Customer Attributes

Customer attributes are attributes that you can apply to customer accounts to add further definition for special uses, such as marketing campaigns, or discounts. These are primarily used by instances of the Kibo Composable Commerce Platform with the Kibo eCommerce solution, rather than Order Management-only implementations.

You can configure customer attribute values to display only in Admin, or in both Admin and on the storefront. You can also specify whether the definition or selection of associated values can be done by shoppers, administrators, or both. You can choose various input and data types with various input parameters.

Create a Customer Attribute

To create a customer attribute:

1. Go to **System** > **Schema** > **Customer Attributes**.
2. Click **Create New Customer Attribute**.
3. Enter an **Attribute Label** that has meaning to you.

   Keep in mind that it appears on the storefront if you later specify it to display there.

   1. If you want to give it a different name for administration purposes, edit the**Administration Name**.

      The default name is the **Attribute Label**.

   2. If you want to customize the **Attribute Code**, edit the value accordingly.

      This field automatically populates based on the**Attribute Label**.

4. Select a **Display Group**.

   This field determines where the attribute displays: either in the Admin only, or in the Admin and on the storefront.

5. Select a **Value Source**.

   > ℹ️ Admin Entered is the only valid selection for the Admin Only display group.

6. Select an **Input Type**.

   1. If you choose **List**, select a **Data Type** and enter the selection options in the **Values** field.
   2. If you choose **Text box**, select a **Data Type**. Optionally, you can define input parameters in the **Min char/val** and **Max char/val** fields, or enter a regular expression in the **Input validation** field.
   3. If you choose **Text area**, you can optionally define a **Max char** value.
   4. If you choose **Date**, you can optionally define a start and/or end date for the selectable range.

For example, you might create a customer attribute called Communication Preference that you want to use in order to keep track of how your customers prefer to be contacted. When creating the customer attribute, you can specify the following:

Attribute Label *

Communication Preference

Administration Name *

Communication Preference

Attribute Code *

communication-preference

Display Group *

Admin & Storefront ▼

Value Source *

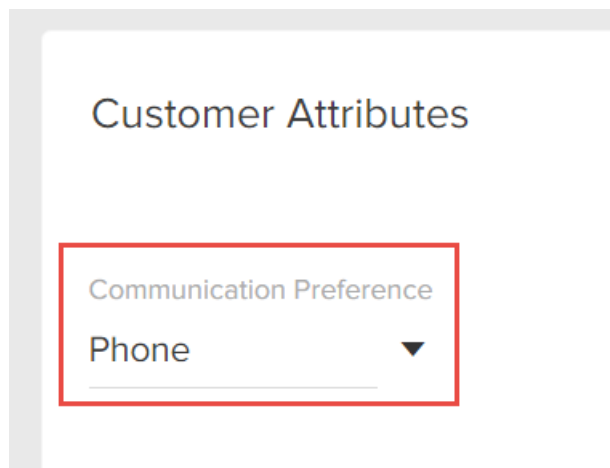Admin or Shopper Entered ▼

Input Type *

List ▼

Data Type *

Text ▼

Values

Add Value or Label:Value

Pos	Label	Value	
1	Phone	Phone	⋮
2	Email	Email	⋮
3	SMS	SMS	⋮

Apply a Customer Attribute

To apply a customer attribute:

1. Go to **Main** > **Customers** > **Customers**.

2. Select the customer account to which you want to apply the attribute.

3. In the **Customer Attributes** section, select the value of your choice.

Customer Attributes

Communication Preference

Phone ▼

⚠ If you choose the **Shopper Entered** value source, the attribute is unavailable.

4. (**If applicable**) If you choose either the **Shopper Entered** or **Admin & Shopper Entered** value source, then a shopper can specify the attribute by editing their customer account settings:

Your Account

Account Settings

Order History

Returns

Payment Methods

Address Book

Gift Cards & Store Credits

Account Settings

First Name / Last Name

Bob

Test

Email Address

bobtest@test.com

☐ Please keep me up to date on store news and specials

Communication Preference

◉ Phone ○ Email ○ SMS

Save | Cancel