

SINCE SWITCHING TO BOULEVARD...

How a Software Upgrade Streamlined Ops Across Multiple Jeffrey LaMorte Salons

15%

higher online bookings

10%

higher retail sales

10%

more gift card sales

43%

reduction in no-shows

Locations: Frankfort, IL; Lemont, IL; Orland Park, IL; Chicago, IL

Boulevard customer: since 2020

Website: jeffreylamorte.com

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

For three decades, Jeffrey LaMorte's Chicagoland salons and spas have been go-to destinations for self-care. LaMorte, mentored by his father Robert Jeffrey, opened his first spot in Frankfort in 1994. Alongside business partner Kelly Glester, they now manage four locations. Despite rapid growth, their salon software remained unchanged, posing challenges for their operations.



Challenge

Since 1994, Jeffrey LaMorte Salon utilized a DOS-based software, which was becoming increasingly limiting while trying to manage multiple locations. By 2020, manual tracking and slow onboarding of receptionists prompted a switch to a cloud-based system. Boulevard emerged as the top choice among several options presented by their IT lead, offering the comprehensive solution needed to streamline operations.

Solution

Switching to Boulevard brought immediate improvements for LaMorte and Glester, particularly in onboarding and client management. The user-friendly platform eased training for new staff, eliminated manual tasks, and reduced staff needs at the front desk. [Online self-booking](#) and automated confirmations enhanced client experiences, reducing cancellations and no-shows across all four salon locations.

Testimonial



I feel so much more connected to my clientele after switching to Boulevard. Our employees have higher job satisfaction, which has increased productivity. On top of that, Boulevard's customer support team is so responsive and helpful — I can't say enough good things about this company!



—
Jeffrey LaMorte,
Founder at Jeffrey
LaMorte Salon

How We Helped

Scheduling Freedom:

Having a calendar that differentiates each part of an appointment, including processing times, makes better use of the client's and staff's time.

A Personal Touch:

Every client is different, and being able to meet their individual expectations has become significantly easier with the use of customizable client profiles and other [client management tools](#). In fact, LaMorte called it "a game-changer."

Ideal for Multi-Location Businesses:

One of LaMorte's favorite things is how easy it is to track activity across all of his salons in one central dashboard. This also comes in handy when it's time to write employee reviews, as LaMorte can bring up reporting on all of his service providers and review their work history.

Membership Benefits:

Retail is a critical income driver in any salon, so LaMorte and Glester launched a retail-focused [membership program](#) to boost those sales. "Having Boulevard as a facilitator of that has been great," Glester said, especially when compared with their previous system: a binder full of paper contracts.

Marketing Automation:

Whether LaMorte and Glester are sending monthly emails or one-time blasts, Boulevard's [marketing suite](#) gets the job done. "The layouts are pretty and cute and easy to use," Glester said. She reports that this marketing automation has brought in thousands of dollars just from sending reminders to book and reaching out to lapsed clients.

Positive Work Culture:

All of these improvements have made service providers "more loyal" LaMorte reported. They have more freedom over their schedules while still delivering top-notch client experiences.