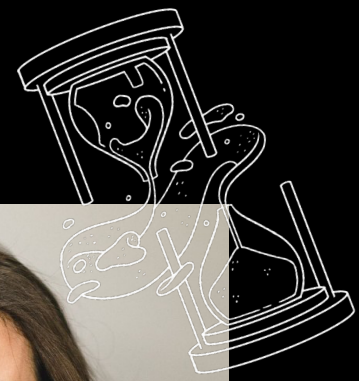


# How RUMA Aesthetics Reduced Payroll From Hours to Minutes With Boulevard



Locations: Lehi, Utah  
Boulevard partner since 2022  
Website: [ruma.com](http://ruma.com)  
Instagram: [@rumaaesthetics](https://www.instagram.com/rumaaesthetics)

## Introduction

Shelby Miller, DNP, FNP-C, is a rock star in the medspa world. Her knowledge and expertise as a top-in-the-nation medical aesthetic injector, trainer, and conference speaker have earned her acclaim as one of the preeminent talents within the industry. Clients from all over the country seek out her services to accentuate their facial features and rejuvenate their skin.

In 2018, she founded RUMA Aesthetics to provide a personalized, high-end, and modern approach to facial aesthetics. The business started lean but has since grown into a 16-room location that's constantly adding new departments, machines, providers, and (most importantly) clients.

## Challenge

RUMA Aesthetics was growing so fast that its old point-of-sale system couldn't keep up.

"The reports were not up to par," says Jordan Miller, COO of RUMA Aesthetics. Before switching to Boulevard, tracking commission payouts across RUMA's numerous aestheticians, injectors, and other providers was a multi-step process that was prone to mistakes and ate up a lot of time.

"Our old system couldn't handle prepaid service payments," Jordan says. "We had all these additional spreadsheets to keep track of payments and commissions. It was a nightmare."

And if the front desk accidentally rang up a service under a different provider's name, that meant spending hours investigating and comparing spreadsheets to adjust payout amounts manually.

"Payroll was taking about eight to ten hours every two weeks just to process what each provider's actual commission payouts were," Jordan explains. "I was over it."

## Solution

Enter Boulevard. Because we understand the medspa business model, our platform can handle different product and service configurations and track payouts accordingly. Since switching, RUMA Aesthetics has drastically reduced the time and effort needed to process commissions.

"Commission-wise, everyone knows that they've been paid for what they actually did, and it's done correctly," says Jordan. "It has alleviated a lot of headaches for our front desk."

Boulevard's reporting also gives RUMA's providers peace of mind. "I made a data report for each provider, and they can compare their commission to the calendar list of clients each day," Jordan explains. "It saves them a lot of anxiety. And it saves time for me since I don't have to consult with them and go over everything line-by-line — it's all in the report."

Here are a few other ways Boulevard has reduced the number of headaches among RUMA Aesthetics' staff:



**Easy double-booking:** Double-booking is a necessity for RUMA Aesthetics' providers, and Boulevard's online booking platform can handle double- and even triple-booking to maximize their time. "Shelby herself is booked six months out," says Jordan. "Other providers are booked two or three months in advance, and they really stack their appointments. Boulevard allows them to utilize their time wisely and give those who are commission-based the opportunity to make as much as they want." On the other hand, Jordan wants to ensure that the machines RUMA Aesthetics uses don't end up double-booked.



**Help when you need it:** Jordan also dips into Boulevard's built-in support chat to get responses to questions within minutes whenever he runs into a snag. "The chat is really helpful for the little things that I can't remember off the top of my head," Jordan says.



**Built-in loyalty program:** Whether you offer VIP programs, loyalty discounts, or reward points, Boulevard can handle it. Boulevard can also integrate rewards programs from the biggest products on the market and apply them directly to client accounts. "I researched multiple point-of-sale systems to figure out which one handled VIP memberships the best," Jordan explains, "and I felt Boulevard came out on top."



**Fewer mistakes:** "We have a ticket for every client that comes through to verify who's performing the service," Jordan says. "We check these tickets every two weeks just to make sure there aren't any mistakes. Since we switched to Boulevard, there have been way fewer mistakes, and I've significantly cut down the time I need to verify each ticket."

## Since switching to Boulevard...

Reduced payroll  
processing  
times by

75%

Increased  
total hours  
booked by nearly

23%

Experienced  
an increase in  
utilization rates by

39%

Increased membership  
sales within the first  
seven months by

91%

"We have been loving Boulevard at RUMA! Scheduling has been much more efficient and organized since we made the switch. We have been able to double book and manage the use of our devices much easier than before. We also manage our memberships through Boulevard and patients love how seamless it has been during the checkout process to apply their banked money toward services and products. Patient communication through Boulevard is extremely easy and has truly alleviated a lot of stress on my team! Thank you Boulevard!"

— Shelby Miller, DNP, FNP-C, Owner, RUMA Aesthetics

## About Boulevard

Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses. Ready to grow your business with Boulevard?

Get a free demo at [joinblvd.com](https://joinblvd.com)