

SINCE SWITCHING TO BOULEVARD...

# How Saunders and James Uses Boulevard to Boost Bookings and Keep Clients Happy

Locations: 2

Boulevard customer: since 2019

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

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

## 57%

decrease in late cancellations

## 53%

increase in appointments

## 50%

increase in services

## 15%

increase in gratuities

Michelle Saunders always knew she wanted to work in the self-care industry. As a child, she watched her mother run an in-home salon and honed her manicure skills on her siblings, which turned out to be good practice once she landed A-list clients like Michael B. Jordan and Julia Roberts. Her work has graced the pages of Vogue, In Style, and W Magazine, as well as campaigns for some of the most recognizable brands in the industry.

After years of traveling back and forth between her hometown of San Francisco and Los Angeles, Saunders was ready to put down roots. In 2019, she and her partner opened Saunders and James Nail Care, a high-end nail studio based in Oakland, CA. There, clients can find exceptional service in a serene, spa-like environment, while providers can build their skills and find career support. In 2024, Saunders opened a second location called Duo Nail Studio, which allows experienced providers to take control of their careers as independent contractors.



## Challenge

Saunders wanted her studio to set a new standard for nail care by emphasizing attentive, personalized service. Originally, Saunders and James was supposed to be the first of three studios, so Saunders needed a technology solution that could keep up with her multi-location goals and seamlessly manage client details. But after the COVID-19 pandemic hit in 2020, Saunders had to adapt quickly to keep up with evolving client and staff expectations.

## Results

Saunders first discovered Boulevard as a client at her favorite hair salon. She was impressed by how easy it was to make an appointment online and by the level of service she received. Upon further research, Saunders and her team found that Boulevard could support multi-location self-care businesses, making it the ideal technology platform for her vision. The [detailed reporting feature](#) sealed the deal. When Saunders was ready to open Duo Nail Studio in 2024, Boulevard's multi-location features made it a breeze to get Duo up and running.

## Testimonial



Boulevard meets me where my business is. It allows me to provide the level of service my clients expect while also supporting my team and helping them grow. And it makes running multiple locations so much easier!



—  
**Michelle Saunders,**  
Founder, Saunders  
and James Nail Care

## How We Helped

### Next-level customer service

"We're very, very strong at customer service, and I can't think of another platform that allows me to give that level of detail to my clients," Saunders said. By using [client profiles](#) to keep track of personal preferences, the providers at Saunders and James can quickly recall a client's favorite nail polish color or that they have sensitive cuticles. "I love the tagging. It equally supports our front of house and our service providers."

### Timing is everything

"I love that I can curate the timing of each service, since each team member takes a different amount of time to complete a service and clients with longer nails will take longer than those with short nails. We can edit appointments to maximize our schedule," Saunders said. "And it really helps our providers because they can get more clients in." As providers improve their skills, the timing can be adjusted; for example, lead manicurists can typically finish services more quickly than junior employees, but schedules can be changed as junior techs get faster.

### "There is no way not to be booked"

Between optimized scheduling and a [text messaging feature](#) that makes it easy to fill last-minute gaps in the schedule, Saunders and James is thriving with a full calendar of appointments.

### Fewer missed appointments

Because Boulevard requires clients to provide credit card details and adhere to cancellation policies when booking online, Saunders reports fewer no-shows and cancellations.

### "Put it on my card"

During the pandemic, when "no one wanted to touch anything," clients especially appreciated having their cards on file for smoother checkouts. This has also resulted in more gratuity from clients.

### Fostering feedback

Clients have the opportunity to provide feedback as soon as their receipt hits their email inbox. "Most people give amazing feedback, but if something doesn't go as expected, I can write them back immediately to offer a redo."

### Support you can count on

With Boulevard's support center, chat, and Academy available at her fingertips, Saunders knows she'll always be able to get help right when she needs it.

### Expansion-ready

In 2024, Saunders opened a second business where leads from Saunders and James could explore the "booth model" and be in charge of their own careers. With the help of Boulevard's multi-location support, [Duo Nail Studio](#) was "self-managing" within a few weeks.