

Success Story



× BOULEVARD

How 'Cure Studios pushes the boundaries of beauty

Locations | Austin, Texas
Boulevard Customer Since 2021

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Introduction

'Cure Studios, a modern and innovative salon, is revolutionizing the industry by offering exceptional manicure and pedicure services that are as sustainable as they are chic. With a keen focus on client satisfaction and a commitment to providing an unparalleled experience, 'Cure Studios is redefining what it means to indulge in the art of nail care.

Founded by [Rachel Daily](#) and [Kristin Owen](#), Austin-based 'Cure Studios combines pristine nail work with cocktails and atmosphere. It's a trendy spot that was born out of Rachel and Kristin's unified vision for a nail salon they'd want to visit. "We never sat down thinking "Let's start a salon'," Daily says. "It was really more of a 'There's not a salon we both want to go to. We both want to go to a salon right now. Should we make it?' And then we just kind of rode that 'should we make it' question all the way to opening."

Along the way, Rachel and Kristin discovered that, while they wanted to achieve a specific vision with their space, they also wanted to treat employees fairly and focus on sustainability. Soon, that idea became a central part of 'Cure Studios' mission. "While we still really care deeply about the vibe and making sure that the experience feels really great, our north star is far more around learning how to be effective and to create a space for sustainability and change," Kristin tells us.

Challenge

'Cure Studios needed a solution that could balance their internal needs – like filling out schedules efficiently – while also providing their clients with a premium, personalized experience. Most importantly, they needed tools that would help them create the experience they had always wanted for themselves. To achieve that, they turned to Boulevard.



Solution

'Cure Studios has been using Boulevard since day one. "We did demos of some of Boulevard's competitors, and their UI was a strain," explains Rachel. "Boulevard felt like a true technology product; we could tell from the website that the company was operating more as a big tech company." Another feature that quickly won over Rachel and Kristin was Boulevard's text messaging capabilities, which are still a "very big deal" to them.

'Cure Studios uses the booking software to create a highly customizable experience for their clients, while also making it easier for their nail techs to manage their schedules and connect with clients. When a client books through 'Cure Studios and Boulevard, they'll get a selection of questions that help their nail tech personalize their experience. "We ask them, 'What music are you listening to? Do you want us to offer you alcohol or do you prefer that we offer you a soft drink?'" Rachel says. "We ask them a lot of personalized questions even prior to them coming in."

Those personalized questions have helped 'Cure Studios make a positive first impression on clients. "We love the ability to be able to tailor the service that we provide. Clients feel very seen and really appreciated. You get a lot of comments like, 'I love that you ask my favorite song, or I love that you ask this or that you ask that,'" Rachel says. "And so it just sorta set the tone for what they expect when they get into the salon, and our ability to deliver on even a part of that helped us show them that we really cared about that experience."

"We wanted to create a super highly personalized and very convenient business. So even the things like the front desk, the ability for the clients to check in without somebody being behind the front desk is a big deal for us," Rachel says.

The customer-facing aspects of the business aren't the only way that 'Cure Studios has benefitted from using Boulevard. Kristin and Rachel point to a number of back-end features that have made the day-to-day management of the salon a lot easier. "The ability to tag and leave internal notes allows a super non-technical team to use the software and communicate with Kristin and me back and forth." Rachel tells us. "And that is huge for a remote owner. Our nail techs are running the salon right now."

Boulevard has also helped 'Cure Studios optimize its schedule. According to Kristin, "We know that when people book through Boulevard rather than over the phone, we certainly have more optimized schedules for that day."

Since signing up with Boulevard

Here are a couple of Rachel and Kristin's favorite Boulevard features:

"The ease of use around messaging, being able to track nail tech schedules, get notified when a client arrives, know if there's a cancellation or a change — all of those pieces have been immensely helpful and straightforward," Kristin tells us.

"The automated email reminders in the marketing suite are super helpful because we do have those on a cadence," Rachel says. "So, we can tell customers 'hey, it's been two weeks since you had this type of service, it's time to come back in.' We have seen conversion from that."

