

BOULEVARD

Barber software that runs your shop for you

Be less busy. Make more money.

From initial booking to final payment, Boulevard's easy-to-use, all-in-one Client Experience Platform simplifies your day, maximizes your income, and keeps your clients coming back. Protect your revenue and build deeper client relationships with seamless appointment scheduling, sophisticated marketing, and a painless payment experience.

Make a move on your margins

*Average impact +90 days after switching to Boulevard



16%

more
services booked



71%

fewer no-shows
& late cancellations



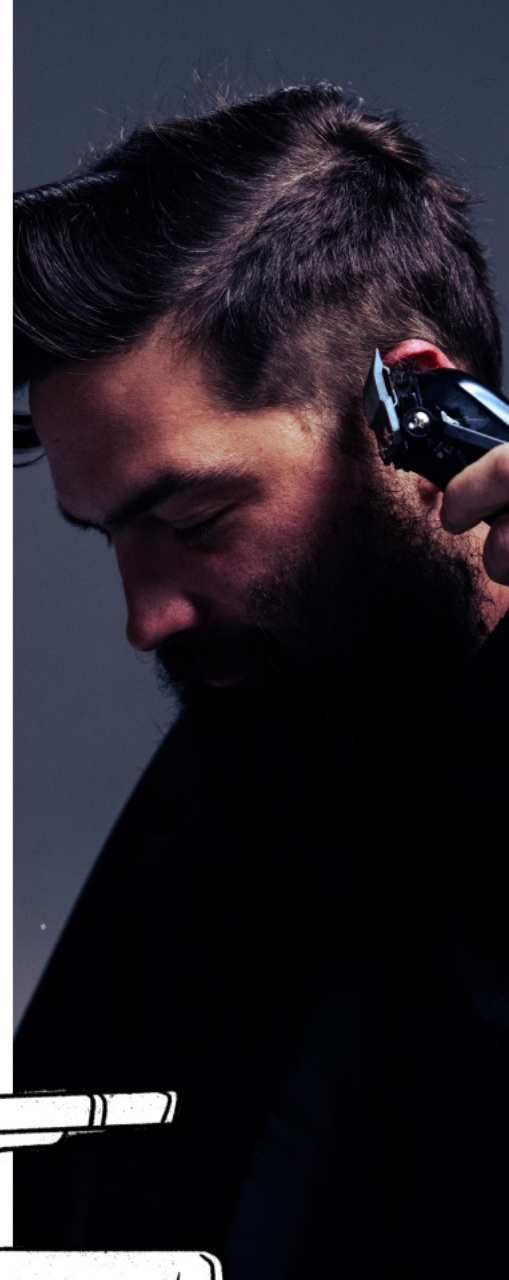
18%

more
retail sales

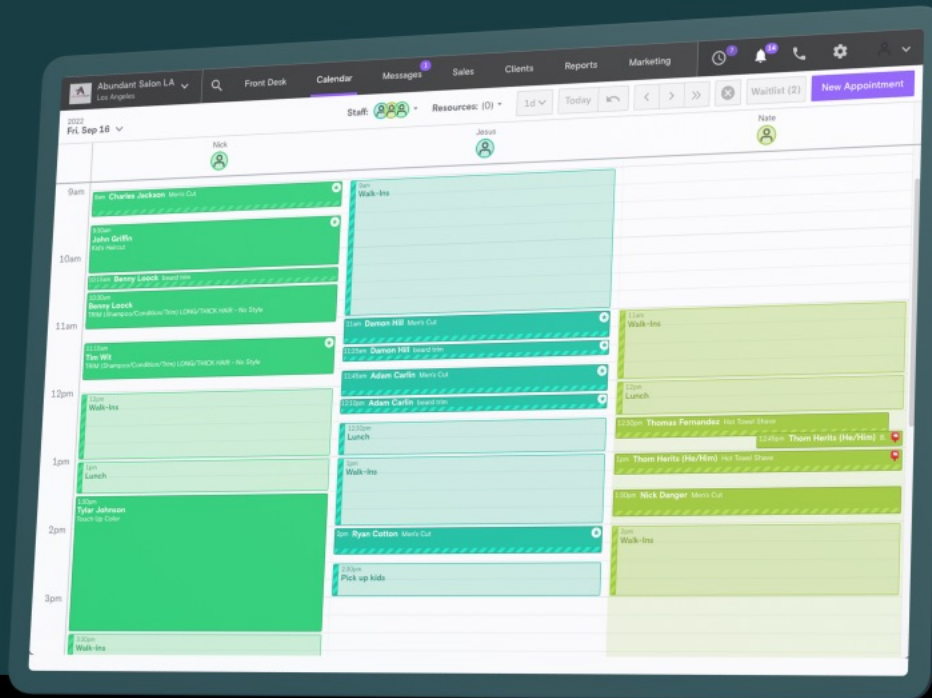


24%

more gratuity
from clients



Focus on your clients, we'll take care of the rest



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 shop'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 barbershops, 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.