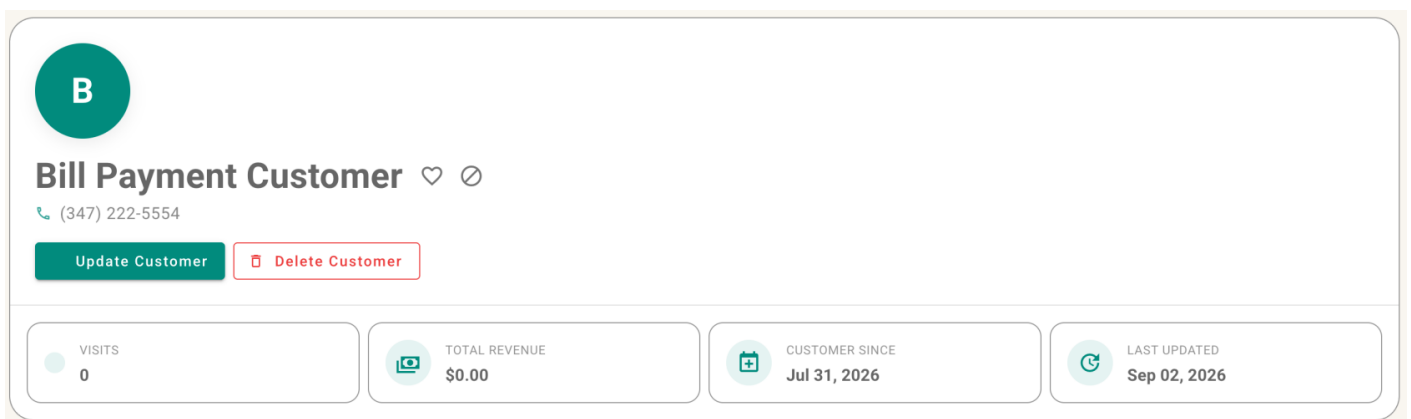


Understand the Customer Profile

The customer profile brings together the customer's details, activity, loyalty information, and transaction history.

Open a customer profile

1. Go to **Review > Customers**.
2. Find the customer.
3. Select the three-dot menu.
4. Select **Open**.



Customer actions menu with Open highlighted, followed by the customer profile overview.

What you can review

Depending on your permissions and enabled features, the profile may show:

- Customer contact details and addresses
- Total visits and spending
- The date the customer was created and last modified
- Account balance and statements
- Loyalty status and points balance

- Receipts and other customer activity
- Favorite/VIP or blacklist status

Loyalty controls

Authorized users may be able to synchronize a customer's loyalty points or lock point redemption with a PIN. Locking points helps prevent unauthorized redemption while still keeping the customer record active.

“ **Note:** Detailed loyalty setup, point rules, synchronization, and point locking will be covered in the Loyalty book.

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