

SINCE SWITCHING TO BOULEVARD...

How Suite Caroline Switched Salon Platforms & Increased Service Value by 36%

Locations: Manhattan, New York
Boulevard customer: since 2019
Website: suitecaroline.com
Instagram: [@suitecarolinesalon](https://www.instagram.com/suitecarolinesalon)

32%

increase in services sold

36%

increase in service value

35%

average booking rate

Colorist Lena Ott is no stranger to the beauty industry. She's worked her magic at runway shows for major designers like Saint Laurent, Rick Owens, Dolce & Gabbana, and Coach. but her most personal contribution to the industry is Suite Caroline. Located within Manhattan's SoHo-Cast Iron Historic District this salon - named after Ott's late mother - houses a world-renowned team that's highly sought after for its avant-garde style and the best balayage services in the city. Its loft-style layout and comfortable atmosphere provide an intimate space for New Yorkers to relax as stylists transform everyday hair into compelling art.



Challenge

As a single-location salon, Suite Caroline's growth lies in enhancing operational efficiencies day-to-day, supporting talented employees, and maximizing overall client satisfaction.

Unfortunately, Ott's goals were stymied by ineffective technology. Suite Caroline's salon management software, which was supposed to make things easier, ended up being a source of frustration for the entire team. Online booking systems were poorly designed, and Ott could not customize appointment timing or price - and that was when she could even log on! In addition, the software's customer support offered little to no help since it was almost impossible to get a hold of anyone who could resolve Ott's issues.

Solution

For the Suite Caroline team, switching from the previous management platform to Boulevard felt like night and day. Boulevard's user interface was far more intuitive, its features were robust and customizable, and the customer support team personally and proactively contacted Suite Caroline about the latest features. Meanwhile, Boulevard's self-booking tools and automated appointment reminders helped the team refocus their limited time on client service while contributing to increased revenue and decreased no-shows.

Testimonial



"The entire salon relies on Boulevard," Naveed says. "Even the regular clients see the benefits. They constantly refer us to client histories or appointment notes when other stylists need to cover an appointment. That doesn't happen at other salons, but it does at Suite Caroline - because of Boulevard."

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Naveed Hussain,
Senior Manager at
Suite Caroline

How We Helped

Boulevard also helped Suite Caroline modernize client notes and records. "We tend to use Boulevard to keep all internal communications in one spot," Senior Manager Naveed Hussain explained. "All chat histories are visible, and we can pull up notes about individual clients. As a result, nobody drops the ball for team members who aren't on the floor daily, and there's no physical paper trail."

These tools turned out to be a big part of how Suite Caroline stayed the course when many salons were struggling with the COVID-19 pandemic. Boulevard's Precision Scheduling technology and centralized communication meant Suite Caroline could adjust its schedule to keep up with appointments booked months in advance even as it was dealing with frequent staff shortages. Thanks to Boulevard, Suite Caroline saw the following benefits:

32% Increase in Services Sold

While Boulevard facilitated positive client experiences, team members could focus on upselling. Clients who originally booked a color service could follow-up with a blowout from an available stylist or assistant.

36% Increase in Service Value

Clients weren't just requesting more services - they wanted higher-value treatments. After implementing Boulevard, Suite Caroline saw far more upgrades from its express appointments to full services such as moisturization or strengthening.

35% Average Booking Rate

Boulevard's online booking process and optimized scheduling made it easier for clients to adapt to the uncertainty of COVID-19 closures. As a result, online bookings stayed consistent instead of declining during a particularly challenging time.