

SINCE SWITCHING TO BOULEVARD...

The Treatment Skin Boutique Elevates Skincare with Boulevard's Medspa Software

45%

increase in membership sales

82%

decrease in late cancellations

8%

increase in client retention

Locations: 6

Boulevard customer: customer since February 2023

Website: getthetreatment.com

Instagram: [thetreatment](https://www.instagram.com/thetreatment) | [erinjensen_pa](https://www.instagram.com/erinjensen_pa)

“Skincare is not just a routine; it’s a ritual.” That’s the guiding principle at The Treatment Skin Boutique, a luxurious medspa with six locations across southern California and Nevada. “We really focus on skin health and natural-looking results,” said Erin Jensen, CEO and Aesthetics Director, who founded the business in 2018. Along with Operations Manager Liahna Grabowski, Erin cultivates a relaxing environment where clients can get first-rate injectables, facial treatments, and laser therapy.



Challenge

To provide top-notch treatments while turning a profit, The Treatment Skin Boutique needed a lot of different software. Erin and her staff relied on separate programs to manage bookings, client records, communication, and payments. “The big challenge was integrating different technologies,” Erin said. “Payment processing was such a disaster,” Liahna added. Mastering the software required time and effort. Sharing data between the various programs was a pain. Important information often got lost in the shuffle. Erin needed a unified platform to help oversee her multiple locations, her large staff, and her growing client base.

Solution + Results

Thanks to Boulevard’s comprehensive medspa software, Erin and the rest of The Treatment Skin Boutique’s staff can now manage appointments, message clients, and process payments from one simple platform. “Boulevard fully integrates everything for us,” Erin said. “It was very nice to find this system that can accomplish the things we need, all combined in one.” Boulevard also helped Erin import her existing data onto the new platform. She was able to hit the ground running with all of The Treatment Skin Boutique’s irreplaceable client profiles and financial records intact and ready to access. Now, Erin has all the features she needs to run her medspa, all in one place.

Testimonial



“The best feedback is no feedback. No complaints. People understand that Boulevard, as a platform, is behind us as a company. I think that’s a good thing.”



— Erin Jensen,
CEO and Aesthetics Director of
The Treatment Skin Boutique

How We Helped

Personalized onboarding:

When Erin and Liahna decided to make the switch, a Boulevard employee oversaw the whole process, from transferring data to training employees. “It was super personal,” said Liahna. “We had direct contact. We weren’t waiting on an email. It was really quick and simple.”

Streamlined booking:

Boulevard’s software gives clients all the tools they need to schedule, view, or change their sessions by themselves. “When they’re able to rebook easily, or book online, or modify their appointments, or see their past treatments, it just makes their world easier,” said Erin.

Texting with clients:

Before, The Treatment Skin Boutique communicated with clients via email. But those emails would often go unread or wind up in the spam folder. Now, Erin and her crew can use the Boulevard software to send texts — and clients actually respond. According to Liahna, texting clients is “a serious game-changer.”

Same-day appointments:

On Boulevard’s platform, clients can see The Treatment Skin Boutique’s schedule in real time. That means they can schedule last-minute appointments with no friction. “It’s easier to book, especially same-day, last-minute,” Erin said. “We do see increased bookings that way.”

Easy credit card payments:

Clients can add their credit card information to Boulevard’s software for quicker payments and a more streamlined booking process. “Even something as small as having a credit card saved means less frustration for the client,” Erin said. “That gives a better experience, and that’s what really drives our revenue.”

Detailed client profiles:

The Treatment Skin Boutique promises a “welcoming environment” for every client. That’s where Boulevard’s powerful recordkeeping features come in handy. “You can put profile pictures and client notes in there,” Erin said. “You can really get to know them.”