

BOULEVARD

CASE STUDY

Skin House Facial Bar

56% INCREASE IN APPOINTMENTS BOOKED

35% INCREASE IN PRODUCT SALES



INTRODUCTION

Shireen Mustafa founded Skin House Facial Bar to create a brand-new facial experience — one that molds the traditional comforts of a spa into an intimate and personalized skincare journey. The services you receive at Skin House Facial Bar go beyond skincare.

Their team of professionals provides thorough skin training that works with your skin (not against it) and always yields amazing results. Shireen's mission to provide personalized skincare for all is no easy feat; yet she has managed to build a successful woman-owned and operated business that services the entirety of Philadelphia and beyond, including women, men, and the LGBTQ community. We sat down with Shireen to learn just how she manages her day-to-day and achieves such great success.



THE CHALLENGE

With such a customizable menu and service plan, it's crucial that Skin House Facial Bar is able to offer a relaxing and personalized experience from beginning to end—bringing on a business management software partner was a no brainer. Shireen first used Booker because she wanted something cloud-based, however she quickly realized it lacked the customization and ease-of-use that both her staff and clients craved.

Starting off with booking, the first touchpoint of the client experience, Skin House Facial Bar was already having frustrations. As an open-concept facial bar, group appointments were a big part of their business. But Booker's online booking didn't allow for more than one person to book. "Groups always wanted to book, but they couldn't do it online," Shireen noted, "They'd have to call to book, which would take up staff members' time." This seriously cut down on the productivity of the team, but the workaround was unfortunately necessary in order to accommodate a huge function of their business

On top of the headaches caused by booking issues, Booker's platform lacked the ability to create fully customizable reports to the brand-level. With Shireen always looking to expand her business, she needed a full overview of both the front and back of house operations that didn't cut corners. Unfortunately, she wasn't able to have that visibility.

"This was a problem," she noted, "And when you're running a business, the last thing you need is more problems from software that's supposed to provide solutions."

As a brand that always puts its customers first, Skin House Facial Bar relies on the last interaction to leave a lasting impression. So, when it came to Booker's clunky checkout not being able to store payments, it caused issues on all sides. "It was a huge problem for clients," Shireen recalls, "We're a boutique brand, our clients are number one." To check out, clients had to swipe their card for every service and purchase each time they visited, which was an unnecessary waste of time. Shireen understands the extreme value of time for both staff and clients, and was left wanting a better solution to make her checkout experience seamless.

THE SOLUTION

After struggling with Booker's inability to offer her staff and clients the support they needed, Shireen found Boulevard — a business management platform designed specifically for beauty service brands. Developed along with industry leaders in the salon space, Boulevard proved to be the perfect solution in allowing Skin House Facial Bar to easily offer better booking, more personalized care, and it provided the tools she needed to manage and grow her empire.

Right out of the gate, Boulevard's platform was much more user-friendly, making it significantly easier for both staff and clients to use. This not only provided a more stress-free environment for staff, but it also boosted their number of appointments because clients could easily book online.

Speaking of booking. Those groups that couldn't book online with Booker? No longer a problem. Boulevard's platform was able to accommodate group bookings, which was a huge relief. Not only did this create a much better experience for clients at the onset, but it saved the staff loads of time by not having to answer phones all day. Instead, the team was able to stay productive and focus on serving their clients exceptionally.

Another huge benefit Shireen saw after switching to Boulevard? Customization. The easy-to-use platform made is simple for her staff to access each client's profile, which provides details on past visits, previous purchases, social profiles, and more. "The view is individualized for each client, which is really nice. And my staff can have the client profiles right in front of them while they do their work." Shireen remarked. This created more opportunities to delight clients with personalized appointments and offer even more customized services.

As for the previous inventory struggles of the past, Boulevard was a huge fix. Especially when it came to Shireen looking to grow her brand. "It's all about expansion," Shireen stated, "and Boulevard's inventory features help me figure out the nuts and bolts of growing without cutting any corners." The same goes for the previous lack of customization in reporting. Boulevard's custom reporting feature was a much better fit for Shireen's business. "Reports are much more accessible. And that's huge for the front and back of house. I can see everything clearly and it gives me an idea of where I need to improve."

THE SOLUTION

When it came to client checkout, Boulevard's cardless payment feature was another huge plus. No more wasting the time of both staff and clients when it came to paying for services. Instead, payment details could now be stored and accessed at any time. "Entering credit cards and storing them instead of swiping them onsite saves so much time for us and our customers," Shireen noted. With checkout now a seamless experience, Skin House Facial Bar had yet another touchpoint where they could delight clients.

Lastly, when it came to the support Shireen received both during her switch and after coming onto the Boulevard platform, it was unlike anything she had experienced in the past. With Boulevard providing one-on-one support whenever needed, the staff was able to stay on track at all times. Plus, they no longer had to deal with the frustratingly long hold times they encountered when they used to call for support. "My partner manager is amazing and the support is truly first-class," Shireen added, "and having one partner manager who digs deep to find solutions really means a lot. Especially for a small business like ours."



THE RESULT

Since onboarding to Boulevard...

↑ 56%

Increase in **monthly booking volume**

↑ 35%

Increase in product sales

“

My Boulevard partner manager is amazing and the support is truly first-class. Having one partner manager who digs deep to find solutions really means a lot— especially for a small business like ours.”

SHIREEN MUSTAFA
OWNER, SKIN HOUSE FACIAL BAR
PHILADELPHIA, PA

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