

Text automation meets human conversation

Free your front desk while staying fully connected with clients with fabulous SMS features at your fingertips.

Hi Riley, your appointment at Abundant Salon is today at 5pm PST. Reply "yes" to confirm.

Yes. Will be about 15min late today, is that ok?

All good, we'll make that work! See you soon.

71%

fewer no-shows & late cancellations

32%

fewer front desk hours clocked

38%

decrease in phone calls

*Average Blvd customer 90 days after switching to BLVD

Two-way texting

Conversational SMS keeps you connected and keeps it personal through key moments of the client journey. Chat easily and instantly, directly from your dashboard.

Phone line without limits

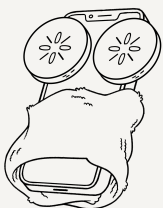
Give clients a consistent way to reach you with one dedicated number for all calls and texts. Includes optional call forwarding and Caller ID.

SMS appointment notifications

Decrease no-shows and spend less time on the phone with automated confirmations and reminders. Add custom verbiage, links to forms, appointment details, and more.

Centralized Messages inbox

Quickly reference your client text threads, conversation history, client profiles, and appointment details – all in one place.



Deliver the premium, personal communication experience your clients deserve.

Flexible usage, maximum value

Essentials



Premier



Prestige +

2,500 free text segments
per month per location

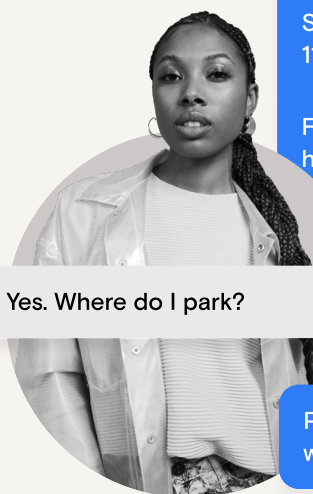
Enterprise +

We'll work with you to
develop custom pricing

Find your sweet spot

Pay based on the number of texts you send and receive each month. We'll add up your texts at the end of the month and bill you based on your usage tier.*

Text segments	Monthly total
1 - 500	\$25
501 - 1,000	\$40
1,001 - 2,000	\$60
2,001 - 3,000	\$80
3,001 - 5,000	\$120
5,001 - 7,000	\$150
7,001 - 10,000	\$200
	+ \$50 for every additional 5,000 text segments



Hi Riley, your appointment at Abundant Salon is booked for Mon, May 6 at 11:00am EST. Reply "yes" to confirm.

Fill out your forms:
<https://blvd.link/XYZ123>

Yes. Where do I park?

Parking is available in our garage, and we will validate! See you soon.

*Usage includes inbound and outbound text segments.

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? [Get a free demo at joinblvd.com.](https://blvd.com/join)

