of these emails.

2.2. Purchase Settings

Purchase Settings

Purchase



Reward Customer on Purchase [website] ▼
 The customer gets the points on order completion.

Calculate Reward Point(s) for Orders by [website] ▼

Use Default Reward Point(s) for Products [website] ▼
 Default point(s) is applicable only when reward point is not specifically set for a product. Edit a product to set its reward points.

Display Reward Point(s) on Product Page [website] ▼

Label [store view]

Colour [store view]

- **Reward Customer on Purchase:** Set to “Yes” to reward points to customers on purchase.
- **Calculate Reward Point(s) for Orders by:** Set the method for reward point calculation.

Set to “Cart Rule” to use shopping cart rules or set to “Product” for product-wise reward points.

- **Use Default Reward Point(s) for Products:** Set the default value of reward points of all products for which the reward point has not been exclusively assigned. If you will set it to “YES” then the following fields will be visible:

Apply: Set to “Fixed” or “Percentage of Price” for default reward points for products.

Point(s): Set the value to Apply to Default Reward Point(s) for products.

Display Reward Point(s) on Product Page: Set to “Yes” to display reward points on product pages and listings.

Label: Set to label for reward point to display on products.

Colour: Set the color of the reward point label on products.

2.3. Review Settings

Review Settings

Review

Reward Customer on Product Review [website]

The customer gets points for review after Administrator approval.

Review Reward Point(s) [website]

- **Reward Customer on Product Review:** Set to “Yes” to reward points to customers for product reviews. Points are rewarded when the reviews are approved by the store admin.
- **Review Reward Point(s):** Set the reward points received by customers for approved product reviews.

2.4. Referral Settings

Referral Settings

Referral



Reward Customer on Referral [website]

Referral Conversion Reward Point(s) [website]

Referee customer gets the Points on referral registration.

Referral Registration Reward Point(s) [website]

Referred customer gets the Points on registration. We will disable this feature if the value is empty.

Invite Email Template [store view]

Referral First Purchase Reward Point(s) [website]

Referee customer gets the Points on referred customer's first purchase. We will disable this feature if the value is empty.

Referral Successive Purchase Reward Point(s) [website]

Referee customer gets the Points on referred customer's following purchases. We will disable this feature if the value is empty.

- **Reward Customer on Referral:** Set to “Yes” to reward points to customers for referrals.
- **Referral Conversion Reward Point(s):** Set the reward points that a referee customer receives on referral registration.
- **Referral Registration Reward Point(s):** Set the reward points that a referred customer receives on registration.

- **Invite Email Template:** Identifies the template for referral email.
- **Referral First Purchase Reward Point(s):** Set the reward point that a referee customer receives when his referred customer makes the first purchase.
- **Successive Purchase Reward Point(s):** Set the reward point that a referee customer receives when his referred customer makes subsequent purchases.

3. Shopping Cart Rule

Goto **Reward System > Shopping Cart Rule** to configure the rules for rewarding points based on customer cart conditions.

Click on **Add New Rule** button and enter **Rule Information**, configure the **Condition** for this rule to be applicable, and set the **Action** to be performed for given conditions. Click the **Save** button to save the rule.

4. Customer Reward Report

Goto **Reward System > Customer Report** to view the reward points redeemed and the remaining balance of customers.

5. Front End (Customer) View

Following are the features available for the Customers in the Customer Reward Management extension:

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Track Reward Points

Goto **My Account> My Rewards** to check the details of reward points that have been received, due, or used. Customers can send referrals via mail or share via Twitter or Facebook.

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Send Referral

Goto **My Account> My Rewards** to send referrals via mail or share via Twitter or Facebook.

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Review Product for Rewards

Goto **Product View Page** and click the **Review** tab to post a review. Points are rewarded once the review is approved by the Admin.

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Use Reward for Discount

Customers can use reward points as discounts for new orders at checkout.

