

BOULEVARD

CASE STUDY

Hairroin Salon

57% increase in bookings

20% increase in service
revenue

30 hours per month in time
savings



INTRODUCTION

Janine Jarman founded Hairroin in 2005 as a way to empower radical self-confidence through cosmetological expertise. Since then, she has grown the business to two locations in New York and Los Angeles, and added a digital salon, Parlour H, to the Hairroin family.

Home to a team of the industry's most talented and in-demand stylists, Hairroin has become the go-to destination for anyone looking for fashion-forward looks and superior service.

At the helm of that superior service in the LA location is Elvira Gardenas, who sat down with Boulevard to discuss some of the highs and lows Hairroin has faced on their journey to success.



CHALLENGE

As one of today's leading multi-location salons, it was important that Hairroin utilized a business management platform to help with their busy day-to-day. They started by hopping from platform to platform, hoping one would meet their needs, but every option fell short. No software was able to accommodate their double booking system, which caused endless problems for both the staff, stylists, and their clientele.

The staff had to come up with their own workarounds and creative solutions just to get their online scheduling to ****almost**** work, which ultimately just wasted time.

Because the online booking solution they were using was problematic, they couldn't promote it to clients (a lost opportunity).

It also seemed odd when the platform they were using reported unusually high client retention rates.



CHALLENGE

Since scheduling issues were causing problems with clients, a report showing suspiciously inflated numbers meant they could no longer trust the validity of the platform's insights. They were left frustrated, stressed, and confused.

On top of all this chaos, their platform's support team was in a different timezone and had almost completely opposite working hours as the salon. So when support was needed (which was often), Elvira and other staff members encountered long hold times or had to wait to schedule a call for far in the future. "This was extremely frustrating," Elvira recalls, "because sometimes I needed to fix something right away, and I could never get that immediate support."

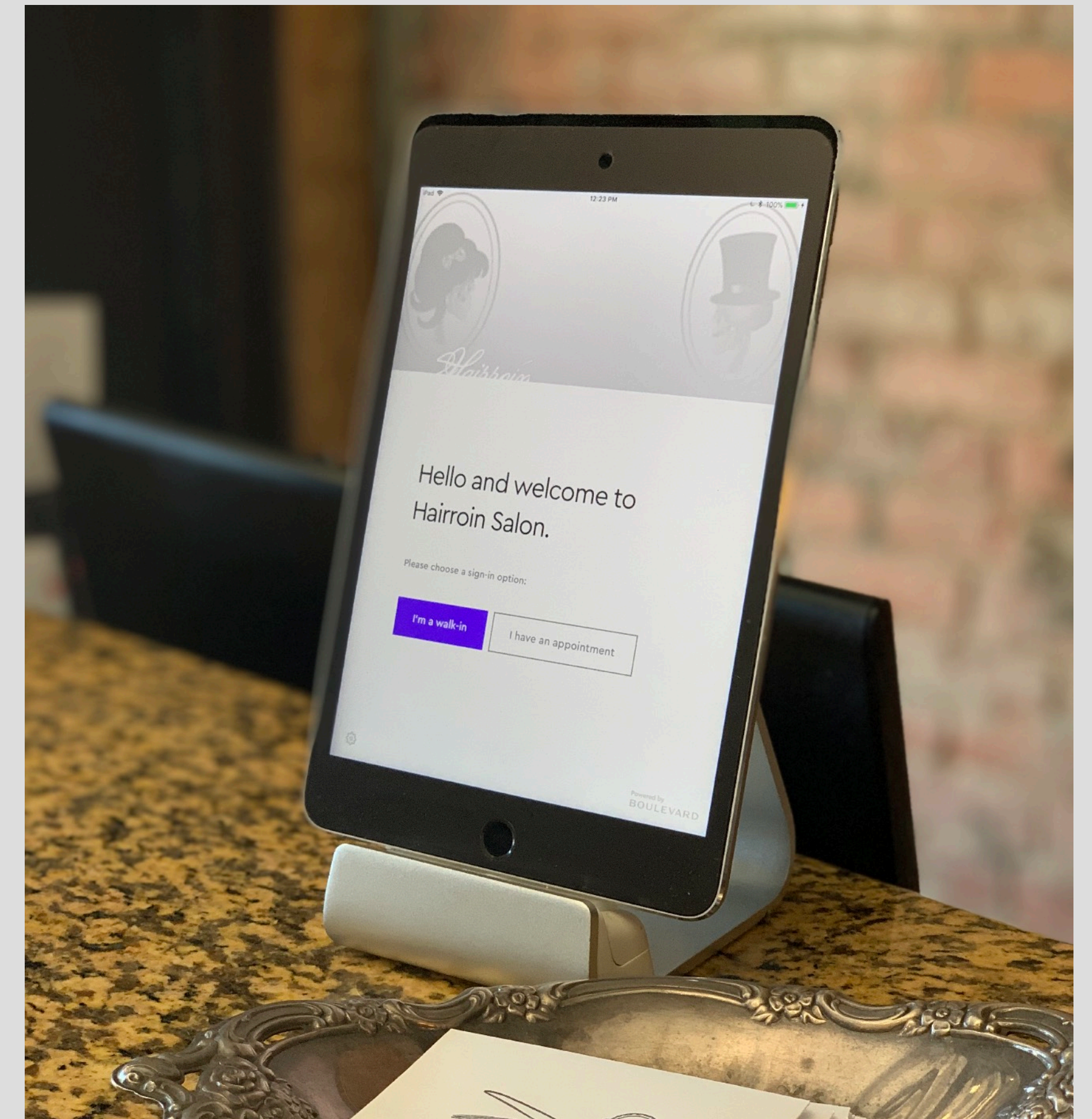


SOLUTION

Boulevard proved to be the perfect solution in helping to solve Hairroin's online booking and support issues, while offering additional growth tools to help their salon thrive.

Clients needed to book online, and Hairroin's calendars were filled with an optimized double-booking cadence. Now they were able to promote online booking and grow their client base while skipping the stress of reorganizing appointments manually.

When it came to brand promotion, Boulevard's integration with MailChimp made sending emails and marketing to their clients simple and customizable.



SOLUTION

Additionally, Hairroin reduced cancellations and no-shows. By capturing credit card information and storing payments easily on the platform, they were able to initiate a cancellation policy that charged customers automatically, and that policy was clearly enforced through their marketing emails to remind customers. Better yet, Boulevard's two-way texting feature allowed them to reach out to clients about appointments anytime.

“Being able to text the client is HUGE!”, remarks Elvira. “There’s no plug-in required, and we are able to communicate with them about appointments, reminders, and anything else needed in real-time.”



SOLUTION

Elvira noted that Boulevard's cash register and automated payments feature was super simple — it took seconds to figure out if the drawers were over or under. And the platform's online forms feature made organizing extra easy, with everything easily accessible in one place so they no longer had to dig around in folders to find client info.

As for Hairroin's future expansion and growth, Boulevard was able to help fill contractor positions in their multiple salon locations with multi-merchant accounts. Stylists and professionals could set up their own merchant account within Hairroin, giving them access to clients and full integration within their services while still remaining an independent contractor.

“We wouldn't be able to offer so many services without it. But now that we have all these amazing merchants offering tattooing, tooth jewelry, and more, these professionals and services are a big part of our selling point to clients.”

Elvira Gardenas, Hairroin Salon

RESULT

Since onboarding to Boulevard...



...monthly booking volume has **increased 57%** across both locations.



...service revenue has **increased by 20%** across stylists and locations.



...**30 hours per month** have been saved in labor across both locations.

Check out Hairroin at
<https://www.hairroinsalon.com/>

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