

# Powerful platform with a personal touch

Work smarter and grow faster with the only complete, user-friendly client experience platform for salons. From initial booking to final payment, Boulevard helps you deliver premium, brand-defining experiences you and your clients will love.



## Make a move on your margins

\*Average impact +90 days after switching to Boulevard

16%

more services booked

71%

fewer no-shows & late cancellations

18%

more retail sales

24%

more gratuity from clients

# Less to manage, more to love



## Seamless Self-Booking

Make it quick and easy for clients to book appointments and purchase memberships directly from your website, Google Search & Google Maps, and your social media accounts.\*



## Precision Scheduling™

Optimize your day and get more quality client time with our Precision Scheduling™ software. Keep your calendar stacked, eliminate appointment gaps, and boost staff productivity.



## Detailed Client Profiles

Personalize every appointment with client profiles. You can save notes, view past visits and purchases, access social media profiles, and keep track of any forms or attachments.



## Marketing & Loyalty

Build your brand and send beautifully branded emails with the Boulevard Marketing Suite. Turn every visitor into a lifelong client with powerful, customizable loyalty programs.



## Powerful Reporting

Measure what matters most with customizable reports. Analyze your salon's performance, align on staff & company goals, and make smarter decisions that drive sustainable growth.



## All-In-One Payments

Consider payments covered. Boulevard gives you a best-in-class modern checkout experience that's optimized for salons, not storefronts or cafes. You, your clients, and your staff will love it.



## Streamline Setup

Switching platforms doesn't have to be difficult. We'll help you migrate appointments, move over contact lists, and be by your side from day one to give you a fresh, productive start.



## Expert Support

Have a question or need help? Find answers fast in our Support Center or message us via Help Chat. Our industry expert support team is available to help you within minutes, not days.

Visit [joinblvd.com/salon-software](https://joinblvd.com/salon-software) to get a demo →

\*Facebook and Instagram only with our Book Now integration.

[GET A FREE DEMO](#)

About  
Boulevard

Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses. Ready to grow your business with Boulevard? Get a free demo at [joinblvd.com](https://joinblvd.com).→

