

Notifications

DOCUMENTATION · COMMUNICATION

■ What are notifications?

Notifications are messages you send to customers directly through the platform — announcements, reminders, updates, or personal messages. They appear as a badge on the bell icon on your site and in the customer's notification centre inside their profile. You can also choose to send a personal one by email at the same time.

Notifications are not for transactional emails (those are automatic). They are for proactive communication you initiate — letting customers know about an upcoming event, a new course that has launched, a change to your schedule, or anything else relevant to your audience.

■ Sending a notification

Go to **Settings** → **Notifications** in the Flowworx sidebar and click **Push notification**. A dialog opens with the fields below; **Send** delivers it immediately.

Push a notification

Recipient

A specific user

User

Robbie Williams robbiewilliams@testing.com

Change

Type

Promo

Title

Upcoming Course

Message

A new course will soon be available! Stay tuned for more updates.



Pin to the top of their list



Also send as an email

Appears in Robbie Williams's bell widget straight away. There is no edit afterwards.

Cancel

Send

The push dialog, set to a specific customer so the pin and email options are showing.

There is no "save as draft" and no edit. A notification is composed and sent in one step — see *Sent is sent*, below.

■ Notification fields

Recipient

Who receives the notification:

- **All customers** — one announcement that appears in every signed-in customer's bell. Use this for site-wide news, launches, or promotions.
- **Specific customer** — one person. Search the picker by name or email. Use this for personal follow-ups, individual reminders, or responses to specific situations.

Switching from a specific customer back to all customers clears the picker and both checkboxes below, so the form can never claim options that would be ignored.

Type

The category of notification, which sets the icon and colour the customer sees:

- **System** — platform or account-related information
- **Order** — something related to a purchase or booking
- **Promo** — a promotion, offer, or new product announcement
- **Reminder** — a reminder about an upcoming event, session, or deadline

The type is also what the filter tabs on the list use, so it is worth picking accurately — it is how you will find the message again later.

Title

A short headline. This is the first thing the customer sees in their notification list.

Message

The full content. Keep it clear and to the point — customers read these in a small panel, not in an email client, so brevity helps.

Both the title and the message have a length limit, and the dialog counts against it for you. The counter stays hidden until you are near the limit, then appears; go over and it turns red, says by how much, and switches **Send** off until you trim. Nothing you paste is ever silently cut short — the whole text stays on screen so you can see exactly what needs to go.

Pin notification

Specific customer only. A pinned notification stays at the top of that customer's list instead of being pushed down by newer ones. Use it for something time-sensitive that should stay visible.

Also send by email

Specific customer only. Sends the same message to that customer's email address as well as putting it in their bell. Use it when the message matters enough to reach them even if they do not visit the site.

✦ **This is deliberately not offered for an announcement to all customers.** It would mean emailing every account on your site at once, which is a mailing list rather than a notification — and not something a checkbox should quietly turn into.

The email is sent as a separate step after the notification is stored, and the confirmation tells you whether it actually went out. If the email fails the notification is still delivered — it is already in the customer's bell by then, so the message got through even when the email did not.

Where customers see notifications

The bell. A floating bell appears for logged-in customers on **every page of your site**, with a badge showing their unread count. Clicking it opens a panel where they can read messages, mark them read individually or all at once, and load older ones.

Because it is on every page, there is nowhere a customer has to navigate to in order to see a notification — including the profile itself. The unread count refreshes on its own roughly once a minute, so a message you send now reaches a customer already browsing your site without them reloading anything.

There is nothing to place or configure: the bell appears automatically for signed-in visitors and is invisible to everyone else.

✦ *Notifications are for logged-in customers only. A message will never reach someone who is not signed in — so if it has to reach everyone, use email as well, or send it to customers individually.*

The notifications list

Everything you have sent is on the same screen, newest first.

Notifications

Recipient, title or message

Search

Push notification

3 notifications - oldest Jul 29, 2026, 05:08 PM

All 3

System 1

Order 0

Promo 2

Reminder 0

Sent

mm/dd/yyyy

None selected

Delete

☐	TYPE	RECIPIENT	TITLE	MESSAGE	SENT BY	SENT	
☐	PROMO	Pilates 2nd batch	Team Announcement	this is a test announcement!	admin	Sep 8, 2026, 04:51 PM	
☐	PROMO	All users	This is a promo	Morbi vitae commodo neque. Aliquam pharetra erat a pret...	admin	Aug 28, 2026, 05:43 PM	
☐	SYSTEM	All users	Testing	Hello there	admin	Jul 29, 2026, 05:08 PM	

Sent notifications, with the type tabs and their counts above the list.

Each row shows the title, the type, who it went to, who sent it, and when. Above the list:

- **Type tabs** with counts, so you can see at a glance how many of each you have sent. The counts cover the whole table, not just the page you are on
- **Search** across the title and message
- **A date filter**, for finding what went out on a particular day

The recipient column distinguishes three cases: an announcement to everyone, a named customer, and a customer whose account has since been deleted. That last one is worth its own label — it is the reason nobody can read that message any more.

Sent is sent

There is **no edit**. Everything in this list has already been delivered: it is in a customer's bell, and the platform may already have recorded that they opened it. Rewriting the body of something someone has read is not a correction — it is a different message, and the honest way to send a different message is to send one.

So the only actions are **delete** — a trash icon on the row — and a bulk delete for a whole selection.

✦ *Deleting an announcement removes it from **every** customer's bell at once, not just from your list. The confirmation counts the announcements in your selection and says so before you click, because deleting one row can affect four hundred people.*

Deleting also clears the record of who had read it. It is not a way to unsend something already seen, but it does tidy away an announcement that is no longer relevant.