

SINCE SWITCHING TO BOULEVARD...

30%

increase in services sales

33%

increase in appointments

25%

increase in revenue

100%

reduction in no shows
and late cancellations

How The Loc God Streamlines Multi-Location Operations with Boulevard

Locations: Three salon locations and an online store

Boulevard customer: since 2024

Website: shopniathelocgod.com and thelocgodsalon.com

Instagram: [niathelocgodproducts](https://www.instagram.com/niathelocgodproducts) and [thelocgodsalon](https://www.instagram.com/thelocgodsalon)

Much like the rest of her family, Nia Menerville has worn locs for almost her whole life. But locs are different for everyone, requiring specialized care to keep them healthy and vibrant. Nia quickly realized there weren't any products or services out there to maintain her locs, so she developed her own treatments and shared them with others. When she was 17, she opened her own salon. From this need for individualized haircare, The Loc God was born — a salon and product line designed to give everyone the care their locs deserve.



Challenge

While The Loc God's product line exploded in popularity, salon growth remained an afterthought — and its software was a significant reason why. Locs require a ton of customized care and attention, with services built around individual client needs, and Nia's salon software wasn't up to the task. She needed to rely on hacky workarounds just to make it functional for day-to-day bookings, and the more clients she got, the more challenges she faced. Nia had just opened her flagship salon and wanted to keep growing, but opening more locations would mean more headaches with her software. She needed a fresh start.

Solution + Results

Nia saw an ad for Boulevard online, and her social media manager, Mel Mandara, looked into it. The two were instantly impressed by the feature set and customizability Boulevard offered. With the prospect of scaling the businesses on the horizon, they decided that now was the best time to make the switch to Boulevard before adding on additional employees or clients.

Testimonial



Boulevard just wowed me with the features. With locs, everyone's hair is different. I haven't seen any other platform with a modifier option like Boulevard. People used to be really confused when booking. With Boulevard, it's so much smoother.

— Mel Mandara,
Social Media Manager
of The Loc God

How We Helped

Smooth booking process:

The Loc God gets a lot of its bookings through Instagram, but it also gets a lot of phone calls and walk-ins. Boulevard makes it easy to synchronize booking schedules across multiple locations and ensure everyone receives quality service. "It's made the process for receptionists, managers, and everyone really smooth," Mel says. "It's also easy for the clients to book on their own. We've been breaking booking records over and over again."

Highly customizable service menu:

Whether clients are just starting to grow their locs, looking for a retwist, or want premium services, Boulevard helps them manage it all. Nia and her team can easily add whatever they need to the menu alongside individualized add-ons, giving them the power to develop highly personalized services at scale.

Robust marketing suite:

Boulevard even puts powerful marketing tools at their fingertips. "Our salon manager sends out emails every day to promote walk-ins or specials," says Mel. "We also use the text message system a lot."

Room to grow:

Boulevard's always adding new features, and Nia's already looking for ways to add them to The Loc God's current marketing infrastructure. "I like the idea of adding memberships," Nia explains. "Locs require repeat visits every four to six months, and I'd love to be able to reward our most dedicated clients."

Hands-on onboarding:

Migrating to a new point-of-sale while running a business is no easy feat. Boulevard was there to help every step of the way with hands-on training.

Attentive customer support:

If anyone gets tripped up or needs a little help, all they have to do is send Boulevard's support team a message through the integrated chat system, and they'll receive a response in minutes. "Boulevard has really good support, I'm not gonna lie," Mel says. "I can reach out in the chat, and someone will respond in no time."