

BOULEVARD

# Powerful platform with a personal touch

Work smarter and grow faster with the only client experience platform purpose-built for salons. From initial booking to final payment, Boulevard helps you deliver premium, brand-defining experiences while keeping you in the driver's seat.

## Make a move on your margins

\*Average impact +90 days after switching to Boulevard



**16%**

more services booked



**71%**

fewer no-shows & late cancellations



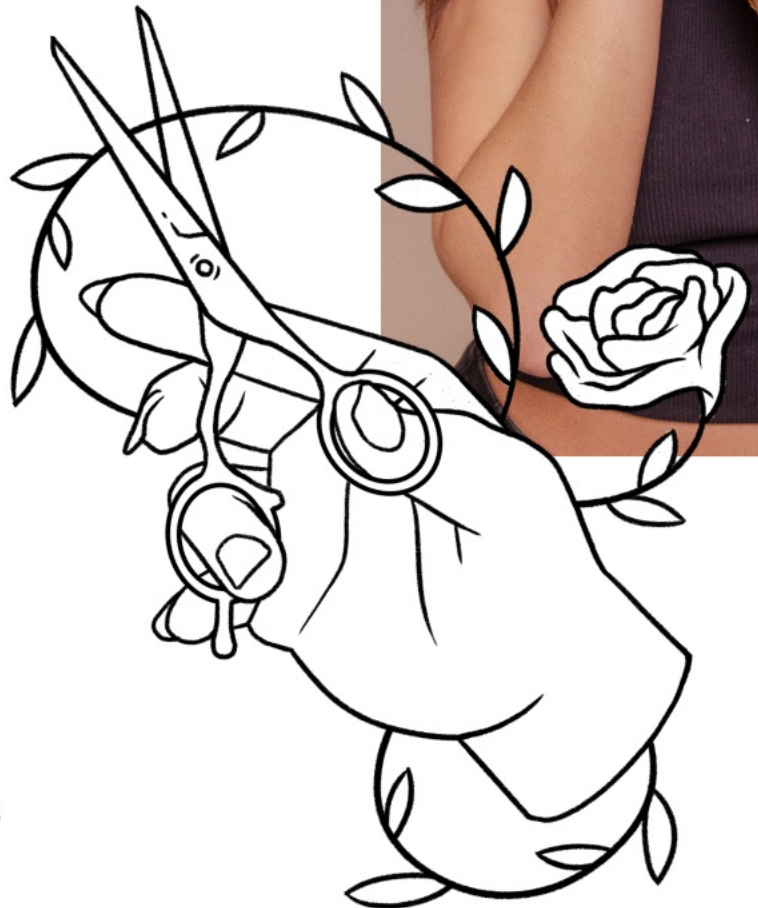
**18%**

more retail sales

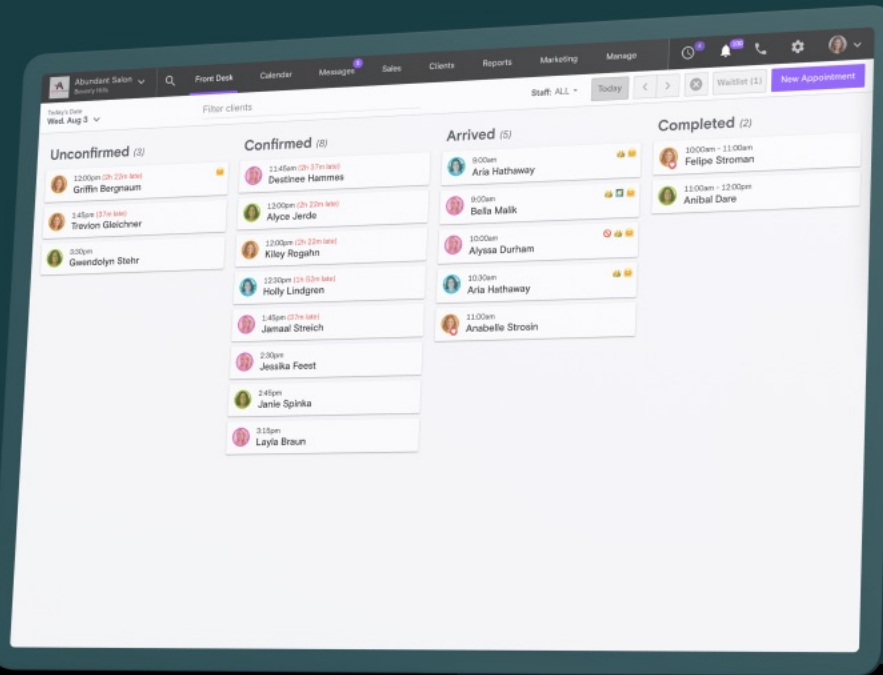


**24%**

more gratuity from clients



# Less to manage, more to love



## Seamless Self-Booking

Make it quick and easy for clients to book appointments and purchase memberships directly from your website, Google Search & Google Maps, and your social media accounts.\*



## Intelligent Calendar

Optimize your day and get more quality client time with our Precision Scheduling™ feature that keeps your calendar stacked, eliminates appointment gaps, and boosts staff productivity.



## Detailed Client Profiles

Personalize every appointment with client profiles. You can save notes, view past visits and purchases, access social media profiles, and keep track of any forms or attachments.



## Marketing & Loyalty

Build your brand and send beautifully branded emails with the Boulevard Marketing Suite. Turn every visitor into a lifelong client with powerful, customizable loyalty programs.



## Powerful Reporting

Measure what matters most with customizable reports. Analyze your salon's performance, align on staff & company goals, and make smarter decisions that drive sustainable growth.



## All-In-One Payments

Consider payments covered. Boulevard gives you a best-in-class modern checkout experience that's optimized for salons, not storefronts or cafes. You, your clients, and your staff will love it.



## Streamline Setup

Switching platforms doesn't have to be difficult. We'll help you migrate appointments, move over contact lists, and be by your side from day one to give you a fresh, productive start.



## Expert Support

Have a question or just want a quick check-in call? Don't worry about crazy hold times. Our industry expert support team is available to help you within minutes, not days.

Visit [joinblvd.com/salon-software](https://joinblvd.com/salon-software) to get a demo

\*Facebook and Instagram only with our Book Now integration.