

SINCE SWITCHING TO BOULEVARD...

How Rudy's Barbershop Bounced Back and Boosted Profits With Boulevard Offset

Locations: 27

Boulevard customer: since 2021

Website: rudysbarbershop.com/

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

\$200k

savings in credit card fees

30%

increase in gift card sales

29%

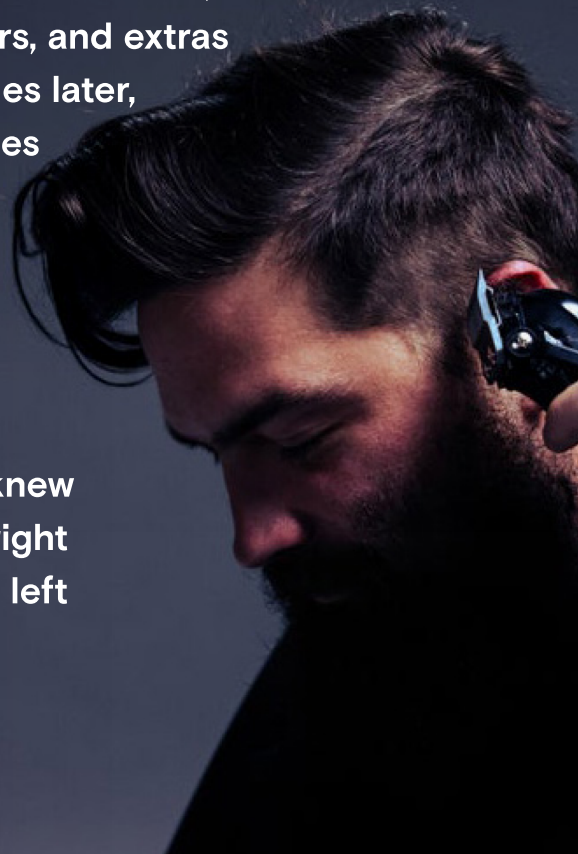
decrease in no-shows

45%

decrease in late cancellations

When Rudy's Barbershop first opened in Seattle in 1993, it fit right in among the grunge-soaked counterculture of the era. With a target demographic of "people who have hair," Rudy's offers haircuts, colors, and extras like scalp massages. Decades later, Rudy's Barbershop continues to encourage freedom of expression across 27 locations in five states.

During COVID-19, Rudy's Barbershop faced financial uncertainty. Management knew they had to act quickly to right the ship, but their software left much to be desired.



Challenge

With a background in finance, COO Jeffrey Calkins was eager to review the barbershop's reports and identify areas for improvement. He was shocked when his team told him it would take a day to generate those reports; there was no single source of data, and gathering the information was slow going.

On top of that, Rudy's Barbershop was feeling economic pressure in the wake of a bankruptcy and rebuilding period. As Calkins explained, you can only raise prices on services so much before you start to alienate your client base.

Results

When Calkins saw Boulevard's reporting capabilities in action, he was sold. He was impressed by how easy it was to generate reports and customize them to the barbershop's specifications. The fact that the software also streamlined booking, scheduling, training, and a number of other parts of the business was a bonus.

After making the switch, Calkins began to explore the possibilities of Boulevard Offset. Offset allows self-care businesses to share credit card processing fees with clients at checkout, allowing owners to boost their profits and reinvest that money in their employees.

Testimonial



"When I saw how easy it was to generate reports with Boulevard, I knew it was the right solution. Offset completely changed my mind about passing credit card fees onto the customer — they don't mind, and we're saving hundreds of thousands a year."



—
Jeffrey Calkins,
COO, Rudy's
Barbershop

How We Helped

A simplified solution

"Our old point of sale took five days to train somebody," Calkins said. "Boulevard takes 30 minutes."

Smooth onboarding:

Calkins called the transition from Rudy's old software to Boulevard "spectacular." "In six weeks, we were live. And we converted all of our shops to the new software on the same day."

Superior reporting

"The ease of reporting and ease of access to our data" makes it significantly easier for Calkins and the Rudy's Barbershop executive team to manage their business across numerous locations throughout the United States.

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.

The power of Offset:

Calkins was apprehensive about implementing credit card surcharges at checkout, but he found that "there wasn't any major pushback" from clients. The business was spending close to \$1 million per year in credit card fees, and Calkins estimates that Boulevard Offset could save the business hundreds of thousands.

