



THE DIFFERENCE BETWEEN GENERIC & ENTERPRISE ORDERING

Restaurant brands today need more than a basic online ordering experience. They need fast, flexible, brand-forward experiences that reduce friction, increase conversions, and support operational complexity at scale. **Here's how Onosys compares to Lunchbox across the guest ordering experience.**

ONOSYS DELIVERS MORE

Experience Area	Lunchbox Experience	Onosys Advantage
Brand Experience	Generic ordering experiences that look nearly identical across brands	Fully customized, brand-forward ordering experiences designed to match the corporate website and guest expectations
Site Performance	Slow-loading pages and delays opening modifiers	Fast, responsive ordering experiences optimized for conversion
Menu Browsing	Guests forced into order setup loops before viewing menus or item details	Guests can browse menus naturally and complete setup only when needed
Cart Persistence	Switching locations clears the entire cart	Intelligent cart validation preserves compatible items and prompts for edits only when necessary
Customization UX	Confusing modifier behavior and inconsistent editing experiences	Dedicated product customization flows with clear validation and intuitive interactions
Favorites & Reordering	Favorites difficult to access and inconsistent functionality	Named favorites, streamlined reorder flows, and menu-integrated repeat ordering

Experience Area	Lunchbox Experience	Onosys Advantage
Upselling	Limited contextual merchandising	Product-level, cart-level, and smart upsells based on cart contents
Promotions & Discounts	Limited promotional management	Robust coupons, discounts, delivery promos, and daypart offers
Multi-Concept Support	Limited flexibility for dual-brand experiences	Supports dual concepts and complex multi-brand restaurant experiences
Payments	Limited payment flexibility	Split payments, gift cards + credit card combinations, and enterprise-ready payment options

WHY RESTAURANT BRANDS CHOOSE ONOSYS

Onosys helps enterprise restaurant brands move beyond rigid templates and deliver digital ordering experiences that are:

- Faster for guests
- Easier to navigate
- Brand-forward guest experience
- Designed to increase conversion and order value
- Flexible enough for real operational complexity

Let's build an ordering experience your guests actually enjoy using.

 **onosys**
onosys.com

