

SINCE SWITCHING TO BOULEVARD...

## How Freecoat Nails Polishes its Client Experience With Boulevard

Locations: [5](#)

Boulevard customer: customer since January 2021

Website: [freecoatnails.com](https://freecoatnails.com)

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

# 10%

increase in service sales

# 15%

increase in gift card sales

# 12%

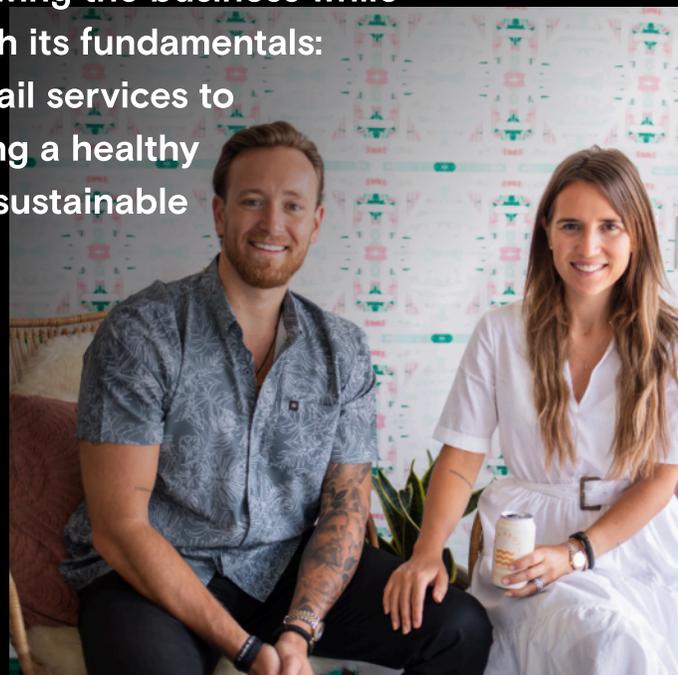
increase in gratuities

# 78%

reduction in no shows

Freecoat Nails is a nail and beauty bar franchise that works to create a clean, healthy environment for clients and technicians. Its five locations across North and South Carolina offer a range of toxin-free, fume-free, and jet-free services to clients, complete with a selection of beautiful nail polishes, top coats, and cuticle oils created in-house.

Freecoat's director of operations, Jennifer Gandino, is responsible for growing the business while keeping it aligned with its fundamentals: delivering excellent nail services to clients while promoting a healthy and environmentally sustainable environment for all.



## Challenge

Freecoat's old software lacked support for booking groups online, despite the business being a popular choice for birthdays, bachelorettes, and bridal parties. The software was also prone to outages, with absentee customer service that made it difficult to get answers to pressing questions.

Without a systematic way to remind clients of upcoming appointments and allow modifications, late and no-show clients were difficult to avoid.

It was clear the old software couldn't keep up with Freecoat's vision to be the leading non-toxic nail and beauty bar.

## Solution + Results

Freecoat decided to make the switch to Boulevard at the end of 2020, and completed its software transition on January 3, 2021. Jennifer was immediately struck by how Boulevard "was really interested in delivering what clients needed. That was a huge deal in making the switch."

## Testimonial



"You can tell Boulevard is invested and wants to be the leader in the industry. They care about evolving in a space that doesn't always prioritize innovative software."



— Jennifer Gandino,  
Freecoat Nails' Director of  
Operations

## How We Helped

### Easy self-booking:

"The fewer barriers there are in self-booking, the more people are going to book. So having that run smoothly and be seamless is essential," Jennifer says. "It's super clear and easy to book an appointment through Boulevard." That includes groups, so there's no need for bridal parties to fill out a lengthy form before they can save the date at Freecoat.

### Automated reminders:

SMS messages that include the date and time of an upcoming appointment, along with the option to modify (and a clearly stated automatic charge for failing to reschedule in time) prevent more potential no-shows and late cancellations than ever before.

### Easy checkout:

A powerfully streamlined POS experience, complete with payment cards on file, keeps clients focused on their gorgeous new nails instead of the bill. Plus, easy pre-filled suggestions for gratuities mean tips are up across the board.

### Handy client portal:

Jen says giving clients an instant view of their vouchers, appointment history, and service providers through a portal empowers them to make the most of their relationship with Freecoat: "That visibility is super important on the client side."

### 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."

### Powerful automated marketing:

"The marketing suite's automated campaigns are super helpful," Jen says. "You set it and forget it." After campaigns roll out, Boulevard's centralized contact center means she can seamlessly keep text conversations going: "I could not live with a software without a texting system. We use that every single day, all day."

### Instant online gift cards:

Now when regulars or their friends need a last-minute gift idea, covering the cost of an eco-friendly mani/pedi is a temptingly easy option.

### All-in-one payment processing:

Boulevard shows all of Freecoat's transactions in one place, and even helps handle disputes without leaving the platform. Jennifer says Boulevard Offset has also been "a really big deal," since it allows Freecoat to offset the cost of credit card fees for more predictable and sustainable revenue.