

SINCE SWITCHING TO BOULEVARD...

40%

increase in prebooking

100%

decrease in no-shows

10%

increase in appointments

Nova Arts Salon Simplified Booking, Messaging, and Payments with Boulevard

Locations: 1**Boulevard customer:** customer since 2019**Website:** novaartssalon.com**Instagram:** [novaartssalon](https://www.instagram.com/novaartssalon)

Sal Salcedo is a hairstylist by trade, but an artist by nature. That's why in 2018, he founded Nova Arts Salon in Los Angeles, California. Instead of courting celebrity clients, Sal sees the beauty and potential in every guest who walks through his door. For Sal and his team, hair is an artistic medium, like pastels or clay. That's why staff members aren't just stylists — they're "cut artists" and "color artists." By embracing an ethos of Transformation, Sustainability, and Community, Nova Arts has become one of the most beloved salons in downtown LA.



Challenge

When Nova Arts Salon first opened, Sal and his operations manager Weston White ran into some trouble. A growing self-care business needs software to book appointments, message clients, and process payments. But Weston found he needed three separate programs, and they were all a pain to use. The features were “ancient” and the interfaces were unintuitive. Instead of focusing on building Nova Arts, Sal and Weston were spending their time creating workarounds just to get through day-to-day operations. To mold this formless lump of clay into a beautiful work of art, they would need a comprehensive, easy-to-use software platform.

Solution + Results

With booking, messaging, and payments all on a single platform, the Boulevard software was exactly what Sal and Weston were looking for. “The biggest benefit was that we needed fewer software solutions,” Weston said. “Being able to run everything in one platform means easier training, an easier time working with the software, and an easier experience with the clients.” Since it partnered with Boulevard, Nova Arts Salon has seen more bookings, fewer no-shows, and better communication — both with clients and among staff.

Testimonial



“Clients in this day and age are used to quick service everywhere they go. It’s great to have a platform that makes checking in and checking out super-easy. Being able to make fast, intuitive solutions for people really makes a difference.”



— Weston White,
Operations Manager of
Nova Arts Salon

How We Helped

Easy onboarding:

When Nova Arts Salon switched over, a Boulevard representative walked them through the whole process personally. Together, they transferred all of the salon’s existing client data to the new system. “I trust this person. I know what they’re about,” Sal said. “The fact that there was a human attached to this program was, for me, a big sell.”

More appointments and repeat visits:

Now that appointments are easier to book and manage, Nova Arts Salon can successfully schedule more haircuts and color sessions. Returning clients have also been a big growth area. “We have seen an increased number of appointments and visits. We get a lot of repeat appointments from people, because of the ease of access to us,” Weston said.

Better communication with clients:

Thanks to Boulevard’s integrated messaging features, Sal, Weston, and their staff can keep in touch with clients effortlessly. Simple texting features help guests manage their schedules. “So many people are inundated in their email inboxes,” Weston said. “Getting text reminders really helps clients stay on top of their appointments.”

Faster communication with staff:

A powerful texting platform makes life easier for the Nova Arts Salon staff, too. Even something as simple as adding emoji can make things go a little faster. “The ability to put icons in texts has expedited communications among our team,” Sal said. “If a person shows up late, they get a little 🐢!”

Seamless payments:

Nova Arts Salon has become a collaborative coworking space, with multiple independent stylists under one roof. Thanks to Boulevard’s multi-merchant accounts, clients can still pay for everything in a single transaction. “They don’t have to do three separate transactions to finish their appointment,” Weston said. “It’s simple, easy — almost no room for errors.”

Just one software platform:

Before Boulevard, the Nova Arts staff had to fumble through three separate programs to book clients, send text messages, and process payments. “All of them used ancient, outdated technology. They were all cumbersome,” Weston said. Having one unified, modern platform means less time on DIY tech support and more time with clients.