Client benefits that build brand loyalty

Drive recurring revenue and improve client retention with flexible, auto-renewing memberships and custom service packages.



How can memberships grow your business?

15%
more payments

3x
client lifetime value

2x
client lifespan

Mix & match perks for maximum value

Innovate your offering and include vouchers, discounts, and account credits all in the same package.

Simplify sales, streamline success

Sell and apply membership benefits with just a few clicks, even on the same day. Clients can purchase when booking online or at checkout.

Automate renewals or pause for later

Pre-paid memberships auto-renew and expire based on the terms you set. Pause memberships for seasonal clients or adjust renewal dates to accommodate special requests.

You're in full control

01
Incentivize sales with custom commissions

Reward your staff when they sell memberships & packages with customizable commission rates. Set tiers that ramp with sales, and even raise commissions for individual plans or employees.

02
Proactively manage past-due memberships

Immediately notify clients when a payment fails so they can update their card via the client portal. See alerts and pause/cancel reasons on your side, too, so that you can tailor the conversation.

03
Independent insights at your fingertips

Track sales performance, staff retention, liabilities, and redemptions for memberships and packages. All the answers you need live within Boulevard's powerful reporting tool.

Set your terms with signed membership agreements

Capture signatures at purchase to fight fraud and chargebacks. All signed forms are safely stored in your Boulevard dashboard.

Existing customer?

Reach out to support@blvd.co to get started.

BOOK A DEMO NOW

New customer?

Get a demo today to see how Boulevard can help grow your business.

LEARN MORE

About Boulevard

Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses. Ready to grow your business with Boulevard?
Get a free demo at joinblvd.com.→