

Success Story

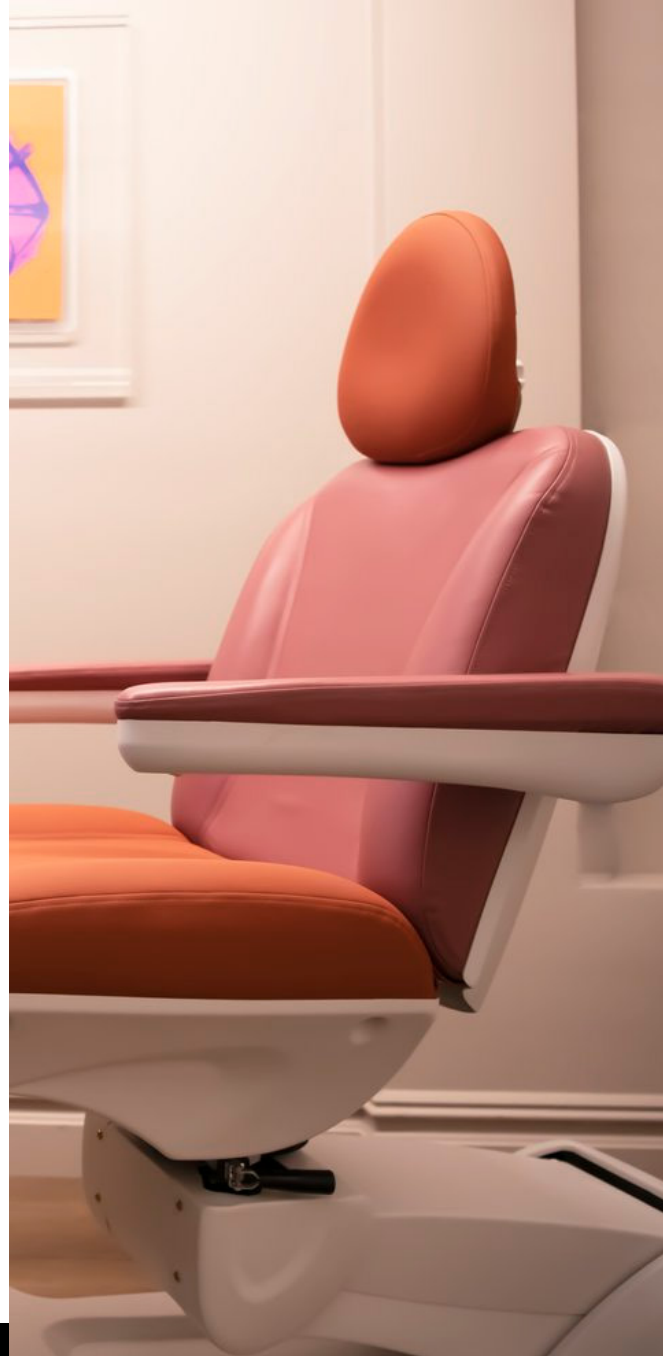
plump × **BOULEVARD**

How Boulevard's Personalized Platform Helped Plump Scale

Locations: NYC | Miami | Brooklyn | New Jersey
Boulevard customer since March 2020

getplump.com

@getplump



Introduction

Plump opened its boutique cosmetics and injectables bar in 2018 to make medspa procedures more approachable, accessible, and de-stigmatized.

Challenge

The Plump brand grew quickly and was ready to expand to multiple locations. But they needed a powerful platform with booking customization capabilities, in-depth, location-level reporting, and the ability to deliver bespoke, personalized client experiences at scale.



Solution

Plump instantly fell in love with Boulevard's modern, easy-to-use platform. Since switching, they were able to increase sales, automate day-to-day operations, reduce stress, and confidently open multiple new locations on their own terms.

- **Better Booking:** Boulevard's online booking integrated seamlessly with Plump's website and social accounts, offering a smooth and on-brand experience that has grown their customer base and increased 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. User-friendly features also made their day-to-day work more efficient as the staff no longer had to deal with time-consuming 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:** Customizable reporting 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. Plump management can even track the success of their promos and offers, all in one place.
- **Seamless Payments:** Contactless payments, discrete tipping on iPad, and a smooth checkout process with fast, simple pre booking helped Plump increase average tips and retain more clients with less effort.
- **Dedicated Support:** No more waiting on the phone for hours to get support. Our dedicated support team was (and still is) ready to help within minutes. Boulevard even worked closely with Plump to ensure they were getting the most out of the platform so they could scale with confidence.



95%

of appointment surveys
earned a 5-star rating



80%

of services are
booked online



44%

increase in
sales volume



"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."

- Richelle Oslinker, Director of Operations at Plump

Boulevard offers the first and only Client Experience Platform purpose-built for appointment-based, self-care businesses.

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