



Reservations Competitors

January 2023



Key Integrations
-Toast -Upserve (Lightspeed) -Omnivore API (links to Micros, NCR, etc.)

Competitor claims	How to address them
Increase restaurant ROI	BB reservations provides most of the same benefits (optimize seats, auto confirmation), but cost less for a better ROI
Streamline restaurant operations	BB allows similar levels of operational control and does not make you pay extra for full access to analytics & reporting
Enhance guest experience	Access to our powerful diner database and custom tags will allow you to create memorable experiences for your guests

Competitor key strengths	How to address them
Automatic request for direct reviews	This is on our roadmap for Q2 to integrate with our robust diner feedback for both in-house and digital guest feedback
Notify diners of opening due to cancellation	Our waitlist feature will allow for you to fill the empty tables with walk-ins
High degree of potential customization	Customization and advanced features are only included with more expensive plans and not in the basic plan

Competitor key weaknesses	How to address them
Resy brand is front and center	BentoBox reservations puts your brand first to create a direct relationship between your restaurant and your diners
NYC focused	Resy’s main guest network is in NYC, so other markets aren’t saturated leaving room for direct bookings through your website.

Product feature & pricing comparison <i>(limited subset)</i>				
Product	Resy Basic	Resy Pro	Resy Enterprise	BentoBox
Set-Up Fee	\$0	\$0	\$0	\$250
Price (per month)	\$249	\$399	\$899	\$199
Waitlist, Table Mgmt.	Y	Y	Y	Y
Reserve with Google	Y	Y	Y	Y
Reserve with Insta	Y	Y	Y	N
POS Integrat.	N	Y	Y	N (On Q2 roadmap)
Custom SMS (up to 10)	N	Y	Y	Y

Key Integrations	Competitor claims	How to address them
- Aloha -Micros -POSitouch -Upserve -Toast -Lavu	Fill seats quickly with large network of diners	Dining points builds loyalty for the marketplace, not the restaurant. With BentoBox, diners can book directly with Reserve with Google and your website.
	One stop shop	OpenTable is reservations focused, with BentoBox you have the full suite of our products plus reservations

Competitor key strengths	How to address them
Expansive diner reach	While OT has a large network, their brand is front and center. With BB Reservations, your brand is first and you have control over marketing to your Diners. The Reserve with Google integration gives you the same great access to diners, like the OT marketplace.
Low Monthly Price	The low monthly price is only for the limited OpenTable Basic and still includes costly cover charges (\$1.50 per) that cost the restaurant additional monthly fees.

Competitor key weaknesses	How to address them
Cover Charges	OT charges per cover, which can lead to high costs for restaurants. BentoBox charges a flat monthly rate that allows you to capture your diner data at no additional cost and been able to easily forecast your monthly expenses.
Branding	Smaller restaurants may not have as much marketing budget may not be able to boost their visibility on the app and their branding is focused on OpenTable, not the restaurant

Product feature & pricing comparison (limited subset)				
Product	Basic	Core	Pro	BentoBox
Set-Up Fee	\$0 (trial)	\$0	\$0	\$250
Price (per month)	\$39	\$249	\$499	\$199
Marketplace Cover Fees*	\$1.50	\$1	\$1	\$0
Table Mgmt	N	Y	Y	Y
Waitlist	N	Y	Y	Y
Reserve with Google	Y	Y	Y	Y
SMS Messaging	Y	Y	Y	Y
POS Integrations.	N	Y	Y	N (on Q2 roadmap)
Restaurant controls diner marketing	N	N	N	Y

Key Integrations	Competitor claims	How to address them
POS: -Micros -Toast -Aloha Payments: -Stripe -Freedom Pay	Drive revenue	With robust customer data, you can drive revenue with BB reservations for both online and in-store presence
	Control digital experience	BB’s Reservations product allows you to keep you brand front and center and have control over your diner experience, including marketing touch points.
	No cover fees	Both SevenRoom and BB do not charge cover fees, but BB has a lower monthly and setup fee

Competitor key strengths	How to address them
Guest tags	Guest tags can be a powerful use of customer data, and with BB reservations, you can also have custom and standard tags and use those to control the diner experience both on prem and digitally.
Reduce no shows	Charging for no shows can cause guest friction*, you can use SMS confirmation and messaging to communicate with guests and use waitlist management for walk in guests.

Competitor key weaknesses	How to address them
Not restaurant focused	Their platform isn’t focused solely on restaurants, and includes a lengthy setup process without transparent pricing
Extra clicks	SevenRooms guest experience isn’t seamlessly integrated and the user experience and flow is cumbersome delivering an overwhelming guest experience potentially leading to fewer booked reservations.

