

Tutorial on Setting Up Punch-in Message Push



I. Function Introduction

The message push function for punch - in activities wakes up and re - activates students who have participated in punch - in activities by sending WeChat reminder messages, promoting continuous punch - ins and making punch - in activities an effective form of continuous interaction.

II. Overview

1. Merchants with authorized service accounts/Mini Programs or those who have enabled elink's message forwarding service can enable punch - in reminders when creating punch - in activities.
2. After merchants enable punch - in reminders, to avoid disturbing users, users need to actively subscribe to message notifications on the punch - in homepage to receive punch - in message pushes.
3. After users actively subscribe to message notifications, they can also actively turn off the subscription notifications.
4. If merchants do not enable punch - in reminders when creating punch - in activities, there will be no subscription entry for punch - in messages on the punch - in homepage.

III. Message Push Recipients

The recipients of message pushes are users who have participated in punch - in activities and actively subscribed to punch - in reminders.

IV. Message Push Scenarios

The pushed message notifications include reminders for students to punch in and reminders for interactive content with students.

Whether to remind students to punch in can be set through the punch - in reminder switch when creating punch - in activities.

(I) Remind Students to Punch In

1. Punch - in types that support message pushes: Calendar punch - in, Assignment punch - in, Challenge punch - in
2. Push frequency: Calendar punch - in and Challenge punch - in will send reminders daily.
3. Push time:

Calendar punch - in and Challenge punch - in support setting specific time points for pushing messages.

The message push time rules for Assignment punch - in vary according to the assignment creation time. See the table below for details.

(II) Interactive Scenario Reminders

1. Users will receive message reminders when their punch - in diaries receive comments.
2. Users will receive message reminders when their punch - in diaries receive evaluations.

V. Message Push Types

The message push notification types are divided into two categories: Service account template messages and Mini Program template messages.

(I) Sending Methods

1. If merchants authorize their service accounts to the elink platform, they can send message notifications through their service accounts. View the service account authorization guide.
2. If merchants authorize their Mini Programs to the elink platform, they can send Mini Program template messages. View the Mini Program authorization guide.
3. If merchants authorize both service accounts and Mini Programs to the elink platform, message notifications will be sent through both channels.
4. If merchants have not authorized service accounts or Mini Programs but have enabled elink's message forwarding service, message notifications will be sent through the elink Knowledge Assistant.

(II) Differences between Service Account Template Messages and Mini Program Template Messages

1. Service account template messages: Template messages are pushed using the WeChat official accounts that merchants have certified as service accounts or using the elink Knowledge Assistant. Send message notifications as shown in the figure below.

Note: To prevent complaints, each user can only receive the first two messages of each punch - in push per day.

01.png02.png

Note: To prevent complaints, each user can only receive the first two messages of each punch-in push per day.

2. Mini Program template messages: Mini Program template messages are sent through the unified WeChat entry 'Service Notifications'. The sent content is from the Mini Program template messages of various platforms and merchants, as shown in the figure below:

03.png04.png

Note: If a user participates in a punch - in activity but has not interacted with the store for 7 days, messages cannot be pushed to the user.

VI. How C - end Users Can Receive Service Account Notifications

1. How can users receive template messages?

If merchants enable punch - in reminders when creating punch - in activities, C - end users can actively subscribe to punch - in reminders during the punch - in activity. After users actively subscribe and follow the merchant's service account/elink Knowledge Assistant, they can receive template messages for punch - in reminders.

2. If users do not follow the service account before participating in the punch - in activity, the operation interface for C - end users

(1) After C - end users enter the punch - in homepage, a pop - up window with the service account QR code will appear, guiding users to follow the service account as shown in the figure below:

05.png

(2) When users click 'Get Reminders', a QR code pop - up window will appear. Scan the code to follow as shown in the figure below:

06.png

07.png

3. After C - end users scan the QR code, they will enter the page to follow the service account. After following the service account, they will receive a customer service message replied by the service account.

(1) In the customer service message, click 'Click here to return to the punch - in activity you just signed up for >>>' to return to the punch - in homepage.

(2) Click 'Too many notifications, click to unsubscribe' to jump to the punch - in homepage and cancel the punch - in reminder notification at the same time, as shown in the figure below:

08.png

4. If users have followed the service account before participating in the punch - in activity, they can successfully subscribe by clicking 'Get Reminders' on the punch - in homepage.

(1) After successful subscription, the punch - in reminder button changes to 'Turn off Reminders'. Click the button to cancel the subscription notification.

(2) After users successfully subscribe, they can receive the subscribed punch - in notifications when the punch - in reminder time arrives, as shown in the figure below:

09.png 10.png

VII. Message Push Rules for Store Punch - in Activities

11.png

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