

SINCE SWITCHING TO BOULEVARD...

80%

reduction in no-shows

23%

increase in prebooked appointments

24%

increase in 90-day new client retention

How Rachel Paige Levels Up Salons with Boulevard

Locations: 2

Boulevard customer: since 2020

Website: thebeautyloungexo.com

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

Rachel Paige is passionate about helping salons succeed. A third-generation beauty pro who joined the industry at age 16, she's used her 17 years of experience to do it all. When she's not running the two (soon to be three) locations of her salon, The Beauty Lounge, she's sharing her knowledge through coaching, educational events, and the 7 Figure Salon Podcast.



Challenge

The Beauty Lounge thrives on its boutique atmosphere and approachability. But when clients tried to book online, the salon's old software couldn't preserve that carefully crafted branding. Instead, they got an awkward, unattractive booking experience that clashed with The Beauty Lounge's identity. Even worse, they couldn't add on or upgrade their services during booking. That left clients unsatisfied and revenue on the table.

To make matters worse, the software's support team lived in a different time zone. When The Beauty Lounge needed their help, half the time they would have already logged off for the day, leaving Beauty Lounge staff to fend for themselves.

Results

When she discovered Boulevard, Rachel saw the difference right away. "I really enjoyed the overall look of things a lot better," said Rachel. "It was very modern and much more on brand." Combine that beautiful interface with readily available support, and Rachel was hooked. But those features were only the beginning.

Testimonial



There's nothing I don't love about Boulevard. We refer a lot of people to the software, and the frequency of new features is good for us to see. The best people to get insight from are your clients, and Boulevard does a great job of that.



—
Rachel Paige
Founder & Owner at
The Beauty Lounge

How We Helped

Responsive support

Rachel and her team make regular use of Boulevard's live chat support feature, getting answers in minutes. "That was super helpful, especially in the beginning as my team was trying to get onboarded and familiar with the software," said Rachel.

Next-level online booking

Clients love self-booking through Boulevard's sleek interface, and Rachel loves that it offers them upgrades and add-ons as they go. Plus, clients can choose their preferred location or browse times at both simultaneously.

Constant improvement

When Rachel suggests a way to improve the Boulevard platform, she often finds out it's already on the way, thanks to feedback from users like her. "When we're told, 'This is in the works,' it's in the works, and we see that turnaround pretty frequently," said Rachel.

Text message reminders

Providers love receiving text message notifications when their clients book, building the relationship (and the loyalty) between stylists and clients.

Precision Scheduling

Thanks to Boulevard's advanced booking algorithm, Rachel doesn't have to worry about gaps in the schedule. Clients see the best available times first, making them more likely to book in a way that maximizes salon productivity.

No more chargebacks

Boulevard collects card information and signatures during the booking process. Rachel says that's cut down on chargebacks, keeping revenue steady. "That was not something that we had with the previous software," said Rachel.

Centralized client messaging

The client acquisition team at The Beauty Lounge uses Boulevard's messaging system to deliver a personal touch to every client. Each chat's full history is available in the same place, making it easy to preserve that personality.