

# How Skin House Facial Bar Built their Brand with Boulevard

Locations: 2 in Philadelphia, PA  
Boulevard customer since 2020

[skinhousefacialbar.com](http://skinhousefacialbar.com)

[@skinhousefacialbar](https://www.instagram.com/skinhousefacialbar)

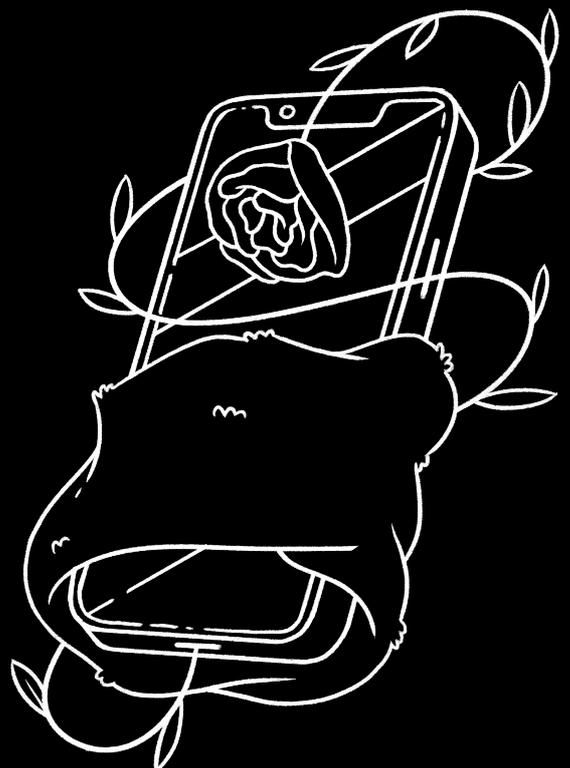


## Introduction

Shireen Mustafa founded Skin House Facial Bar to create a brand-new facial experience – one that molds the traditional comforts of a spa into an intimate and personalized skin care journey. Shireen's mission to provide personalized skincare for all is no easy feat; yet she has managed to build a successful woman-owned and operated business with two locations.

## Challenge

With such a customizable menu and service plan, it's crucial that Skin House Facial Bar is able to offer a relaxing and personalized client experience from online booking to seamless checkout. Group appointments were also key. And with Shireen always looking to expand her business, she needed a full overview of both the front and back of house operations that didn't cut corners – including powerful reporting, inventory management, and client profiles.



## Solution

- **Personalization & Client Profiles:** The easy-to-use platform makes it simple for her staff to access each client's profile, and view details on past visits, previous purchases, social profiles, and more. "The view is individualized for each client, which is really nice. And my staff can have the client profiles right in front of them while they do their work to offer a personalized service."
- **Easy Inventory Management:** As for the previous inventory struggles of the past, Boulevard was a huge fix. Especially when it came to Shireen looking to grow her brand. "It's all about expansion," Shireen stated, "and Boulevard's inventory features help me figure out the nuts and bolts of growing without cutting any corners."
- **Customizable Reporting:** The same goes for the previous lack of customization in reporting. Boulevard's custom reporting feature was a much better fit for Shireen's business. "Reports are much more accessible. And that's huge for the front and back of house. I can see everything clearly and it gives me a clear idea of where I need to improve."
- **Seamless Checkout:** Boulevard's cardless payment feature was another huge plus. No more wasting the time of both staff and clients. "Entering credit cards and storing them instead of swiping them onsite saves so much time for us and our customers," Shireen noted. With checkout now a seamless experience, Skin House Facial Bar had yet another touchpoint where they could delight clients.
- **Best-in-Class Support:** The support Shireen received both during her switch and after coming onto the Boulevard platform was unlike anything she had experienced in the past. "My account manager is amazing and the support is truly first-class," Shireen added, "and having one account manager who digs deep to help find solutions really means a lot. Especially for a small business like ours."



56%

increase in monthly  
booking volume



35%

increase in  
product sales