

Success Story

HEYDAY * BOULEVARD

How Boulevard's Custom Solutions Helped Heyday's Expansion

Locations: Multiple franchises across 13 states
Boulevard customer since May 2020

heydayskincare.com

@heydayskincare



Introduction

Heyday opened its doors in June of 2015 with the goal of transforming luxury skincare from an occasional indulgence into an everyday practice. By making professional services and esthetician-recommended product routines more accessible, Heyday has been able to revolutionize the skincare experience.

Challenge

Heyday was ready to launch their franchise and expand into multiple locations, but it needed a platform that could help it scale efficiently while maintaining control and clarity over the business. It also needed well-documented APIs for booking customizations and the ability to integrate with other partners and platforms.



Solution

The team at Heyday required a forward-thinking partner that had the ability to work with rather than against their unique business model – and provided an easy-to-use interface for their clients and staff.

- **Better Booking:** Boulevard's seamless online booking vastly decreased the numerous booking errors they'd been struggling with while the on-brand experience helped grow their customer base.
- **Decreased Training Time:** Boulevard's easy-to-learn and easy-to-use interface allowed Heyday to minimize costly training time. And industry specific features simplified day-to-day work by eliminating tricky workarounds.
- **APIs & Dev Help:** Boulevard's powerful APIs gave Heyday the flexibility to build a bespoke experience for their unique business model. And the client membership expansions allowed their systems to connect with other platforms like Shopify – something they were unable to do with their previous software.
- **Unmatched Support:** A dedicated support team worked with Heyday to handle their migration, troubleshoot, and escalate any issues within minutes. They were also assigned a Customer Success Manager to serve as a direct line of contact to consult, advise, and help the Heyday team reach their goals faster.
- **Brand Growth:** Heyday's collaborative partnership with Boulevard was key in accelerating the growth of their unique business model by offering the flexibility and support needed to scale operations quickly and confidently. In 2021, they opened their first franchise location and continue to expand across the country.



57%

increase in
appointment bookings



30

hours per month
saved in labor time



20%

increase in
service revenue



“Software should be designed to make your day easier, not require all kinds of hunting, pecking, workarounds, and trickery to work it. Boulevard is a key partner in both running our daily business and correctly setting up new locations for success while understanding how everything is performing. We truly enjoy spending time and working with the Boulevard team.”

- Michael Pollak, Co-Founder at Heyday

Boulevard offers the first and only Client Experience Platform purpose-built for appointment-based, self-care businesses.

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