

SINCE SWITCHING TO BOULEVARD...

# How Boulevard and Red Krypton Helped The Gleamery Bring Customer-Centric Care to Dentistry

Locations: [1](#)

Boulevard customer: since 2023

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

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

**4x**

top-line growth since opening

**130%**

increase in package sales

**34%**

in gift card sales

Dr. Tina Nguyen and Evan Schlossberg have a vision for the future of dental care. They see an office that is welcoming and flexible, able to meet its clients where they are in a way that respects their time and dental needs. That's why they founded The Gleamery, a modern, tech-forward dentistry that puts client care in the foreground.



## Challenge

The Gleamery needed a client management and booking system to match its vision of forward-thinking, client-centric dentistry. Most patient management systems in the industry are outdated. On-premise solutions require in-house IT management and just aren't scalable. Interfaces are clunky and unintuitive, lacking the modern usability clients expect. Even digital intake forms are often unavailable. These roadblocks stood in the way of delivering a seamless, client-focused experience from end to end. The Gleamery needed a modern, flexible solution.

## Solution

The Gleamery found Boulevard's cloud-based client experience platform early on and instantly recognized its potential. Boulevard's experience with salons and medspas addressed many pain points while meeting dentistry's data security requirements. "The reason we chose Boulevard is because it's client-centric," says Evan Schlossberg, CEO and co-founder. "We love the booking flow." The Gleamery also envisioned a website that guided clients effortlessly through booking while integrating with Boulevard. "We had an even higher bar for that first interaction," Schlossberg explains.

## Testimonial



"We've been able to build and grow our business in meaningful ways that have put us on track to achieve 4x top-line growth — made possible through our partnership with Boulevard and Red Krypton."



— Evan Schlossberg,  
CEO and co-founder  
of The Gleamery

## How We Helped

### Results:

The Gleamery partnered with full-stack growth agency Red Krypton, which used Boulevard's open APIs to create a custom website and booking flow designed for performance, trust, and brand impact. The collaboration increased booking rates, reduced no-shows, and drove 4x top-line growth since opening.

### Flexible platform:

Boulevard features an open, developer-friendly API that allows Red Krypton to customize The Gleamery's booking flows and service offerings to its exacting specifications. "We're in the process of building meaningful service category expansions," Schlossberg explains. "Thanks to Boulevard's flexibility and Red Krypton's development chops, I have confidence that we'll be able to execute on these more complex offerings."

### Easy to scale:

Boulevard and Red Krypton have made laying the infrastructural groundwork for new locations seamless. "I love that Boulevard makes it easy to stand up a new location," Schlossberg says. "Red Krypton has done a lot of work to make Boulevard work for us, and it's easy to port that to a new location."

### Intuitive interface:

"Boulevard's client management suite has very intuitive workflows," Schlossberg says. "It's easy to go into and find what you need — all you need is to be motivated, and most of the time you can figure it out." If Schlossberg's team ever hits any snags, built-in chat support is just a click away and provides help within minutes.

### Integrated client service tools:

Convenient self-booking flows, automated appointment reminders, customizable digital forms, and built-in SMS messaging systems give The Gleamery's clients control in a way few dental offices can match. "Boulevard and Red Krypton have put the client in the driver seat," says Schlossberg. "That allows physicians to provide a service tailored to each individual's preferences."

### HIPAA compliant:

For medically-focused businesses like The Gleamery, having client management tools that align with HIPAA policies is non-negotiable. "The fact that Boulevard and Red Krypton have done what they've been able to do for us while also staying HIPAA-compliant is huge," Schlossberg explains.

### In-depth reporting:

"Boulevard has been critical to our analytics workflows," Schlossberg says. "We pull down records weekly and feed that data into custom-built tools to make more effective decisions that improve the client experience."