

How Boulevard's Personalized Platform Helped Plump Scale



Locations: NYC
Boulevard partner since March 2020

Website: <https://www.plumplife.com/>
Instagram: @getplump

CHALLENGE

Plump opened its boutique cosmetics and injectables bar in 2018 to make med spa procedures more approachable, accessible, and de-stigmatized. Since then, Plump has expanded into multiple locations with more on the horizon. But as the brand was beginning to grow, Plump's Director of Operations, Richelle Oslinker, started to notice issues and gaps in their management system. "Square worked fine when we were small and not too busy. But once we started growing, everything started to get glitchy. We didn't have a point of contact and would have to wait on the phone for support for hours and hours. It just wasn't working."

Richelle found that in addition to its system glitches and support issues, Square's online booking lacked the smooth client experience and brand-matching aesthetics that Plump required for its high-end beauty business. And when it came to features like reporting and reconciliations, Square simply didn't have what

Plump needed to stay on top of their growing numbers at all locations. It was clear that Plump required a platform that enabled their brand to expand while still allowing the staff to provide a bespoke and personal client experience.



SOLUTION

Richelle and her team decided to try a free demo of Boulevard, where they instantly fell in love with the easy-to-use platform. Since joining, Plump has found a way to grow while reducing day-to-day operational stress, even despite the setbacks of the pandemic. “Once we made the switch to Boulevard, we never looked back. It was one of the best things that we've ever done, if not *the* best thing we've ever done, for our company as we scale.”

- **Better Booking:** Boulevard’s online booking integrated seamlessly with Plump’s website, offering a smooth and on-brand experience that has allowed them to grow their customer base and increase their average bookings.
- **Decreased Training Time:** Boulevard’s easy-to-learn and easy-to-use interface allowed Plump to cut way back on costly training time. Additionally, the user-friendly and beauty industry-specific features also made day-to-day work more efficient as the staff no longer had to deal with system glitches and workarounds.
- **Client Profiles:** The medical team at Plump found Boulevard’s client profiles to be a massive help. They were able to add before/after photos and specific information like previous doses and preferences to their client profiles — making that info visible and trackable at all times.

- **Powerful Reporting:** The platform’s customizable reporting feature has been a huge asset as Plump continues to grow, allowing for a bird’s-eye view of total success as well as individualized looks at the numbers for staff members and locations. Richelle can even track the success of their promos and offers, all in one place.
- **Seamless Checkout:** Boulevard’s card on file feature was crucial during the pandemic. It was an essential tool that allowed Plump to process contactless payments and enabled a quick and simple checkout experience, benefiting for both clients and professionals.
- **Quick, Dedicated Support:** No more waiting on the phone for hours and hours to get support. With Boulevard, Plump got a fully dedicated support team ready to help in minutes with anything they needed. Boulevard even worked closely with Plump to ensure they were getting the most out of the platform and listened to feedback and new feature ideas — ensuring Plump’s needs were part of the platform roadmap.

Since onboarding to Boulevard...



44% increase in sales volume



80% of services are booked online



95% of appointments surveys earned a 5-star rating

“I couldn’t have asked for a better system or platform. Boulevard saved our business and made everything so easy. We use all of its benefits every single day.”

- Richelle Oslinker,
Director of Operations

About Boulevard

Boulevard is the best-in-class scheduling, point-of-sale, and client communication platform made specifically for salons and spas.

Ready to grow your business with Boulevard?
[Get a free demo at joinblvd.com](https://joinblvd.com)