

CASE STUDY

BOULEVARD & TRUELARK | MOSAIC HAIR STUDIO

BOULEVARD



# How Boulevard's TrueLark Integration Solved Mosaic Hair Studio's Communication Conundrum



MOSAIC  
Hair Studio & Blowout Bar  
IVANHOE

Location: Orlando, FL  
Boulevard partner since 2021

Website: <https://mosaichairstudio.com>  
Instagram: @mosaichairstudioivanhoevillage

## CHALLENGE

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When Mike Van Den Abbeel and his wife Kiri started Mosaic Hair Studio in 2004, it was just the two of them in a small space with big dreams of creating an employee-led salon. At Mosaic, stylists are traditional employees — there are no 1099s or booth rentals, just well-educated team members with a passion for hair. The strategy has paid off: As of 2022, Mosaic has grown to two locations (with a third on the way!), approximately 60 employees, and \$4 million in revenue annually. With that growth came the need to streamline communications while still providing a top-tier customer experience.

In 2018, incoming calls to the Mosaic salons became too much for Mike and his team to handle. Enter TrueLark, an AI-led communications solution that allowed Mosaic to respond to each and every customer while lightening the load on the front desk staff. This way, his team could focus on clients already in the salon without missing out on potential new business.

Mike had been using another booking platform to keep track of the studio's appointments, but he found it lacking. It didn't have support for managing multiple locations, creating more tedious admin work, and overall it wasn't as user-friendly or feature-packed as the Mosaic team needed it to be. It also didn't support TrueLark integration, so it was time for a change.





# SOLUTION

Enter Boulevard, an intuitive client experience platform powering the next generation of salons and spas. Boulevard’s integration support allowed Mike and his team to easily incorporate TrueLark’s AI scheduling, ensuring that Mosaic could continue to deliver impeccable customer service without missing a beat.

- **“Cornerstone of communications”:** Thanks to TrueLark, the Mosaic team was able to meet the needs of the clients in the studio without missing any outside communications. This was especially helpful during the pandemic and in the post-pandemic rush to correct DIY hair solutions attempted during lockdown.
- **Navigate staffing shortages:** When Mosaic was short-handed, TrueLark was there to pick up the slack. “I’m struggling to hire front desk staff,” Mike says, noting that one location is so busy he needs two full-time front desk workers. “But at least we can rely on TrueLark to answer the calls when we can’t get there.”
- **Seamless integration:** Mike said one of his biggest reasons for switching to Boulevard was its ability to integrate TrueLark. Boulevard’s integration-friendly platform has support for a number of apps and services, letting salon owners and managers connect all the tools they need to run their businesses.

- **Multi-location management:** “Before Boulevard, I needed two separate accounts” for Mosaic’s dual locations. “It was an accounting nightmare.” Now, “I can toggle back and forth between locations, and as we work on a third and fourth location, that is amazing.”
- **Texting is huge:** An unexpected side effect of the switch to Boulevard? Younger clients prefer texting to calling. Clients can even text reference photos of their desired hairstyles, which can then be uploaded to each client’s profile.
- **Staff support:** According to Mike, his team loves using Boulevard thanks to its intuitive onboarding, and their response to the TrueLark integration has also been positive. For an employee-led hair salon, staff buy-in is key.

*“One of the reasons we decided to switch to Boulevard was the ability to integrate other systems. TrueLark has become a strong software asset that makes it easier to manage incoming communications as a growing brand. We always try to make the clients in the salon our priority, but we also don’t want to miss out on potential business. With Boulevard and TrueLark, we get the best of both worlds, and our clients love how easy it is to get in touch.”*

— Mike Van Den Abbeel

## Since switching to Boulevard and TrueLark...



Mosaic saw \$8,300 in booked revenue, the result of 727 conversions and 81 bookings



No-show appointments have dropped from 3% to 1%, which is significant when salon margins are thin and every appointment impacts the bottom line



TrueLark integration saved Mosaic’s staff 60 hours of admin time



72% conversion handle rate



32% booking request conversion

## About Boulevard

Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses. Boulevard empowers business owners and professionals alike to deliver personable, enjoyable experiences to their clients through online appointment scheduling, messaging, and payments that are simple, elegant, and reliable.

[Learn more at joinblvd.com](https://joinblvd.com)