



PIZZA RANCH MODERNIZES DIGITAL ORDERING SOLUTIONS

OVERVIEW

Pizza Ranch, a beloved pizza and chicken buffet franchise headquartered in Orange City, Iowa, has approximately 220 locations (and growing) while keeping its focus on community-driven engagement. Partnering with Onosys, Pizza Ranch modernized its digital ordering experience through a flexible, integrated solution that connects seamlessly with its existing POS system. The new platform empowers the brand to manage first-party and third-party marketplace storefronts, expand loyalty and discount capabilities, and simplify delivery management resulting a sustained 12-point increase in the percent of out-the-door transactions completed online.



CHALLENGE

Before implementing Onosys, Pizza Ranch needed an online ordering platform capable of meeting the complexity of its menu and the operational nuances of a fast-growing franchise. The existing system limited flexibility across menu offerings, discounting, and delivery logistics.

FOCUS AREAS

- **Allow Menu Flexibility:** Develop POS sync opportunities to increase control over complex menu items and combos creating flexibility for guests.
- **Advanced Discounting:** Support for complex offers, loyalty rewards, and flexible promotional pricing.
- **Catering Solutions:** Easily display catering packages, large-order options, and customizable menu selections.
- **Flexible Multi-Zone Delivery:** Custom fees and minimums aligned with Pizza Ranch in-store operations.
- **Consistent Uptime:** Reliable, consistent first-party and third-party ordering – backed by responsive, dedicated Onosys support.

SOLUTION

Onosys partnered closely with Pizza Ranch's internal teams from day one. Through weekly implementation meetings and a detailed onboarding checklist, both teams maintained transparency and alignment throughout the rollout.

Key project members from Onosys worked directly with Pizza Ranch's corporate and marketing teams, ensuring every technical and operational detail was addressed.





TAILORED APPROACH

Pizza Ranch chose a staged rollout rather than a single nationwide launch. To ease the transition, Onosys built a redirect feature that let guests search for a location on the new site but order through the previous system until their location was ready, reducing confusion and building user familiarity.

Other key innovations included:

- **Split-item combos:** Onosys developed a custom workaround allowing half-and-half pizzas inside combos to transmit correctly to their POS system.
- **Deep linking:** Seamless deep links from the corporate website to the Onosys ordering platform improved UX and minimized friction.
- **Dynamic data sync:** Onosys created new lead-time and tax sync capabilities, pulling data directly from their POS to automatically reflect each location's changes in real time.
- **Seamless integration:** Online ordering platform that integrated seamlessly with its POS, Loyalty, Payment and Gift card providers while improving operations for franchisees.

CUSTOMER EXPERIENCE & FEEDBACK

Since adopting Onosys, Pizza Ranch has received enthusiastic feedback from franchisees and guests alike:

- **Increased compliments** from customers about the ease and design of the new ordering experience.
- **Improved brand perception** and guest engagement through more consistent menu and discount offerings.
- **Enhanced collaboration** with Onosys, frequently cited as their “favorite vendor” due to reliability and responsiveness.



Onosys has delivered real results. We've seen online order volumes and sales climb since launch — setting company records for online orders and driving impact for our franchisees. That's a huge win for us.

By partnering with Onosys, Pizza Ranch achieved a scalable, guest-centric online ordering platform that integrates seamlessly with its POS and franchise operations.

The result: streamlined management, expanded flexibility, and measurable sales growth, all while maintaining the community-driven brand experience that defines Pizza Ranch.

RESULTS



After Onosys deployment, Pizza Ranch reported a **25% increase in online order transactions.**



Onosys' ability to support online-exclusive promotions allowed Pizza Ranch to see significant increase in online order percentage one year after launch.



Significantly reduced downtime and manual overrides, improving operational efficiency.