

SINCE SWITCHING TO BOULEVARD...

How Habit Delivers the “Gold Standard” of Client Experiences With Boulevard

Location: Richmond, VA

Boulevard customer: since November 2022

Website: goodskinhabit.com

Instagram: [goodskinhabit](https://www.instagram.com/goodskinhabit)

70%

increase in memberships

17%

increase in appointments

36%

more new clients

27%

more services

Summer Layton has always had a flair for skin care. However, the traditional spa experience left her wanting more than sitting alone in a dark room with steam in her face. So in 2017, she made the jump from client to entrepreneur and founded her own medspa “with the sole mission of offering the public something I wanted as a consumer.” In 2018, Habit opened its doors in Richmond, VA, and began offering a wide range of skincare services “rooted in education and evidence-based products.”

Challenge

Habit's client list grew quickly, but the medspa had one major problem: its software wasn't up to the task. According to Layton, Habit was using legacy software with "very little customization" and limited support. The lack of customization made it challenging to build Habit's brand identity, which is critical to help a fledgling self-care business make a name for itself. Layton also found it "very difficult to analyze the numbers" and track performance, making it needlessly difficult to analyze what was working and what needed improvement. Finally, the obtuse booking flow left the front desk — and clients — feeling flustered.

Results

While researching replacement software, Layton was impressed by what she saw in Boulevard. She called the platform "aesthetically beautiful," and the responsive customer service helped seal the deal. "We had probably 20 different calls" with Boulevard before committing, she recalled.

Testimonial



I believe in the gold standard when it comes to client experiences, and Boulevard is totally aligned with that. We really love it. We're able to do things we were never able to do with our prior system."



—
Summer Layton,
Founder, Habit

How We Helped

Building a Brand:

Layton was drawn to Boulevard's comprehensive medspa software platform in part because it was so customizable, a stark contrast from Habit's previous solution. "The biggest thing that sticks out to me about Boulevard is the amount of customizations that the system allows," Layton said. "I got a lot more 'yes' answers than I did no's." She also called Boulevard an "integral" part of Habit's 2023 rebrand.

An Ongoing Conversation:

"The people behind the scenes were just exceptional. They made everything easy," Layton said. Even if the features she wanted weren't yet available, Boulevard's flexible support worked with her and Habit's Marketing Director, Lexie Engel, to adapt and create solutions. Being able to hop on a Zoom call to discuss any issues is "a huge thing for us," Engel said.

Better Reporting:

Thanks to Boulevard's powerful reporting, Layton and her team can better track their progress and make data-driven decisions. The reports are also easier to understand, which has made Habit's providers more goal-oriented.

Increased Online Bookings:

Layton credits Boulevard's ease of use, accessibility, and aesthetics for the boost in online bookings. "The system is just so easy to use and it's so pretty," she said. This has relieved some pressure on the front desk, who spend significantly less time fielding phone calls.

HIPAA-Compliant Forms:

"We have an extensive process when it comes to forms and consents and Boulevard is the backbone of this portion of the client experience," said Engel. "Boulevard makes it so easy and quick. We love being able to easily set up a new form for a treatment, and knowing our clients' information is secure is crucial."

Making First Impressions Count:

"You have seven seconds to make a first impression," Engel said. Thanks to Boulevard, she was able to optimize Habit's website with clear descriptions, compelling visuals, and brand-right messaging, making those seven seconds count.

Smoother Checkouts:

Engel praised Boulevard Duo for keeping the checkout process rolling smoothly. "The checkout process is super, super easy," she said. Clients can simply tap their cards to pay, and receipts are emailed to them automatically. "Everything is very seamless."