

SINCE SWITCHING TO BOULEVARD...

How The Skin Agency Streamlined Operations and Elevated the Client Experience

10%

increase in
online booking

Locations: 3
Boulevard customer: since 2022
Website: theskinagency.com
Instagram: [@theskinagency](https://www.instagram.com/theskinagency)

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no-shows for
more than a year

Romina Vardanyan opened The Skin Agency in Los Angeles, California to create a space where clients felt welcome and pampered, a stark contrast to the clinical vibes of similar service providers. This elite medspa, which has expanded to three LA-area locations since opening its doors in 2017, offers laser hair removal, fillers, and other advanced skincare solutions.



Challenge

Previously, The Skin Agency used multiple programs for charging clients, checking them in, and communicating with them. This disjointed system often delayed their responses to potential clients and gave administrative staff “a migraine,” according to back-of-house employee Mackenzie Coffman. This also made things more frustrating for the front desk team, since finding all of the relevant client information was a tedious process.

Solution

Vardanyan and her team knew it was time for a change. In their search for a better tech solution, they discovered Boulevard and realized it would address all of their concerns. Because [the Boulevard platform](#) was created with self-care businesses in mind, it was the perfect fit for The Skin Agency.

Testimonial



Boulevard just keeps everything streamlined. Everything is in one place. We don't need multiple apps or different technologies on a day-to-day basis. That makes it so much easier for us to focus on client experiences.



—
Romina Vardanyan,
Owner, The Skin Agency

How We Helped

Everything in One Place:

The Skin Agency no longer has to use numerous different apps and programs to handle the various facets of each client appointment. Now everything can be done from a single platform, saving time that the team can use to focus on delivering an excellent client experience..

Quicker Confirmations:

According to Vardanyan, her team spends less time manually confirming appointments “because Boulevard does it automatically. Before, we would have to write a whole confirmation text and [manually] send it to patients.”

Less Paperwork:

Rather than having clients fill out paperwork upon arrival, they can now complete it ahead of time through the Boulevard app. “So if someone is running late, they're not going to run extra late because they have to fill out 12 pages of paperwork,” Coffman said.

Easy Multitasking:

As a type-A personality, Coffman values organization — and the previous system wasn't delivering. On the other hand, “Boulevard makes it really easy to multitask by having everything in its proper place.”

Offsetting Card Fees:

The medspa recently integrated [Boulevard Offset](#), which lowers credit card fees for providers by passing them on to clients. This helps The Skin Agency keep service costs down.

Intuitive Interface:

“Boulevard is very simple. It's so easy to use. Not just for us, but for clients to navigate online, especially when it comes to filling out paperwork and scheduling their own appointments,” receptionist Piyola Derbarseghian said.