

5. Customers

The **Customers** tab is your business's customer base (shared across the stores of the same business).

- [Introduction](#)
- [5.1 View and manage customers](#)
- [5.2 Duplicates and merging](#)
- [5.3 Anonymization \(GDPR\)](#)
- [5.4 Tips & troubleshooting](#)

Introduction

The **Customers** tab is your business's customer base (shared across the stores of the same business).

5.1 View and manage customers

1. The list shows name, contact, number of appointments and last visit, with **search**, **sorting**, **store filter** and pagination.
2. **New customer**: click **New** and fill in name + phone and/or email (at least one) and optionally the address.
3. **Edit/Delete**: via the buttons on the customer's row.

A customer is **created automatically** whenever you save an appointment with a phone/email.

“ ? `05-customers-list.png` — Customers list with search and store filter. Customers

5.2 Duplicates and merging

When the system detects a likely **duplicate** (same phone/email in different records), it shows a badge. Click it to open the **merge** page and choose, field by field, which values to keep. The appointments of the removed record move to the kept one.

“ ?  — Merging two customers (field-by-field choice). Merge customers

5.3 Anonymization (GDPR)

To honour the **right to erasure**, use **Anonymize** on the customer's row: the personal data (name, contacts, address and notes) is irreversibly scrubbed, but the appointments and statistics remain (without identifying the person). The customer is flagged as anonymized.

“ ?  — The anonymize button and the confirmation prompt. Anonymize

5.4 Tips & troubleshooting

- **Customer with no contact:** a customer must have **phone or email** (at least one). With no contact, the appointment still saves, but the customer isn't created/linked and gets no notifications.
- **Phone numbers:** stored in international format (E.164). Use the country selector in the phone field to get the right dial code.
- **Customers aren't shared across businesses** — each business has its own base.

“ ? **Scenario:** a customer booked online with their email and later called and booked by phone. The system detects the **duplicate** (same name/contact in different records) and shows the badge — do a **merge** (5.2) to keep one unified history.

Next: [Messages & notifications.](#)