

BOULEVARD

# Powerful enough for medicine. Luxurious enough for spas

Designed with and for industry leaders, Boulevard offers the only Client Experience Platform purpose-built for medspas. Elevate your workday while adding style and sophistication to every client interaction. With seamless self-booking, HIPAA-compliant Client Profiles and intake forms, plus powerful workflow automation at your fingertips, you can provide that personal touch that keeps your clients coming back.

## Make a move on your margins

\*Average impact +90 days after switching to Boulevard



**16%**

more  
services booked



**71%**

fewer no-shows  
& late cancellations



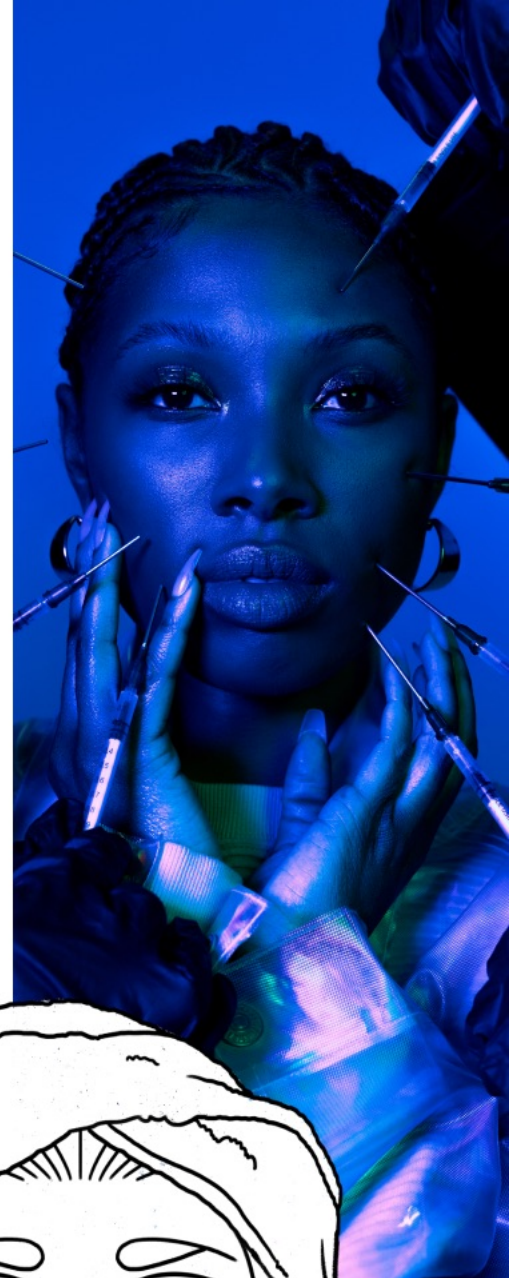
**18%**

more  
retail sales

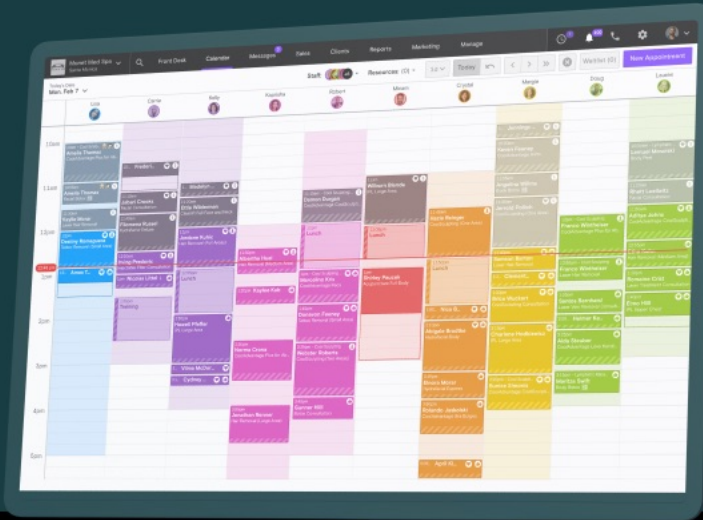


**24%**

more gratuity  
from clients



# Why a Client Experience Platform?



## Optimize Your Schedule & Staff Productivity

Do more than just fill your calendar. Direct clients to book at the best times for your schedule to eliminate gaps while encouraging add-ons and upsells. Book both your staff and your resources to get the most from your investment.



## Elevate Every Visit with Client Profiles

Take the guesswork out of treatment and help improve sales with Boulevard Client Profiles. Personalize the client experience with history, notes, and product suggestions. Rest assured, our client profiles are HIPAA compliant with end-to-end encryption, access controls, and monitoring.



## Save Time with Built-in Marketing & Comms

Build your brand and keep clients coming back with the Boulevard Marketing Suite. Send beautiful, on brand automated emails and text clients about appointments directly from your platform to keep all your workflows in one convenient place.



## Streamline Checkout with All-In-One Payments

Deliver a seamless, chic checkout experience with our fully integrated point of sale. As your payment processor, we're here to help with any disputes, refunds, and transaction questions - all with no hidden fees.



## Keep clean & compliant forms and charts

Who says paperwork needs to be boring? Design beautiful, mobile-friendly client forms and charts so you can capture critical treatment notes and deliver a consistent client experience. Everything is encrypted so those beauty secrets stay secret.



## Grow Faster with Powerful Reporting

Measure what matters most with customizable reports and integrations. Get everything you need to analyze your performance, track goals, and make smarter decisions that drive your business forward.