

Boulevard Integration

Boulevard Integration connects a Newo agent to Boulevard scheduling. The agent can check live availability, book appointments, find existing appointments, cancel appointments, and reschedule appointments.

This guide covers sandbox and production setup. Screenshots are taken from a Boulevard sandbox account and Newo Builder; secrets, email addresses, and internal ids are hidden.

Create the Newo project

If this project already exists in **Newo Builder**, skip this subsection and continue with the integration-specific settings below.

1. In **Newo Builder**, open the projects list and click **Create Project** (or **Create New Project** from the top-right menu).

 Create New Project menu in Newo Builder

2. Fill **IDN** and **Title**. The exact names do not matter; use any clear names your team will recognize.
3. In **Registry**, choose the release channel:
 - **staging** — the newest module fixes appear here first. Use it when you need the latest fix, but expect possible unfinished changes.
 - **production** — the final stable version for live projects.
4. In **Module**, select the module for this integration.

 Create Project form showing IDN, Title, Registry, and Module fields 5. Leave **Module version** on **Latest version** unless support tells you to pin a specific version, then click **Create**.

What the integration does

Feature	What it does	Default
Availability	Shows live Boulevard slots by service, date, time, and specific staff only when the customer asks for a staff member	Enabled
Booking	Books one selected appointment slot returned by Boulevard	Disabled until sandbox validation
Booking confirmation SMS	Sends the customer an SMS with the confirmation and calendar link, so the agent does not paste a long URL in chat	Enabled
Reminder SMS	Sends an appointment reminder before the visit	Enabled, 60 minutes
Existing appointment lookup	Finds existing appointments by phone, email, or full name	Disabled until Admin API validation

Cancellation	Cancels a found appointment after the customer explicitly confirms	Disabled until Admin API validation
Reschedule	Moves a found appointment to a selected replacement slot	Disabled until Admin API validation

After a successful booking, the agent must not say appointment ids, cart ids, client ids, or long Google Calendar URLs. If confirmation SMS is enabled and the customer phone number is available, the agent should say that the calendar link was sent by SMS.

What you need before setup

Prepare these items on the Boulevard side:

Item	Who provides it	Used for
Boulevard Dashboard access	Customer / Boulevard admin	Check locations, services, and staff
Business ID	Boulevard Developer Portal or Boulevard support	Connect Newo to the target business
API application key for client booking	Boulevard Developer Portal or Boulevard support	Availability and booking
Admin API key	Boulevard Developer Portal or Boulevard support	Existing appointment lookup, cancellation, and reschedule
Admin secret key	Boulevard Developer Portal or Boulevard support	Signed Admin API authentication

Where to get Boulevard credentials

Short answer: these values do not come from the regular Boulevard sandbox dashboard, and Newo does not create them. They are issued in the Boulevard Developer Portal as part of a Boulevard API application. If the customer does not have Developer Portal access, request the credentials from Boulevard through the customer's CSM, Help Chat, or Developer Support Portal.

Option A: the customer has Boulevard Developer Portal access

Ask the Boulevard admin or technical owner to open the Boulevard Developer Portal, find the API application for the target business, and copy these values from that application:

Copy from Boulevard API application	Paste into Newo
Business ID / BUSINESS_ID	Boulevard Business ID
API Key / API_KEY for client booking	Boulevard Client API Key
Admin API Key / API_KEY	Boulevard Admin API Key

Secret Key / SECRET_KEY

Boulevard Admin Secret Key

If Boulevard provides one `API_KEY` for the API application, paste the same key into both `Boulevard Client API Key` and `Boulevard Admin API Key`. If Boulevard provides separate client and admin keys, paste them into their matching fields.

`SECRET_KEY` goes only into `Boulevard Admin Secret Key`. Do not manually generate or paste a signed token. Newo generates the Admin API token from the key, secret, and business id.

Option B: there is no Boulevard Developer Portal access

The customer must request the credentials from Boulevard. Use the customer's CSM, Help Chat, or Developer Support Portal.

All Collections > Boulevard Add-ons and Integrations > Developer Support >
API Requests: Developer Support Portal

API Requests: Developer Support Portal

Overview of Boulevard's Developer Support Portal for Enterprise customers.



Written by Lisa
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Boulevards Development Support Portal is for Enterprise customers. If you have a question about your license or upgrading, please reach out to your CSM or Help Chat for assistance!

If you utilize Boulevard's APIs for your business, you can request assistance from our Developer team directly by submitting a ticket through our [Developer Support Portal](#).

Send this request to Boulevard:

Hi Boulevard team,

We are setting up a Newo integration for Boulevard appointment booking and appointment management.

