

SINCE SWITCHING TO BOULEVARD...

97%

increase in service sales

160%

increase in revenue

27%

increase in services per
appointment

100%

decrease in no shows &
late cancellations

How Amoura Skin & Body Grew Confidently with Boulevard's All-in-One, HIPAA-Compliant Platform

Locations: 1

Boulevard customer: since 2025

Website: amoura.skinInstagram: [amoura.esthetics](https://www.instagram.com/amoura.esthetics)

Iman Godfrey has always wanted to make the people in her community feel good about themselves. She began her career studying dentistry, but later transitioned into cosmetology and aesthetics, where she discovered her passion for helping people feel confident in their own skin.

As her client list grew, she opened Amoura Skin & Body in Beaverton, Oregon. What began as a solo venture quickly morphed into a multi-practitioner spa collective, built on a reputation for delivering an aesthetic experience rooted in ethics, education, and inclusivity.



Challenge

The platform Iman used to run her business was fine for a while, but she started hitting roadblocks as soon as she tried to scale. “There were a lot of things I had to build manually because those capabilities just weren’t there,” Iman explained. “For example, the platform couldn’t handle add-ons, so I’d have to create separate variations of the same treatments just to make them available. It was very easy for clients to miss them, and it was very overwhelming.” Meanwhile, Iman had to rely on a separate tool just to handle forms because the platform she relied on wasn’t HIPAA-compliant. The platform’s automation tools were lacking, requiring her to manually send forms to clients when they needed them. Each new feature the platform added wasn’t included in her subscription, forcing her to pay additional fees just to get the most out of it.

Solution

While Iman wasn’t actively looking for a replacement, she had her ear out for anything that could help her streamline the client experience while scaling alongside her business’s growth. When a colleague walked her through what Boulevard could do, Iman was hooked.

“She came in for an appointment and started showing me the app, and I was already impressed,” Iman said. “I was thinking ahead to the new space I was planning to open, and finding out about Boulevard couldn’t have come at a better time. I did my demo, and I think I signed up the very next day.”

Testimonial



“I use the word ‘intuitive’ a lot when I talk about Boulevard. Everything is just so clean. It lets me worry about the things I really care about, like helping my clients feel like their best selves.”



— Iman Godfrey,
CEO and Master Esthetician at
Amoura Skin & Body

How We Helped

A clean, elevated interface:

Streamlined booking and payment flows give clients full control over their appointment without leaving them feeling overwhelmed, all while incorporating Amoura’s branding and imagery. “Nailing the client-facing part of our platform was very important to me,” Iman said. “Boulevard definitely offers a more premium experience compared to other options we’ve used.”

Powerful automation:

Boulevard’s marketing suite includes numerous ways to automate Amoura’s messaging efforts, from sending thank you emails to reaching out to lapsed clients. “Sometimes clients just forget to book, so being able to send those reminders automatically has been super helpful,” Iman said. “Bringing back one client from these campaigns pays for itself.”

All-in-one, HIPAA-compliant platform:

Amoura’s booking, intake forms, and marketing are all handled in a single, HIPAA-compliant platform, giving Iman peace of mind that her client’s health information will remain secure and private.

Low-stress onboarding:

Transitioning to a new platform can be a lot, but Boulevard’s onboarding specialists and built-in tutorials made it stress-free for Iman and her team. “People shouldn’t be overwhelmed by the onboarding process, because it’s a lot simpler than you think,” Iman said.

AI-powered auto-responses:

Boulevard also helps Iman provide excellent client service through the platform’s built-in chat functionality, even when her business is closed for the day. “We’ve started incorporating Boulevard’s auto-responses,” Iman said. “They save us so much time on repetitive client questions while still giving them that personal touch.”