



## Create a New Customer

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# Guide for Admins: Creating New Customers in the Arena (White Label)

This guide outlines the steps for creating new customers in the PBX as a White Label (WL) administrator.

**Note: Only Administrators can create New Customers.**

- Log in to the Arena platform.
- Navigate to the **Customers**
  1. Create NEW CUSTOMER

*Once you access the "Create New Customer" feature, you will be presented with two options for creating the customer.*

### Option 1: The New Customer

**Important Note:** *When creating a customer using this option, you (as the administrator) will not be able to activate the account until the customer completes the activation process using their email. If you prefer to set up the account on behalf of your customer, we recommend using the option "Me, the White Label Administrator."*

This option assumes you have an eCommerce integration with your whitelabel.

Use this option to create an account on behalf of your customer. Importantly, once the account is activated your customer will administer their account.

Your customer however will still need to activate their account via the email activation link, which also contains the facility to fund the account via the customer's credit card:

- Contact and business information
- Address details; Service address details
- Plan and Payment: After you select a plan, your customer will be sent an email to complete the signup process. This facility will require you, as the white label, to establish a payment gateway with 2talk.

### Option 2: Me, the White label administrator

This option enables you to create the account, add numbers, and configure any PBX

settings on behalf of your customer.

All charges and costs will be debited against your white label account.

**Note:** *This option will make you an Account Administrator by default.*

When creating an account using this option, you (as the administrator) will need to provide certain information about your customer:

- Authorized Contact and Business Information
- Address details; Service address details
- Plan and Payment

Your new customer has been successfully created!

Please refer to the following articles if you need to add, create, or invite new users.

- [Create New Users \(as an Administrator in a Whitelabel\)](#)