Please provide credentials for the target business:

- Business ID
- API Key for Client API / Book SDK booking flow
- Admin API Key
- Admin Secret Key
- Confirmation whether these credentials are for sandbox or live

We do not need customer passwords, payment card data, or a pre-generated signed token.

Newo will generate the signed Admin API token from API_KEY, SECRET_KEY, and BUSINESS_ID.

Official links:

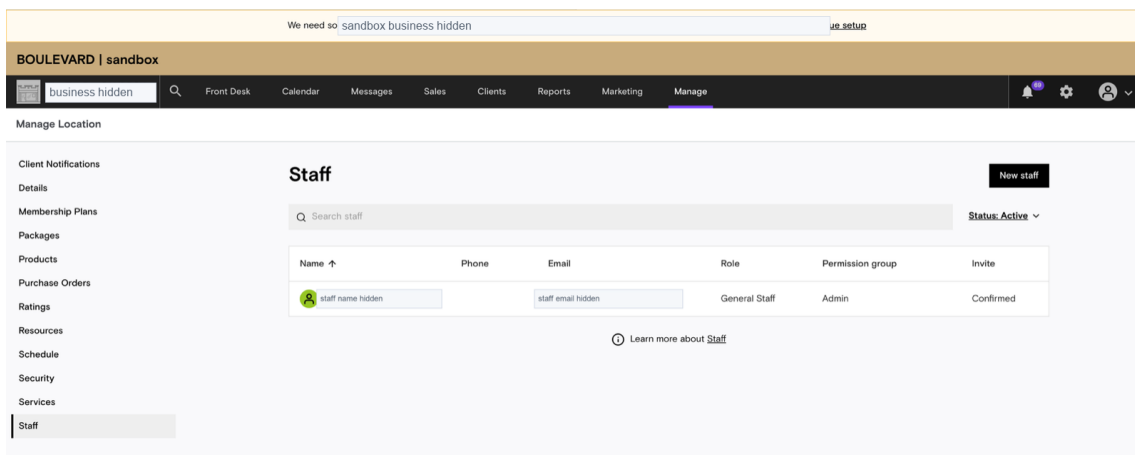
- [Boulevard sandbox](#)
- [Boulevard Book SDK setup](#)
- [Boulevard Admin API Authentication](#)
- [Boulevard Custom/Public Apps guide](#)

Check Boulevard before Newo setup

1. Open [Boulevard sandbox](#) or the production dashboard.
2. Go to **Manage** .
3. Verify that the target location is active and filled in.

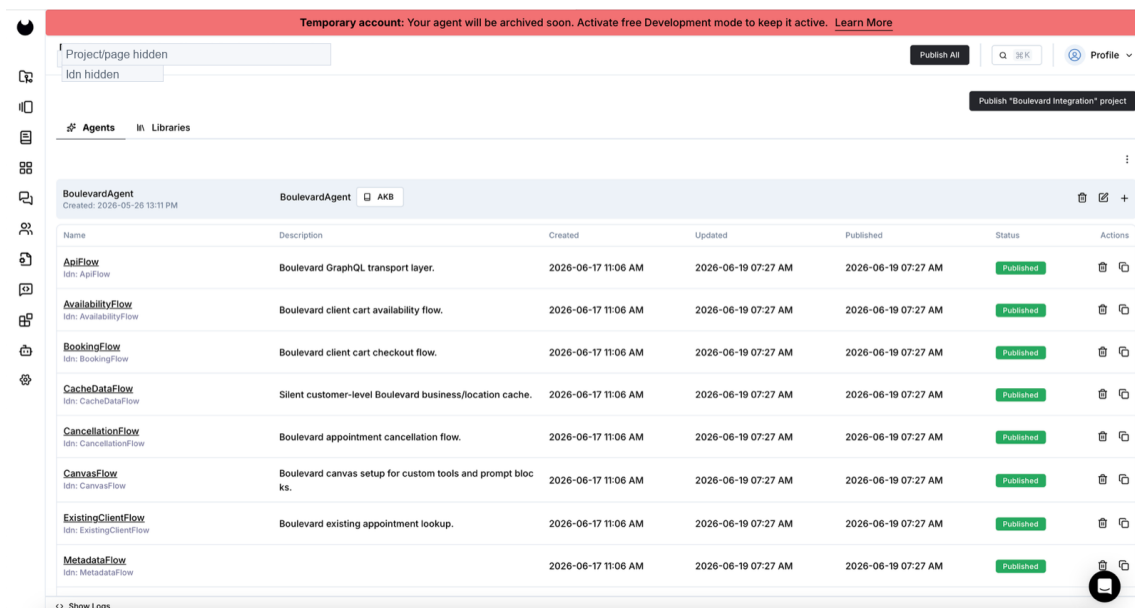
The screenshot displays the Boulevard Admin interface. At the top, a yellow banner reads "We need so sandbox business hidden" with a link to "go setup". Below this is a navigation bar with "BOULEVARD | sandbox" and a search bar containing "business hidden". The main menu includes "Front Desk", "Calendar", "Messages", "Sales", "Clients", "Reports", "Marketing", and "Manage" (which is highlighted). On the right of the menu are icons for notifications, settings, and user profile. The "Manage Location" section is active, showing a sidebar with "Client Notifications" and a list of menu items: "Details", "Membership Plans", "Packages", "Products", "Purchase Orders", "Ratings", "Resources", "Schedule", "Security", "Services", and "Staff". The main content area is titled "Location Info" and contains a description: "Enter details specific to this business location. This information will be available to clients after they book an appointment." To the left of the form is a building icon and a "Location Logo" button. The form fields on the right are: "Business Name *" (business name hidden), "Location Name *" (location name hidden), "Location External ID", "Location Address" (address hidden), "Apt, Suite, etc." (city hidden, state, zip), "United States" (dropdown), "Pacific Daylight Time", "Contact Email", and "Phone".