Product feature & pricing comparison <i>(limited subset)</i>		
Product	SevenRooms	BentoBox
Set-Up Fee	\$1500-5000	\$250
Price (per month)	\$249 - \$799	\$199
Marketplace Cover Fees	N/A	N/A
Own Guest Data	Y	Y
SMS Messaging	Y	Y
Waitlist, Table Mgmt., and Auto SMS confirm.	Y	Y
Core Analytics and Reporting	Y	Y



Competitor claims	How to address them
Custom for your restaurant	SpotOn does create a custom fit for your restaurant, but they are not solely focused on restaurants
Own your guest data	Both BB and SpotOn offer end-to-end solutions for you to control the diner experience on prem and digitally, incl marketing touch points

Key Integrations
Direct integration with SpotOn POS

Competitor key strengths	How to address them
Direct POS integration	Clover integration is on the roadmap for BB reservations and will be completely restaurant focused
Reduce no shows	Charging for no shows can cause guest friction*, you can use SMS confirmation and messaging to communicate with guests and use waitlist management for walk in guests.

Competitor key weaknesses	How to address them
Not restaurant focused	Robust POS covers many markets - from retail to automotive
Contract based	SpotOn does not allow for a free trial, includes a contract with a \$300 cancelation fee

Product feature & pricing comparison <i>(limited subset)</i>		
Product	SpotOn Reserve	BentoBox Waitlist
Set-Up Fee	\$250	\$250
Price (per month)	\$100 SpotOn Customer \$150 SpotOn Reserve Only	\$199
Marketplace Cover Fees	N/A	N/A
Own Guest Data	Y	Y
SMS Messaging	Y	Y
Waitlist Mgmt	Y	Y
Table Mgmt.	Y	Y
Reserve with Google	Y	Y



Key Integrations

Not currently available

Competitor claims	How to address them
Custom system	While Tock does have a robust ticketing feature, users may end up spending a lot of time training employees to use intricate features
User network	While Tock also does operate on a marketplace system (2% fee per booking) their interface doesn't have the same traction as other platforms

Competitor key strengths

How to address them

Prepayment

Tock is focused on prepayment, making it more similar to a ticketing system than a hospitality focused reservation

Reduce no shows

While Tock has ways to charge for cancellations, you can use BB for two way SMS so you can communicate with the guests as needed

Competitor key weaknesses

How to address them

Marketplace platform

Their marketplace is not the industry standard, so limited guest network and a 2% fee can increase the cost to the restaurant versus a monthly flat rate.

The Reserve with Google integration gives you the same great access to diners, like the OT marketplace.

Unfamiliar platform

A newer system means less people are familiar with the product making staff training and guest conversion more challenging.

Product feature & pricing comparison (limited subset)

Product	Tock Plus	Tock Pro	Tock Enterprise	BentoBox
Set-Up Fee	\$0	\$0	TBD	\$250
Price (per month)	\$199	\$699	TBD	\$199
Cover Fees	2% on prepaid reservations	\$0	\$0	\$0
Own Guest Data	Y	Y	Y	Y
SMS Messaging	Y	Y	Y	Y
Waitlist Mgmt	Y	Y	Y	Y
Table Mgmt.	Y	Y	Y	Y
Reserve with Google	Y	Y	Y	Y

Key Integrations
None

Competitor claims	How to address them
Easy to use	Setup including floor plan creation is put onto the restaurant, unless on the highest plan. BB will do your full set up and have you up and running in days on the reservation platform.
Simplest waitlist app	While it may be simple, it may not be robust enough for your customers. BentoBox serves over 14,000 restaurant customers and has the technology you need for success with a robust feature set for reservations and waitlist functionality.

Competitor key strengths	How to address them
Clover integration	While they are available in the Clover app marketplace, we are a direct partner to Clover and can provide more integrated support for a full solution. BB has begun work to build an integration with Clover, to be released end of Q2 or early Q3.

Competitor key weaknesses	How to address them
Limited staff and support	Customer support is only available for the highest tier and limited support available, making this basically a self service product. Bento support is available
Not restaurant focused	Their platform isn't focused solely on restaurants and lacks many restaurant focused features, such as guest tags

Product feature & pricing comparison (limited subset)				
Product	WaitlistMe Premium	WaitlistMe Pro	WaitlistMe Platinum	BentoBox
Set-Up Fee	N/A	N/A	N/A	\$250
Price (per month)	\$23.99	\$39.99	\$79.99	\$199
Cover Fees	N/A	N/A	N/A	N/A
Guest Tagging	N	N	N	Y
SMS Messaging	1,000 monthly*	2,500 monthly*	5,000 monthly*	Unlimited
Waitlist and Mgmt	Y	Y	Y	Y
Floorplan Setup	N	N	Y	Y
Reserve with Google	Y	Y	Y	Y



Competitor claims	How to address them
Manage capacity without the complexity	
Delight guests with VIP hospitality	

Key Integrations

- Toast
- also has an integration with Resy

More information coming soon.

This is only [available](#) to current Toast customers, and in certain markets.
We do not have pricing, plans, or products available yet.

Competitor key strengths	How to address them
Guests can add themselves to waitlist	
Toast hardware not required (avail on iOS or Android)	
Add diners to loyalty program automatically	

Competitor key weaknesses	How to address them

Product feature & pricing comparison (limited subset)

Product	Toast Tables (waitlist only)	Toast Tables Plus	BentoBox
Set-Up Fee			\$250
Price (per month)			\$199
Cover Fees			N/A
Own Guest Data			Y
SMS Messaging	Y	Y	Y
Waitlist Mgmt	Y	Y	Y
Table Mgmt.	Y	Y	Y
Reserve with Google			Y

