BOULEVARD

Reopening Guide

As many states begin to prep their reopening strategies, Boulevard is here to support you with the following solutions to make the opening process a bit more seamless. Below are several different ways that you can leverage the platform to help your business, your staff, and your clients during this stressful time. Please feel free to reach out to support@blvd.co with any questions on how to start using these solutions.

Operations

Staff Shifts

The health of your staff and clients is top of mind, and many businesses are interested in implementing shift schedules to put their safety first. Boulevard gives you the flexibility to customize shifts within your dashboard so that you can accommodate morning and evening shifts, half capacity, and more.

Read more about staff shifts to start scheduling today.

Email and Text Reminders

We realize how important it is to remind your clients of safety measures at multiple touchpoints. Boulevard has added Covid-19 disclaimers within email and text reminders to ensure your clients remember to reschedule appointments if they have not been feeling well.

Operations

Email and Text Reminders (continued)

Example Text Reminder:

> *Salon Masaya*
>
> *Hi Lisa, you're scheduled for an appt on Thu, Apr 30, 2020 at 10:00am PDT.*
>
> *The safety of our clients and staff is top priority for us. Due to COVID-19, please reschedule if you've had a cough, fever, or have been around someone w/ these symptoms in the past 14 days.*
>
> *Reply 'yes' to confirm your appt.*

Digital Consultation Forms

Verifying and tracking team health is seamless with Boulevard's customizable forms. Build forms to include qualifying questions regarding your client's current health, and then automatically send at the time of online booking, within email reminders, and at appointment check-in. Offer the forms one-time or for every appointment to keep a running history on the Client Profile.

Learn more about our Custom Form Builder.

If you do not have the Custom Form Builder, please contact support@blvd.co to request free access until Oct 1.

Reception App

Provide safe distancing between clients and staff by offering check-in using Boulevard's Reception App. Clients can check-in and then wait outside or in their cars until they receive a text letting them know their stylist is ready to begin their appointment.

Transition Time

Add transition times to your services to thoroughly sanitize work stations between appointments creating a safe and healthy environment for each client.

Double Booking

Double booking your calendar might not be as necessary during these times. Disable this setting under each service to avoid double booked appointments.

Swipeless Checkout

Payment options tend to carry a lot of unwanted germs. Card-on-file transactions make it easy for your team to close out transactions while clients keep cash and cards in their wallets.

Clients

**Waitlist
Enhancements
*(Coming Soon)***

It's been months since personal care appointments were possible, and we anticipate an influx of appointment requests for our customers. We've added the ability for clients to put themselves on your waitlist during self-booking to ensure everyone has a chance to be next in line for the pampering they deserve – without you missing out on any business.

**2-Way Texting with
Contact Center**

We understand that communicating with clients is more important now than ever with business and appointment updates changing daily. Boulevard's two-way texting empowers you with the ability to not only update your clients, but give them the opportunity to ask questions for a true conversation without making a phone call.

If you do not have the [Contact Center add-on](#), please contact support@blvd.co to request free access until Oct 1.

**Mailchimp Email
Marketing**

Stay engaged and provide clients with business guidelines using Boulevard's Mailchimp integration. Easily segment clients by outreach needs such as special offers, e-gift card reminders, and more! You'll be able to build campaigns and apply your client segments directly from the dashboard after you have your Mailchimp API key. Simple as that.

Learn more about our [Mailchimp Email Marketing](#) to start updating your clients today.

**Digital
Consultation
Forms**

Verifying and tracking client health is seamless with Boulevard's customizable forms. Build forms to include qualifying questions regarding your client's current health, and then automatically send at the time of online booking, within email reminders, and at appointment check-in. Offer the forms one-time or for every appointment to keep a running history on the Client Profile.

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Online Gift Cards

Coronavirus (COVID-19) has created a new reality for your business, and we are here to help with online gift cards. Now you can let your clients purchase gift cards directly from your website helping them look forward to their next appointment, and providing a new stream of revenue for your business.

Learn more by reading the new [Gift Cards support article.](#)