

Trailways Transportation System deploys Betterez Microsite

Trailways Transportation System automates Affiliated Partner sign up and payment with Betterez "Microsite" product.

TORONTO, ONTARIO, CANADA, August 23, 2016 /EINPresswire.com/ -- Toronto, Ontario and Fairfax, Virginia: Betterez Inc., a Reservations & Ticketing Management (RTM) technology provider, announced today [Trailways Transportation System](#), has gone live with the Betterez Motorcoach Microsite functionality to automate their Trailways [Affiliated Partner program](#) registration and payment processes.



Through the more than 100+ companies in its Affiliated Partners Program, Trailways maintains a close working relationship with industry-related suppliers and vendors, as well as other tour and travel service entities.

"As an Affiliated Partner ourselves, Betterez is excited to help the Trailways brand modernize their processes and technology for the partner on line registration," said Mike Van Horn, Head of Sales for Betterez. "The core functionality in the Betterez RTM platform consists of sales, marketing, operations, finance, and reporting for scheduled Bus Products. And we continue to enhance our platform to support Motorcoach Tours as well as Events and Admissions operators, and were able to use this functionality to launch a simple, straightforward mobile responsive Microsite for the Affiliated Partner program."

According to Ron Moore, Trailways Chairman, "Betterez became an affiliate partner in late 2015 and immediately expressed an interest in helping Trailways at the corporate level. The launch of this registration and payment site coincides with the launch of Trailways' new 'Travel & Leisure' Affiliated Partner Group designed to promote destinations, attractions, theaters, tour operators, tourism and visitor bureaus, event organizers, etc., to the 65+ Trailways bus company owners in North America and parts of Europe. Using this microsite as a starting point, we're looking forward to partnering with Betterez in other areas to further the Trailways brand."

About Betterez: Betterez, founded in 2011 is a next generation Reservations & Ticketing Management (RTM) technology company focused on helping Motorcoach Operators grow their businesses, and run operations and finance more efficiently. In Motorcoach Betterez supports Long-haul Line Runs, Regional Commuters, Airport Shuttles, College Shuttles, Corporate Contracts, Casino Runs, and Scheduled Tours www.betterez.com

Sales
Betterez
+1.858.366.3733
email us here

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