

Germantown Day Spa Sees Operational Improvements & Higher Tips With Boulevard

Locations: Germantown, TN
Boulevard partner since 2022
Website: germantowndayspa.com
Instagram: [@germantowndayspa](https://www.instagram.com/germantowndayspa)



INTRO

Robyn Tyler has always had an enthusiasm for beauty and wellness. After two decades in the corporate world, including executive HR roles at Office Depot and L'Oréal, Robyn switched gears and decided to go the entrepreneurial route while pursuing her passion. In 2018, Robyn purchased Germantown Day Spa in Germantown, Tennessee, which originally opened in 2001.

As Chief Experience Officer, Robyn was determined to uphold the principles upon which Germantown Day Spa was founded, prioritizing the client experience and staff satisfaction. That said, she and her team – which includes her daughter, Brittany, who's also COO and co-owner – also wanted to modernize the salon in order to foster growth.

CHALLENGE

When Robyn took over at Germantown Day Spa, she and her staff found the software used by the previous owner wasn't up to the challenge. According to Robyn, the software was slow, inefficient, and unintuitive, making it ill-equipped to keep up with staff and client needs during a period of rebranding and growth. "From an efficiency perspective, it wasn't able to keep up with our business," Robyn said of the software, which was outdated by the time she inherited it.

Robyn and Brittany knew it was time for an upgrade, but finding a software solution that met their unique needs proved to be a challenge in itself. With a wish list in hand, they evaluated several possible solutions – but only one checked off all the must-haves on their list.

SOLUTION

After scoping out potential software systems, Robyn decided that most were too “one-dimensional” for Germantown Day Spa’s business needs. The spa offers a full menu of services, including hair, nails, facials, massage therapy, and medical aesthetics, and Robyn needed a software suite that could keep up. She also didn’t want her team to have to change their practices in order to use this new software; she wanted something that would adapt and grow as they did.

Enter Boulevard, a business management and client experience platform designed with beauty pros in mind. “I approached the whole thing as a corporate person would,” Robyn said of her decision to switch to Boulevard. “Boulevard definitely marked off all the ‘non-negotiables’ on my list.” She said the transition was **“as seamless as you could possibly ask for,”** with a smooth onboarding process that helped the staff at Germantown Day Spa get up to speed quickly.

Before long, Germantown Day Spa had Boulevard’s software solution up and running to the delight of both staff and clients. The reception team noted that it was **far more intuitive than the spa’s previous software, as well as “definitely faster” without the downtime** they had often faced before the switch. Stylists benefitted, too; being able to **easily adapt to client needs, add services on the fly, and communicate with clients** allowing the stylists, massage therapists, nail techs, and aestheticians to “own” their services.

“The thing that improved my life the most is payroll,” Robyn said. **The payment process was more streamlined with Boulevard, negating the need for the daily audits that their previous system required.** It was a big hit with clients as well, with a **smoother checkout process leading to higher tips** since switching to Boulevard in early 2022. Though Robyn can’t pinpoint the exact reason for this, she suspects the easier check-out policy – and clients being able to add tips with the push of a button, rather than having to do their own math – played a part. Meanwhile, the Germantown team was able to implement and enforce an effective no-show policy, since client credit card data was saved in the system – encrypted, of course.

Overall, Boulevard has improved operational efficiency, client satisfaction, and employee happiness at Germantown Day Spa. And because of Boulevard’s comprehensive reporting tools, Robyn is looking forward to analyzing the results at the one-year mark. The switch lets the team focus on their passion for beauty and wellness without getting wrapped up in technical minutiae, proving that business doesn’t have to get in the way of bliss.

ABOUT BOULEVARD

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