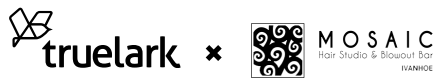


BOULEVARD



Success Story

How Boulevard & TrueLark Solved Mosaic Hair Studio's Communication Conundrum

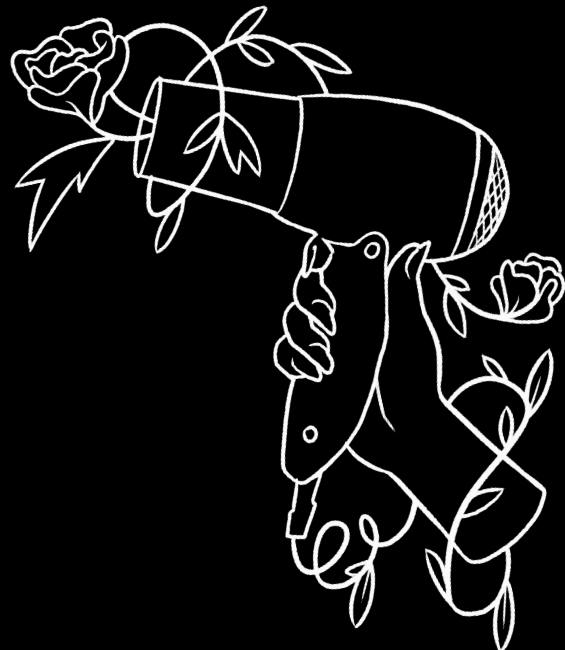
Locations: Orlando, FL
Boulevard customer since 2021
mosaichairstudio.com
[@mosaichairstudioivanhoevillage](https://www.instagram.com/mosaichairstudioivanhoevillage)



Challenge

Mike Van Den Abbeel and his wife Kiri started Mosaic Hair Studio in 2004 with dreams of becoming an employee-led salon.

The strategy has paid off: Mosaic has grown to three locations, approximately 60 employees, and \$4 million in revenue annually. With that growth came the need for a platform designed to help them create scalable processes and streamline communications while still providing a top-tier client experience.



Solution

Enter Boulevard, an intuitive client experience platform, and their integration with TrueLark, an AI-led communications and front desk management tool. Boulevard's easy-to-use interface, powerful marketing tools, and seamless payments ensured that Mosaic could continue to expand operations and deliver impeccable customer service without missing a beat. When incoming calls to the salon became too difficult to manage, TrueLark enabled Mosaic to respond to each and every customer so their team could focus on current clients without missing out on potential business.

- **“Cornerstone of communications”:** Thanks to Boulevard and their TrueLark integration, the Mosaic team was able to meet the needs of the clients in the studio without missing any outside communications.
- **Navigate staffing shortages:** When Mosaic was short-handed, TrueLark was there to pick up the slack. “I’m struggling to hire front desk staff,” Mike says, noting that one location is so busy he needs two full-time front desk workers. “But at least we can rely on TrueLark to answer the calls when we can’t get there.”
- **Seamless integration:** Mike said one of his biggest reasons for switching to Boulevard was its ability to integrate TrueLark. Boulevard’s integration-friendly platform has support for a number of apps and services, letting salon owners and managers connect all the tools they need to run their businesses on their terms.
- **Multi-location management:** “Before Boulevard, I needed two separate accounts” for Mosaic’s dual locations. “It was an accounting nightmare.” Now, “I can toggle back and forth between locations, and as we work on a third and fourth location, that is amazing.”
- **Texting is huge:** An unexpected side effect of the switch to Boulevard? Younger clients prefer texting to calling. Clients can even text reference photos of their desired hairstyles, which can then be uploaded to each client’s profile.
- **Staff support:** According to Mike, his team loves using Boulevard thanks to its intuitive onboarding, and their response to the TrueLark integration has also been positive. For an employee-led hair salon, staff buy-in is key.



1%

No-show appointment rates dropped from 3% to 1%



32%

booking request conversion



72%

conversion handle rate



60hrs

TrueLark integration saved Mosaic’s staff 60 hours of admin time



“One of the reasons we decided to switch to Boulevard was the ability to integrate other systems. TrueLark has become a strong software asset that makes it easier to manage incoming communications as a growing brand. We always try to make the clients in the salon our priority, but we also don’t want to miss out on potential business. With Boulevard and TrueLark, we get the best of both worlds, and our clients love how easy it is to get in touch.”

- Mike Van Den Abbeel, Owner at Mosaic Hair Studio

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

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