

SINCE SWITCHING TO BOULEVARD...

10%

increase in online
bookings

20%

increase in prebookings

80%

increase in retail sales

90%

increase in appointments

How Sit Still Kids Drives Healthy and Thoughtful Growth With Boulevard

Locations: multiple franchises across 13+ states

Boulevard customer: since 12/2/2020

Website: sitstillkids.com

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

Sit Still Kids is a modern hair salon that offers premium cuts and styling services for children in a fun and family-friendly environment. It opened its first location in 2014 and has since grown into a successful franchise with over 20 locations available across the country — and nearly 50 more on the way.



Challenge

Responsible business growth is very important to Leslie Reeves, Owner and Director of Operations and Franchisee Development at Sit Still Kids Salon. She needed a tech partner that could provide a unified platform for all of its current and future locations so that clients enjoyed a seamless, high-quality experience, no matter which salon they visited. She also wanted a company that could be available whenever staff had a question — about anything from creating better booking flows to improving add-on sales.

Solution/Results

Sit Still Kids signed on to a partnership with Boulevard and **"immediately fell in love with the company's aesthetic,"** Reeves said. Boulevard's robust suite of features and built-in support systems were just the tools the business needed to achieve the franchising growth goals it set for itself for years to come.

Testimonial



I could sing the praises of Boulevard forever. The client experience that Boulevard offered was the same type of experience we wanted to bring to our clients. It was just a perfect fit."



— Leslie Reeves,
Owner and Director of Operations
and Franchisee Development

How We Helped

All-In-One Platform:

Boulevard handles the heavy lifting for all Sit Still Kids franchises, from booking to developing client profiles to handling payment, scheduling, and marketing in a single ecosystem. This holistic approach makes it easy for Reeves and the rest of the leadership to manage an ever-growing children's salon empire.

Painlessly Scalable Growth:

With unified branding, service listings, and price structures, Boulevard made it effortless for Sit Still Kids franchisees to open a new location in no time. "It's easy to bring on new locations," says Reeves. "Everything is exactly the way that it should be, and I know that the system is going to be correct when the location opens up."

Boosting Top-Line Sales:

Boulevard's easy-to-use interface puts essential service and product add-ons inside booking and payment flows, ensuring clients get everything they need while generating an 80% increase in retail sales. "Before, we would just focus on single services," Reeves explains. "Fun extras like mini-manis, sparkle strands, or even deep conditioning treatments would hardly end up being booked. By putting a last-minute pop-up for those services at the register, we've seen sales for those services increase hand-over-fist."

Matching the Client's Aesthetic:

Sit Still Kids prides itself on being an equally fun and luxurious experience for a young client base that typically doesn't get this experience at the salon. Boulevard fits that vibe to a T, offering an elegant and intuitive out-of-the-box interface that can be further customized to match its salon's branding.

Fully Integrated Support:

"I love the help chat," says Reeves. It's easy to see why: Boulevard put immediate access to its support system front and center on all of Sit Still Kids' point-of-sale devices in all of its locations. Everyone on staff has access to an AI-powered chatbot that provides quick answers to basic questions. For the tough stuff, a real-world expert is available during business hours to help build better workflows or even develop strategies that leverage Boulevard's sales and marketing platform to its fullest potential.