

Champion Points Earning System (Easy-to-Understand Documentation)

This document clearly explains how the **Champion Points (Loyalty) Earning System** works inside a WordPress + WooCommerce website.

1. Only Logged-In Users Earn Points

- Points are awarded **only** when the customer is logged in.
 - Guest users do **not** earn points.
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**2. Points From Every Purchase

(Primary Earning Source) **When a logged-in customer places an order:** - **Example earning rule:** \$1 spent = 1 point - **Points are awarded** after order status becomes Completed** in WooCommerce.

Refund Handling

If the order is refunded: - Points earned from that order are **automatically removed**. - If points were already used, the system will adjust the customer's balance (allow negative until next purchase).

3. Bonus Points (Extra Rewards)

Customers can earn additional points for special actions:

A. Account Creation Bonus

- When a user creates a new account.
- Example: +100 points.

B. Birthday Bonus

- User receives points automatically on their birthday.
- Example: +200 points.

C. Product Reviews

- Leaving a review on a purchased product.
- Example: +50 points.

D. Social Actions (Optional)

- Following Instagram
- Sharing a post
- Joining newsletter or Telegram

Each action can award fixed points.

4. Points Expiration (12-Month Rule)

- All earned points expire **12 months** after the date they were awarded.
- A scheduled cron job removes expired points.

Example: - Points earned on 10 Jan 2025 → expire on 10 Jan 2026.

5. Where Customers See Their Points

Customer Dashboard:

- Total Points Available
- Earned Points History
- Used Points
- Expired Points
- Upcoming Expiry Notifications

Checkout Display:

- Shows available points and their currency value.
 - Example: "You have 850 points = \$8.50 store credit."
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6. Technical Behind-the-Scenes (WooCommerce Hooks)

Awarding Points

Triggered by:

```
woocommerce_order_status_completed
```

Process: 1. Identify the logged-in customer. 2. Calculate order total. 3. Convert amount → points. 4. Add points to user meta. 5. Create a record in the points transaction log.

Removing Points (Refund)

Triggered by:

```
woocommerce_order_status_refunded
```

System subtracts points earned from that order.

7. Anti-Fraud Protection

System monitors and blocks:

- Fake accounts created for bonus points
- Same IP used to generate multiple accounts
- Order + refund farming
- Self-rewarding or exploit attempts

Penalties:

- Points removed
- Account suspension

Simple Example Summary

Customer performs:

- Places \$200 order → +200 points
- Writes a product review → +50 points
- Birthday → +200 points
- Refund of \$80 → -80 points

Final Total Points = 370 points

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