

Boulevard + Hello Sugar: A Fast Track to Franchise

The importance of partnering
with a platform that won't hold
your business back

Locations: 13 states

Boulevard customer since November 2020

hellosugar.salon

[@hellosugar.salon](https://www.instagram.com/hellosugar.salon)



Introduction

Hello Sugar is a premiere full body and Brazilian waxing salon that uses a membership model to bring a level of ease and convenience to high-quality waxing services. Since opening in 2015, the brand has seen immense growth with no signs of slowing down.

Challenge

With fast expansion comes the need for a tech partner who can keep up with an ever-growing list of needs. Hello Sugar needed a powerful, user-friendly platform to create a custom booking flow, elevate their client experience, and deliver the dedicated customer support required to help them grow their franchise on their terms.



Solution

Hello Sugar was introduced to Boulevard, and right away they knew this was the forward-thinking partner they needed to scale. The features were simply “lightyears beyond any other platform.”

- **Better, Faster Booking:** Hello Sugar leveraged Boulevard’s APIs to design a seamless online booking experience that matched their high-end aesthetic, and was also significantly faster than their old solution. Hello Sugar also loved how Boulevard allows them to upsell during the booking process.
- **Decreased Training Time:** Boulevard’s easy-to-learn and easy-to-use interface allowed Hello Sugar to drastically reduce costly training time, and the system’s color coding made it easy to distinguish aesthetician skill levels in the backend. Additionally, the user-friendly features made day-to-day work more efficient since everything was intuitive and purpose-built for their unique workflows.
- **Powerful, Custom Reports:** While previously, the team would have to spend hours exporting multiple reports and creating pivot tables to analyze performance, now Boulevard’s customizable reporting allows them to easily see how many memberships are being sold by each aesthetician and makes it simple to create bonuses based on that one report. More thorough, more efficient, and no more headaches.
- **Reconciliation & Tracking:** With Hello Sugar being a membership-driven business, they needed to work with a partner who can handle tracking on a franchise-model level. Boulevard’s reporting features allowed for easy visibility into membership redemption usage across all locations to keep all the books balanced. Boulevard also made it simple to manage and monitor employees who work at multiple locations.
- **Happier Staff, Faster Checkout:** Hello Sugar’s staff loved Boulevard’s Precision Scheduling™ that optimized their schedules by promoting “best times” during booking. And Boulevard’s modern checkout with card on file cut Hello Sugar’s check-out processing time in half while providing a seamless, enjoyable payments and tipping experience for both clients and staff.
- **Fully Dedicated Support:** Hello Sugar was given a dedicated support team to handle their migration, help with and escalate any issues right away, and serve as a direct line of contact for everything they needed to turn their franchise into a booming success (spoiler alert: they totally did).



60%

increase in
membership redemptions



57%

increase in
appointments



3x

faster online
booking time



88%

increase in
sales volume



“Boulevard is by far the smoothest platform we have ever used. It’s much easier to use and I love that it’s so customizable.”

- Brigham Dallas, President of Hello Sugar

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

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