4. Go to **Manage** -> **Services** .
5. Verify that the services the agent should book are active and available for online booking.
6. Go to **Manage** -> **Staff** .
7. Verify that the required staff members are active. Staff matters for requests like "I want a haircut with Alex"; if the customer does not ask for a specific staff member, the agent should search any available staff.

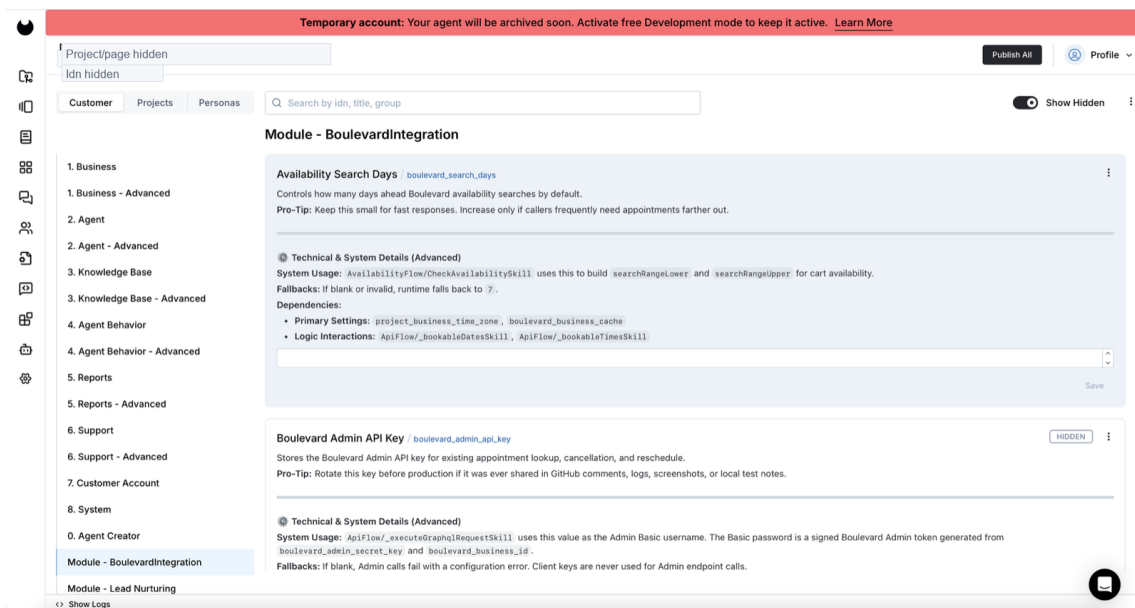


Setup in Newo

1. Open the project in Newo Builder.
2. Confirm that Boulevard Integration is added to the project.
3. Click Publish All so Newo creates attributes, connectors, and scenarios.



4. Open Attributes -> Customer .
5. Select the Module – BoulevardIntegration group.
6. Turn on Show Hidden to see the hidden credential fields.



7. Fill in the main fields:

Newo field	Value
Boulevard Platform	sandbox for sandbox, live for production
Boulevard Business ID	BUSINESS_ID from the Boulevard API application
Boulevard Client API Key	API Key for Client API / Book SDK. If Boulevard issued one API_KEY, paste it here
Boulevard Admin API Key	Admin API_KEY. If Boulevard issued one API_KEY, paste the same key here
Boulevard Admin Secret Key	Admin SECRET_KEY; required for lookup, cancel, and reschedule

8. Do not edit these fields manually:

Field	Why
Boulevard API Version	Keep 2020-01 unless Boulevard asks for another version
Boulevard Client GraphQL URL	Newo builds this automatically
Boulevard Admin GraphQL URL	Newo builds this automatically
Boulevard Admin Signed Token Override	Leave empty; this is only an emergency support/debug override
Boulevard Business Cache	Newo updates this automatically

9. Click **Publish All** again.

10. After publish, check **Boulevard Location** . If the dropdown is empty, Newo could not fetch business/location data from Boulevard. Check platform, Business ID, and Client API Key.

