

How Lash Lovers Retains Clients and Attracts Senior Stylists With Boulevard



Locations: Dallas, Texas
Boulevard partner since 2020
Website: lashlovers.com
Instagram: [@lashlovers](https://www.instagram.com/lashlovers)

INTRO

After 25 years in the tech industry and numerous years abroad, James Bohan-Pitt was eager to use his background to transform a small business in the U.S. In 2019, he found an ideal candidate in Texas-based lash and brow salon, **Lash Lovers**. The boutique was well-established, in a great location, and provided services that would have some resistance to economic recession.

James and his wife Kimberly knew they could use their tech expertise to elevate Lash Lovers, so their first challenge was one they welcomed. The salon's software infrastructure was outdated and disconnected; completing a standard task such as payroll meant remaining at the salon's reception desk after hours throughout the process. Tired of being tethered to a desk on nights and weekends, James launched a search for new software that would allow him to handle the salon's business from anywhere. After testing numerous platforms they switched to Boulevard in late January 2020. It turned out to be excellent timing, for a reason neither James nor Kimberly (nor anybody else aside from the most clued-in epidemiologists) could have anticipated.

SOLUTION

Just a matter of weeks later, the COVID-19 pandemic forced salons across the country to shut down indefinitely. "Thank goodness we put Boulevard in when we did," James says. "Moving from a physical machine to a cloud-based environment was just game-changing." A city council notice on Lash Lovers' door meant James was legally barred from operating his salon along with any other employees, but he could still do his work. For three months, Lash Lovers' reception was moved to his dining table at home. **Boulevard's Contact Center** allowed him to communicate with Lash Lovers' customers from anywhere, keeping them updated and staying connected even when in-person services were impossible.

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When brick-and-mortar businesses reopened, Lash Lovers was able to rebuild its client base through steady communication and by offering monthly subscriptions through **Boulevard's POS and payments software**. Now Lash Lovers is looking to expand its menu beyond lashes and brows, introducing facials and other services; as James tells it, "Really, the story now is how we used Boulevard to transform the business and grow."

"It's not just about the price, it's about the whole well-rounded service, it's about how we interact, it's about the technology. Everything's about that experience and Boulevard helps us to excel in that. And it makes me worry a lot less!" Here are some highlights of working with Boulevard, according to James:



Easy to learn: "New reception staff should be able to pick up 90% of what they need very quickly and then learn the rest as they go," James says about training for a new tech platform. Boulevard's ease of use benefits new staff as well as more seasoned employees. "Long term, what we're finding is that we're **attracting more senior stylists** because we offer the best technology."



Staff retention: "The number one priority in my business is my staff. If I look after my staff, they will look after my customers," James says, paraphrasing Virgin Group magnate **Sir Richard Branson**. He points to Boulevard's ease of use and clarity of communications as key to keeping his staff happy.



Aesthetically pleasing design: Boulevard's interface is streamlined and simple. Details like brighter colors for calendar events and muted colors in the background help salon employees enjoy using the booking software while staying on task and minimizing errors. "They're really focusing on the customer experience," James says.



Effective client onboarding: When Lash Lovers switched over to Boulevard, the business found its proportion of online bookings increased immediately; online booking grew fastest for special full set lash extension deals offered to new and returning customers. More than half of all appointments for these deals that help introduce clients to the entire Lash Lovers menu are now booked online.



Fewer no-shows: James points to Boulevard's frictionless **automated appointment reminders** as the main reason Lash Lovers now rarely has to charge for no-shows, resulting in more successful appointments that are convenient for clients and employees alike: "We tend to have more reschedules now than we do no-shows because people are getting their 48-hour reminders and they're confirming."



Boulevard's client support: "With Boulevard, I can literally get hold of someone in 30 seconds," James says. **Boulevard's support team** is available to answer client questions throughout the work week, no matter how big or small. "They are always there and that is very impressive," he adds.

SINCE SWITCHING TO BOULEVARD...

- ♥ Lash Lovers has gained 300 paying monthly subscribers.
- ♥ Check-out time per customer has decreased from three to four minutes down to 60 to 90 seconds.
- ♥ Customer tipping has grown to 20% on average.

"From my perspective as an owner, it's really important to improve both guest experience and employee experience... we have a different ethos at Lash Lovers that really focuses on being pro-stylist, pro-technician, and making sure they have the best tools of the trade to do their job very well. And improving that through Boulevard has been instrumental at helping us hire and retain a great team."

— James Bohan-Pitt

ABOUT BOULEVARD

Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses. Ready to grow your business with Boulevard?

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