

CASE STUDY –

HELLO SUGAR formerly Sugar Me Wax

BOULEVARD

Boulevard + Hello Sugar: A Fast-Track to Franchise

The importance of partnering with a platform
that won't hold your business back.



Locations: Arizona

Boulevard partner since November 2020

Website: hellosugar.salon

CHALLENGE

Hello Sugar is a premiere full body and Brazilian waxing salon that uses a membership model to bring a level of ease and convenience to high-quality waxing services. Since opening in 2015, the brand has seen immense growth starting day one with no signs of slowing. But with fast expansion comes the need for a technology partner who can keep up with an ever-growing list of needs. And, as President Brigham Dallas noted, this was a task Hello Sugar's management system at the time simply could not handle.

"Booker was super slow when it came to booking appointments. And when you're running a high-demand brand, that lag can really add up," Brigham recalls. Additionally, being in the beauty industry, Hello Sugar expected a booking experience that looked as chic as their brand. Instead, Booker's system was clunky and outdated, "and that outdated outward face was indicative of other internal symptoms."

Hello Sugar needed a platform that was better, faster, more catered, and more comprehensive to ensure that all their needs were met and that they had the dedicated support required to move into the franchise phase of their business.



SOLUTION

Hello Sugar was introduced to Boulevard, and right away they knew this was the forward-thinking partner they needed to continue expanding with ease. The features were simply “lightyears beyond any other platform.” Plus, Brigham noted that they “saved about \$1500/mo on eight locations by making the switch, when you include processor fees.” A win-win that gets even better when you look at the many other improvements Boulevard brought their business.

- **Better, Faster Booking:** Boulevard’s seamless online booking was not only a smoother and aesthetic upgrade, as the widget matched their brand and lived on their website, but it was also significantly faster. “We timed it. To book an appointment on Booker, it took one minute and 30 seconds. On Boulevard, it was 35 seconds. It cut the time by 1/3rd.” Brigham also loved how Boulevard allows them to upsell during the booking process.
- **Decreased Training Time:** Boulevard’s easy-to-learn and easy-to-use interface allowed Hello Sugar to cut way back on costly training time, and the system’s color coding made it easy to distinguish aesthetician skill levels in the backend. Additionally, the user-friendly and beauty industry-specific features made day-to-day work more efficient since everything was intuitive and built for their workflows.
- **Powerful, Custom Reports:** While previously the team would have to spend hours exporting multiple reports and creating pivot tables to analyze performance, now

Boulevard’s customizable reporting allows them to easily see how many memberships are being sold by each aesthetician and makes it simple to create bonuses based on that one report. More thorough, more efficient, and no more headaches.

- **Reconciliation & Tracking:** With Hello Sugar being a membership-driven business, it was important to work with a partner who can handle tracking on a franchise-model level. Boulevard’s reporting features allowed for easy visibility into membership redemption usage across all locations to keep all the books balanced. Plus, the system makes it simple to manage and monitor employees who work at multiple locations as well.
- **Seamless Experience & Checkout:** Boulevard’s smart calendar provides an extremely fast load time along with helping to optimize staff schedules by prompting clients with the best times to book. And Boulevard’s cardless checkout cut Hello Sugar’s check-out processing time in half while providing a better, seamless experience for their clients.
- **Fully Dedicated Support:** Hello Sugar was given a dedicated support team to handle their migration, help with and escalate any issues within minutes, and serve as a direct line of contact for everything from creating bespoke training classes to having open dialogues about new feature ideas. As the brand continues to grow, Boulevard aims to work with the team side-by-side to ensure all their needs are met.

Since onboarding to Boulevard...



88% increase in sales volume



57% increase in appointments



60% increase in membership redemptions



3x faster online booking time

“Boulevard is by far the smoothest platform we have ever used. It’s much easier to use and I love that it’s so customizable.”

— Brigham Dallas,
President

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