11. Select the target location and click **Publish All** again.

Feature flags

Turn features on gradually:

Field	Recommendation
Enable Boulevard Availability	Keep True
Enable Boulevard Booking Checkout	Turn on only after successful sandbox booking
Send Booking Confirmation SMS	Keep True if the calendar link should be sent by SMS
Send Boulevard Appointment Reminder	Keep True if reminders are needed
Reminder Minutes Before Appointment	Usually 60
Enable Existing Appointment Lookup	Turn on after successful Admin API validation
Enable Boulevard Cancellation	Turn on after successful Admin API validation
Enable Boulevard Reschedule	Turn on after successful Admin API validation
Setup Boulevard Custom Tools	Keep True
Setup Boulevard Canvas	Keep True unless scenarios are managed manually

Admin API is ready when the hidden `Boulevard Admin API Verified` field is `True`, and `Boulevard Admin API Probe Status` shows a successful probe. If Admin API is not verified, lookup, cancellation, and reschedule should stay disabled.

How to test after setup

Test like a real customer. Do not use technical words and do not pre-supply internal ids.

Availability

Example:

I want a haircut tomorrow afternoon.

Expected:

- the agent asks only for missing service, date, or time details;
- the agent does not ask for name, phone, or email before showing available slots;
- the agent shows only real slots returned by Boulevard;
- if the customer did not ask for a specific staff member, the agent must not force staff selection.

Staff-specific availability

Example:

Do you have a haircut slot with a specific staff member tomorrow?

Expected:

- the agent asks for staff only if the staff name was not provided;
- if the staff name was already provided, the agent does not ask again;

- returned slots must match the selected staff member.

Booking

Example:

I'll take the 9:45 AM slot.

Expected:

- the agent asks for first name, last name, and phone;
- email can be optional if the business needs it;
- before booking, the agent briefly confirms service, staff or "any available staff", date, time, and location;
- after successful booking, the agent says in plain language that the appointment is booked;
- the agent does not say the appointment id;
- the agent does not paste the Google Calendar URL in chat if it was sent by SMS.

Existing appointment lookup

Example:

Can you check my appointment? My phone is +1 555 000 0000.

Expected:

- the agent searches by phone, email, or full name;
- the agent shows a customer-friendly summary: service, date, time, staff, and location;
- the agent does not expose internal ids.

Cancellation

Example:

Please cancel my appointment.

Expected:

- if the appointment has not been found yet, the agent runs lookup first;
- before cancellation, the agent shows a summary of the found appointment and asks for explicit confirmation;
- cancellation runs only after confirmation;
- after success, the agent says the appointment was canceled.

Reschedule

Example:

I need to move my appointment to Friday afternoon.

Expected:

- if the appointment has not been found yet, the agent runs lookup first;
- the agent searches Boulevard for replacement slots;
- the customer selects one of the returned slots;
- the agent does not say the appointment was moved until Boulevard confirms reschedule.

Common issues

Symptom	What to check
Boulevard Location is empty	Platform, Business ID, Client API Key, then Publish All
Lookup/cancel/reschedule do not work	Admin API Key, Admin Secret Key, Boulevard Admin API Verified
Booking does not run	Enable Boulevard Booking Checkout must be True after sandbox validation
The customer sees a long calendar URL	Send Booking Confirmation SMS should be True, and Boulevard Canvas scenarios should be published
The agent asks for name/phone before availability	Check that Setup Boulevard Canvas = True, then click Publish All
The agent asks for a specific staff member when the customer did not request one	Check that Boulevard Canvas is current, then retest staff-specific availability
Boulevard requires payment method	Newo must not collect card number, CVV, or raw payment token; adjust Boulevard checkout/payment policy or keep booking checkout disabled

Production checklist

Before production:

- sandbox availability is verified;
- sandbox booking is verified without collecting card details in Newo;
- confirmation SMS is verified;
- Admin API probe is successful;
- lookup is verified;
- cancellation is verified on a test appointment;
- reschedule is verified on a test appointment;
- production Business ID and keys are entered separately from sandbox;
- after switching Boulevard Platform = live , Publish All is completed;
- production Boulevard Location is selected;
- a short live-dialog smoke test is completed.