

How Boulevard's Custom Solutions Helped Heyday's Expansion



HEYDAY

Locations: LA, NY, Philly
Boulevard partner since May 2020

Website: www.heydayskincare.com
Instagram: @heydayskincare

CHALLENGE

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 customized esthetician-recommended product routines more accessible, Heyday has been able to revolutionize the skincare experience. And with such success comes the need for further expansion. However, when it came to their business management platform being able to keep up with the brand's growing needs, owner Michael Pollak was left wanting.

Heyday's platform at the time, Booker, "felt outdated and not modern enough," Michael noted. Booker's functionality wasn't customer-centric, and Heyday's staff found it challenging to use. Because of the complicated interface, staff training time was extremely high. Oftentimes, the platform lacked needed functionality and required time-consuming workarounds. "Software should be designed to make your day easier, not require all kinds of hunting, pecking, workarounds, and trickery to work it."

From an analytics perspective, Michael struggled with customizing reports to get the data he needed and found it nearly impossible to get a bird's-eye view of Heyday's overall metrics. Booker also lacked well-documented APIs and didn't give Heyday the ability to integrate with other partners and platforms, which was something they desperately needed as they moved towards brand expansion. "As we started to grow into multiple locations, everything became incredibly challenging."



SOLUTION

The team at Heyday required a more forward-thinking partner that had the ability to work with instead of against their unique business model, and one that provided an easy-to-use interface for ALL users: owners, managers, finance, professionals, the front desk, customers, and more — “Boulevard checked all those boxes multiple times over.”

- **Better Booking:** While their previous booking system was very buggy and caused chaos for both customers and staff, Boulevard’s seamless online booking vastly decreased the numerous booking errors they’d been struggling with. Plus, the simple on-site and on-brand client booking experience allowed them to grow their customer base.
- **Decreased Training Time:** Boulevard’s easy-to-learn and easy-to-use interface allowed Heyday to cut way back on costly training time. Additionally, user-friendly and beauty industry-specific features also made day-to-day work more efficient as the staff no longer had to deal with weird platform quirks and tricky workarounds to complete tasks.
- **APIs & Dev Help:** Boulevard’s powerful APIs gave Heyday the flexibility to build a bespoke experience for their unique business model that included client membership expansions and allowing their systems to connect with other platforms like Shopify — something they were unable to do with Booker.
- **Forward-Thinking Roadmap:** As a uniquely run brand with many locations, software plays a huge role in Heyday’s day-to-day operation. Knowing that a lot of collaboration needed to happen, Michael wanted to work with a platform like Boulevard who shared his vision of forward-thinking technology and serving a broad customer base. The open and direct dialogue with Boulevard’s tech team offered Heyday guidance and build help on features that served their custom needs.
- **Full Support:** Heyday was given a dedicated support team to handle their migration, help with and escalate any issues within minutes, and serve as a direct line of contact for everything from creating bespoke training classes to having open dialogues about new feature ideas. The team even worked closely with Heyday to enhance existing features, ensuring their unique promotions and offers programs could be facilitated through the platform.
- **Brand Growth:** Despite the setbacks of the pandemic, Heyday is moving forward with a franchise model in 2021. The team used 2020 as an opportunity to hit pause and reassess their systems to determine a better path forward: a decision that led them to switch to Boulevard. This new partnership was key in accelerating the growth of Heyday’s unique business model by offering the flexibility and support needed to make post-pandemic growth a possibility.

Since onboarding to Boulevard...



57% increase in appointment bookings



20% increase in service revenue



30 hours per month saved in labor time

“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

About Boulevard

Boulevard is the best-in-class scheduling, point-of-sale, and client communication platform made specifically for salons and spas.

Ready to grow your business with Boulevard?
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