

SINCE SWITCHING TO BOULEVARD...

40%

increase in
service sales

20%

increase in
membership sales

20%

higher revenue

100%

reduction in no-shows

How SkinRN Aesthetics Achieves a Seamless Client Experience with Boulevard

Locations: 1**Boulevard customer:** since 2023**Website:** skinrnaesthetic.com**Instagram:** [@skinrnaesthetics](https://www.instagram.com/skinrnaesthetics)

Dana Veney, a seasoned nurse, founded SkinRN Aesthetics in 2022 after seeking a career shift toward healing through artistry. Located in Roseville, CA, SkinRN focuses on merging beauty with wellness, offering treatments like IV vitamin therapy and skin tightening. Despite success, challenges persist with SkinRN's software, affecting both Veney and her clients' experiences.



Challenge

Despite trying three different software solutions, Dana Veney found none met the needs of SkinRN Aesthetics. Issues included clunky interfaces slowing down staff and clients, scheduling difficulties, and inadequate support. Transitioning was not seamless, with over-promised features and under-delivered performance. Support staff lacked answers, frustrating Veney and her team.

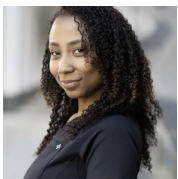
Solution

After testing numerous software options, Veney discovered Boulevard exceeded her expectations. Its intuitive design streamlined booking for clients and simplified client profile access for providers. This efficiency allowed more time for client care. Veney noted Boulevard's impact on revenue and client satisfaction, highlighting its transformative effect on SkinRN Aesthetics' operations.

Testimonial



The future is bright for SkinRN Aesthetics. We are continuing to grow, opening a second location, hiring more staff, and Boulevard will be running behind the scenes to keep it all together and make it possible.



—
Dana Veney,
Owner and Aesthetic
and Infusion Nurse at
SkinRN Aesthetics.

How We Helped

Intuitive Design:

Because Boulevard is so much easier to use, Veney has seen the pace of work pick up business-wide. "We're seeing the nurses are more proficient and it's easier to get things done after a patient, which makes us able to see more patients because everything just works so much more smoothly," she said.

Simple Self-Booking:

With self-booking, clients can get their names in the schedule whether they book during business hours or in the middle of the night. "I think that I have been able to sleep better at night because I'm not worried that my patients can't self-book themselves at 2 a.m.," said Veney.

Deep Client History:

Knowing a client's treatment history can make it easier to recommend additional treatments and provide a higher level of care. Boulevard's client profiles track that info, making it easy to see what patient packages each client bought, what treatments they've received, and any notes from other providers. Those details are "making it easier on our medical director," said Veney.

Personalized Email Marketing:

Boulevard's email marketing makes it easy to send clients personalized communications that help build their relationship with your brand. "We're seeing people excited and thankful for getting happy birthday emails," Veney said.

Automated Client Reminders:

Getting clients to show up for their appointments can be challenging, but with automatic text and email reminders, SkinRN has cut down on the number of no-shows.

Streamlined Payment Processing:

When clients book through Boulevard, they can save their credit card information for secure storage. "That makes [payment] seamless for them," said Veney. "If we're running over time, I'm like, 'Oh, and I've got your credit card, I can take care of it.'" That keeps appointments running smoothly.

Outstanding Customer Support:

Whenever Veney ran into trouble while setting up Boulevard, she knew she could count on high-quality help available when she needed it. "I was really thankful that not only were they prompt in responding to our inquiry, but they actually knew what they were talking about," she said.