

Success Story



× BOULEVARD

How Hairroin Salon Increased Bookings and Service Revenue with Boulevard

Location: Los Angeles, CA
Boulevard customer since 2018
hairroinsalon.com
[@hairroinsalon](https://www.instagram.com/hairroinsalon)



Challenge

Janine Jarman founded Hairroin in 2005 as a way to empower radical self-confidence through cosmetological expertise. Today, Hairroin Salon is home to some of the industry's most talented and in-demand hair stylists, and Janine has also launched her own hair care product brand called Curl Cult.

As one of today's leading salons, it was important that Hairroin utilized a platform to help simplify their busy day-to-day operations and that catered to their high-end clientele. They needed a smart, flexible platform that could accommodate their double booking system, and they needed industry-specific reporting they could use to align their team on client retention and growth goals. They also wanted a dedicated Support team that could help them in real-time with any questions or issues.



Solution

Elvira Gardenas runs Hairroin operations. Once she tried Boulevard, Elvira knew it was the platform they needed to support their future plans. Boulevard proved to be the perfect solution in helping to solve Hairroin's online booking, reporting, and support issues, while offering additional growth tools to help their salon thrive.

- **Organized appointments:** Hairroin's calendars are now neat and organized thanks to Boulevard's Precision Scheduling™ and automated resources scheduling. Now they're able to promote online booking and grow their client base while skipping the stress of reorganizing appointments manually.
- **Sophisticated marketing:** When it came to brand promotion, Boulevard's built-in Marketing Suite and Automated Campaigns made sending emails and marketing to their clients simple and customizable.
- **Reduced cancellations:** By capturing credit card information and storing payments on the platform, they're able to initiate a cancellation policy that charges customers automatically, and that policy is clearly enforced through their marketing emails to remind customers.
- **Real-time messaging FTW:** Boulevard's two-way texting feature allowed them to reach out to clients about appointments anytime. "Being able to text the client is HUGE!", remarks Elvira. "There's no plug-in required, and we are able to communicate with them about appointments, reminders, and anything else needed in real-time."
- **Simple merchant payouts:** As for Hairroin's future expansion and growth, Boulevard was able to help fill contractor positions and simplify payroll with multi-merchant accounts. Stylists and professionals could set up their own merchant account within Hairroin, and Boulevard handles all the math in the background.
- **Dedicated support:** Unlike previous software providers, Boulevard's support team responds in minutes, not days. Elvira and her team were much more confident in their day-to-day and when hiring new staff knowing they're backed by Boulevard's best-in-class support.



30hrs

of admin time
saved per month



57%

increase in
bookings



20%

increase in
service revenue



"We wouldn't be able to offer so many services without it. But now that we have all these amazing merchants offering tattooing, tooth jewelry, and more, these professionals and services are a big part of our selling point to clients."

- Elvira Gardenas, Director of Operations + Sales at Hairroin Salon

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

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