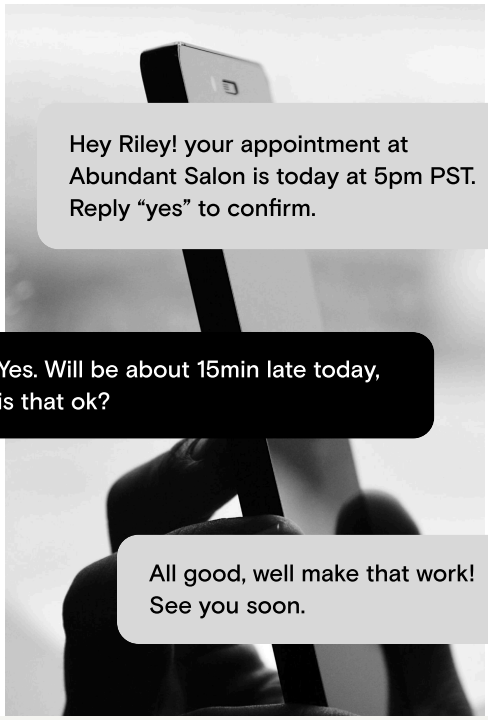
BOULEVARD

MESSAGES

Text automation meets human conversation

Free your front desk while staying fully connected with clients with fabulous SMS features at your fingertips.



71%

fewer no-shows & late cancellations

32%

fewer front desk hours clocked

38%

decrease in phone calls

*"Average Blvd customer 90 days after switching to BLVD

Two-way texting

Conversational SMS keeps you connected and keeps it personal through key moments of the client journey. Chat easily and instantly, directly from your dashboard.

SMS appointment notifications

Decrease no-shows and spend less time on the phone with automated confirmations and reminders. Add custom verbiage, links to forms, appointment details, and more.

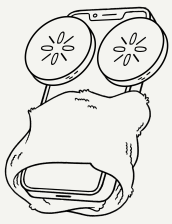
Phone line without limits

Give clients a consistent way to reach you with one dedicated number for all calls and texts. Includes optional call forwarding and Caller ID.

Centralized Messages inbox

Quickly reference your client text threads, conversation history, client profiles, and appointment details - all in one place.

Deliver the premium, personal communication experience your clients deserve.



Flexible usage, maximum value

Essentials

100 free text segments per month per location

Premier

250 free text segments per month per location

Prestige

2,500 free text segments per month per location

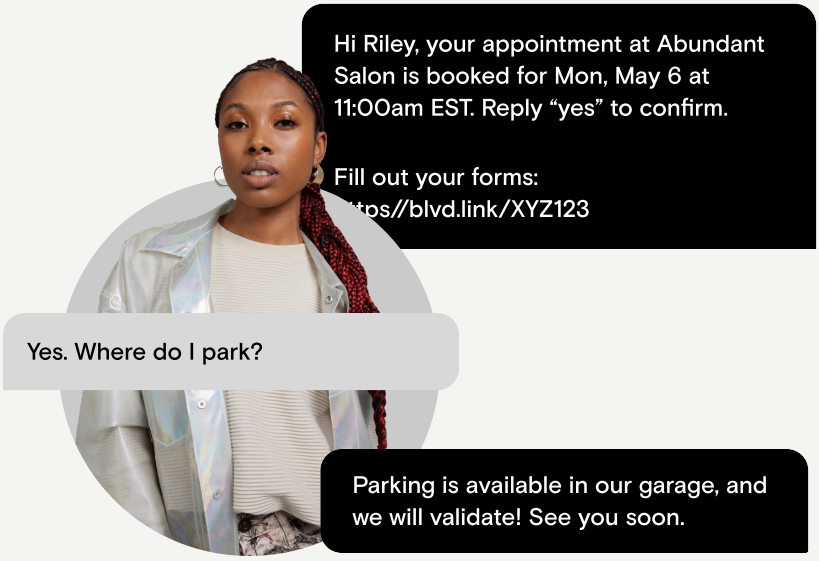
Enterprise

We'll work with you to develop custom pricing

Find your sweet spot

Pay based on the number of texts you send and receive each month. We'll add up your texts at the end of the month and bill you based on your usage tier.*

Text segments	Monthly total
1 - 500	$25
501 - 1,000	$40
1,001-2,000	$60
2,001-3,000	$80
3,001-5,000	$120
5,001 - 7,000	$150
7,001 - 10,000	$200
	+$50 for every additional 5,000 text segments



*Usage includes inbound and outbound text segments. Free monthly texts can be used towards Boulevard Messages and Marketing.

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 →