

How Spoke & Weal Uses Boulevard to Bring the Energy of Fashion Week to Clients

Locations: 10 salons across the country

Boulevard customer: customer since 2018

Website: spokeandweal.com

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

Founder Christine Thompson opened Spoke & Weal in 2013 to disrupt the salon industry. Inspired by the dynamic energy and creativity of working Fashion Week in NYC, Thompson aimed to recreate that stylist-forward experience in her salons. Designed to look and feel like the backstage of a bustling show, Spoke & Weal gives its stylists the tools and space to create an individualized look for everyone who walks through the doors at any of its 10 locations.



Challenge

Thompson needed a software solution for Spoke & Weal that was as deluxe as the service her business provided. “We focus on technical excellence, consistency with our services, and always being creative,” Thompson explains. “Moving with the client from season to season and just excellent, beautiful, and expensive looking hair.”

Her software needed to give her stylists the freedom to provide a highly customized style for each client that could evolve with each appointment, even as the business scaled. She also wanted a booking experience that was as seamless and consistent as it was elevated. “We’ve had to deal with some pretty bad glitches on other platforms as well as clunky guest-facing options for online booking” says Thompson. “At one point people were able to book multiple appointments at the same time. It caused havoc, a lot of really unhappy clients.”

Solution + Results

Thompson discovered Boulevard and was immediately drawn in by its luxurious interface and robust functionality. “We used to switch platforms a lot because we were always unhappy with different things,” Thompson says. Boulevard’s booking experience and its ability to create custom client profiles offered Spoke & Weal everything it needed to provide the best experience for clients while keeping operations running smoothly.

Testimonial



“There are so many things that I have to think about and worry about. Boulevard is not one of them because it does its job. I never even have to think about it.”



— Christine Thompson,
Founder of Spoke & Weal

How We Helped

Intuitive and easy booking interface:

With Boulevard, clients can book an appointment for any location with just a few clicks. “The guest booking experience was probably the number one thing we needed,” Thompson says. “I love that people can just book online, and when we’re spending time on the phone with somebody, it’s around what they’re looking for with their service.”

Beautiful and on-brand design:

“I felt like other software platforms looked very dated, so we wanted to be on brand visually,” Thompson said. Boulevard offers Spoke & Weal a slick, modern interface and the flexibility to add its elegant branding on both the front and back end, creating booking and management processes that are, in Thompson’s words, “elevated and seamless.”

Consistent operations across locations:

“The beauty about a program like Boulevard is that we have ten locations all over the country, and it speaks a universal language,” says Dell Miller, Director of Training and Development. Whether a stylist works out of San Francisco or Nashville, they know what to expect from the Boulevard platform. Clients even get the same treatment, thanks to client profiles that travel with them no matter which location they visit.

Easy staff onboarding:

Even with its in-depth feature set, Boulevard strives to be as straightforward as possible. “What we’ve enjoyed about Boulevard is that it helps [trainees] find those solutions for each of our sessions,” Miller says. “It’s been easy to onboard any of our new staff.”

A platform that grows alongside them:

Boulevard is constantly adding new features to make customers’ lives easier — and they’re available for everyone. “If the solution’s not there, generally within the next couple of months, it’s gonna be there,” Miller says.