

SINCE SWITCHING TO BOULEVARD...

How Boulevard Simplifies Scalability and Scheduling for Hudson Hawk

Locations: 12

Boulevard customer: since 2021

Website: hudsonhawk.com

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

57%

decrease in no-shows

41%

decrease in late cancels

Hudson Hawk Barber & Shop was founded in 2013 with the mission of bringing an elevated traditional barbershop experience to the Midwest. Hudson Hawk has experienced tremendous growth since then, opening 12 locations across four states in just over a decade. The shop prides itself on its ability to provide a great haircut and top-notch service to anyone who steps through its dozen front doors.



Challenge

As Hudson Hawk continued to expand, its leaders realized their previous client experience platform wasn't able to pull its weight. They tried several different tools and platforms over the years, but none were able to handle the shop's multi-location setup in a seamless or intuitive way.

"One platform had minimal features and we couldn't customize it the way we wanted," said Madison Wood, Director of Operations at Hudson Hawk. "The next one had more customization, but the user experience was too complicated for our barbers. Another one nailed the simplicity and customization, but was not built to manage more than one location, making booking and reporting way more difficult than it should be."

Solution

Hudson Hawk needed a solution that could perform well and scale alongside its growing business. The team started hunting for the perfect client experience platform, eventually landing on Boulevard as the best fit.

"When I came on, it was pretty quick to identify that we needed a different solution," said Brad Hashagen, Chief Financial Officer at Hudson Hawk. "We weren't even necessarily looking for Boulevard. We saw a social media post, booked a demo, and saw that it fit our needs. We made the switch and have been with them ever since."

Testimonial



"Consistency and reliability are key for our success and our barbers' success. Boulevard gives us a huge advantage, both in the services they offer us and the quality experience each guest gets."



—Brad Hashagen,
Chief Financial Officer at
Hudson Hawk

How We Helped

Multi-location management:

Boulevard makes it easy to spin up new locations, customize booking flows, and gather in-depth reports for each business from a single sign-on. "I like the reporting," Brad said. "You can customize these super-detailed reports or use Boulevard's built-in templates. It's very user-friendly, and all the data I need to manage finances for multiple locations is all there."

Fast and easy booking:

Boulevard's intuitive self-booking process simplifies the experience for clients while giving them the power to customize appointments to their liking. "Booking might be the first touchpoint we have with a client," Brad said. "It has to be easy, understandable, and fast. That's all true with Boulevard."

All-in-one platform:

Boulevard has also helped Hudson Hawk create expert email and SMS text marketing campaigns in minutes, all in the same platform it uses to manage operations. "Boulevard's marketing suite has allowed us to eliminate many of our third-party integrations," Brad said. "Boulevard's simplified everything while still allowing us to get great results."

Precision Scheduling™:

Boulevard's built-in scheduling algorithm optimizes Hudson Hawk's calendar, keeping its barbers busy and its clients happy. "Precision Scheduling is huge for us," Brad said. "It does a great job of filling in slots. We book every 15 minutes, and it helps keep those gaps filled without having a receptionist manually take care of each one."

Responsive customer support:

"Boulevard's support teams are the reason we've stayed with them so long," Brad said. "If something's not working the way we want it to, they're always willing to help. They listen to our feedback and they're willing to make changes and grow along with us."