

SINCE SWITCHING TO BOULEVARD...

14%

increase in service sales

14%

increase in gratuities

10%

increase in appointments

27%

increase in prebooking

How Cutthroat Barbers Elevated the Modern Barbershop Experience with Boulevard

Locations: 3 in Houston, TX

Boulevard customer: since 2024

Website: <https://www.cutthroatbarbers.com/>

Instagram: <https://www.instagram.com/cutthroatbarbers/>

Brandy Chu, founder of Cutthroat Barbers in Houston, has dedicated her career to elevating the craft and culture of modern barbering. After starting in cosmetology and recognizing a gap in the industry for high-quality short hair services, Brandy pursued dual licensing and set out to build a barbershop that blended technical excellence with genuine connection. Today, Cutthroat Barbers operates three locations known for their inclusive approach, elevated experience, and commitment to long-term career growth for barbers.



Challenge

Founder Brandy Chu had already built a strong reputation in Houston, but running three locations on legacy booking systems was holding the business back.

Cutthroat Barbers had tried multiple platforms to manage the business, including Square and Mindbody. None felt intuitive for a busy, growing barbershop. Training new front desk team members took far too long, and Brandy found herself wrestling with clunky interfaces and limited features. The biggest operational pain point was client arrival. When guests checked in, front desk staff had to physically walk over and tell the barber their client was ready. As locations got busier, this manual process became unsustainable.

Brandy also wanted a modern, beautiful booking experience and systems that would scale with her team.

Solution

After seeing Boulevard in action at a friend's shop in New York, Brandy realized it could solve both the operational headaches and the experience gaps at Cutthroat. She first implemented Boulevard at one location in 2020, then quickly rolled it out across all three shops.

Client arrival notifications now alert barbers the moment a guest checks in, freeing the front desk from interruptions. A clean, modern online booking flow lets clients book in just a few clicks, and it supports add-ons that enhance each visit. Behind the scenes, Boulevard's analytics and customizable setup for each barber give Brandy the visibility needed to manage utilization, pricing, and growth, all from a single intuitive platform.

Testimonial



"Boulevard has been the backbone of our growth. The data alone has transformed how we run the business."



—
Brandy Chu
Owner, Cutthroat Barbers

How We Helped

With Boulevard in place, Cutthroat Barbers has been able to elevate both the guest experience and the systems that support it.

Client arrivals:

Notifications mean barbers are on time and ready without front desk staff running back and forth. Each location now runs more smoothly, and front desk team members can focus on hospitality instead of logistics.

Smooth online booking:

Clients regularly comment on how easy and "pretty" it is compared to other systems, and they appreciate that they don't have to create an account or download an app. Brandy says "The booking experience is so clean and easy. Clients tell us it's a game changer." Fewer barriers at booking translate into more appointments and referrals.

Data and reporting:

Boulevard's data has become the backbone of Cutthroat's pricing and compensation model. By tying price increases to utilization, barbers have a clear path to earning more, and Brandy can make changes based on real numbers rather than guesswork. "With Boulevard's data, our barbers can track their own progress," she says. "I don't have to hover, and the reports keep everyone aligned on performance and goals."

Boulevard Offset:

The ability to offset credit card processing fees helps Cutthroat Barbers recover funds that Brandy reinvests into education, upgraded equipment, and a dedicated studio space for content and portfolio building. With strong systems in place, Brandy now works behind the chair just two days a week and can focus on growth, community impact, and long-term careers for her team.