




With [roles](#), you can specify which actions [customers](#) are allowed to perform on your website. In the e-commerce context, you can also provide [discounts](#) for customers in roles. For example, when you have some premium customers, to which you give a discount to all [products](#). You can create a role, assign the role to the premium customers and then create a [catalog discount](#) applicable only to customers in the created role.



 You can assign roles only to [registered customers](#).

To assign a role to a customer:

1. Open the **Customers** application.

 If you do not know how, see [Using the Kentico interface](#).

2. **Edit** () the desired customer.

 You can edit a customer by clicking the **Edit** icon (). Choose the **Edit** icon that is on the same line as the name of the customer whose attributes you want to change.

New customer						
Actions	Company	Last name	First name	Email	Created	Is registered
 ...	Creed	Apollo		apollo@creed.com	10/7/2015 10:03:32 AM	No
 ...	The Transporter	Martin	Frank	frank@martin.com	10/6/2015 1:56:38 PM	Yes
 ...	McClane	John		john@mcclane.com	10/6/2015 12:06:28 PM	Yes
 ...	Riggs	Martin		martin@riggs.com	10/6/2015 12:11:10 PM	No

3. Switch to the **Roles** tab.

General
Addresses
Orders
Login details
Roles
Membership
Credit

Site: Dancing Goat
The user is member of the following roles:
No roles selected.
Add roles

4. (Optional) If you want to choose a role from a different website running on Kentico, select the site in the **Site** drop-down list.

General
Addresses
Orders
Login details
Roles
Membership
Credit


Site: Dancing Goat
The user is member of the following roles:
No roles selected.
Add roles

5. Click **Add roles**.

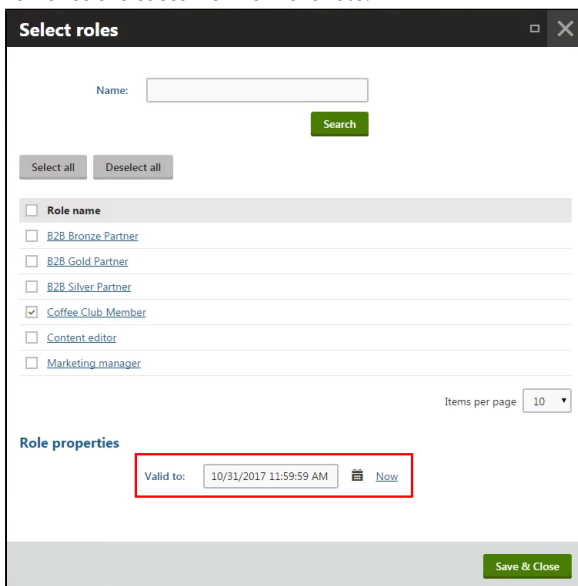
General
Addresses
Orders
Login details
Roles
Membership
Credit

Site: Dancing Goat
The user is member of the following roles:
No roles selected.
Add roles

6. In the **Select roles** dialog, select the roles which you want to assign to the customer.

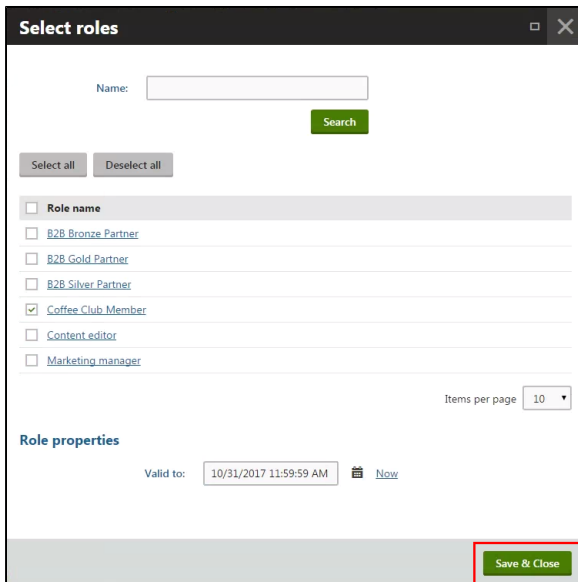
 If you have multiple roles, you can use the filter above the role listing.

7. (Optional) You can select until when the customer is in the role in the **Valid to** field. Then, the system automatically removes the customer from the role.



The screenshot shows the 'Select roles' dialog box. At the top, there is a 'Name' search field and a 'Search' button. Below this are 'Select all' and 'Deselect all' buttons. A list of roles is shown with checkboxes: **Role name**, B2B Bronze Partner, B2B Gold Partner, B2B Silver Partner, ☒ Coffee Club Member, Content editor, and Marketing manager. At the bottom right, there is an 'Items per page' dropdown set to 10. In the 'Role properties' section, the 'Valid to' field is highlighted with a red box, showing the date '10/31/2017 11:59:59 AM' and a 'Now' button. A 'Save & Close' button is at the bottom right.

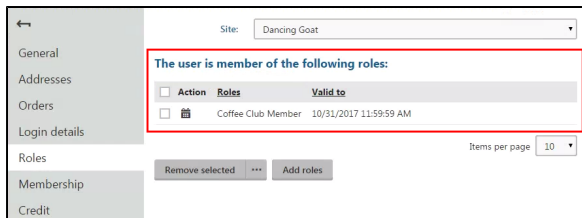
8. Click **Save & Close**.



This screenshot is identical to the previous one, but the 'Save & Close' button at the bottom right is highlighted with a red box.

The system assigns the role to the customer (user). The customer can now use the role benefits.

You can see the assigned roles in the listing on the **Roles** tab.



The screenshot shows the 'Roles' tab in the user profile. The 'Site' dropdown is set to 'Dancing Goat'. A table titled 'The user is member of the following roles:' is highlighted with a red box. It has columns for 'Action', 'Roles', and 'Valid to'. One role is listed: 'Coffee Club Member' with a 'Valid to' date of '10/31/2017 11:59:59 AM'. Below the table are 'Remove selected' and 'Add roles' buttons. An 'Items per page' dropdown is set to 10.

To remove the customer from the role, select the role's check box and click **Remove selected**.