

Ontario Northland goes live with Betterez for Polar Bear Express Train Ticketing

Betterez extends Ticketing platform to Train, as part of Ontario Northland's initiative to improve the customer experience and simplify back office processes

TORONTO, ONTARIO, CANADA, October 4, 2016 /EINPresswire.com/ -- Toronto and North Bay, Ontario: Betterez Inc., a Reservations & Ticketing Management (RTM) technology provider, announced today [Ontario Northland](#) Transportation Commission (Ontario Northland), has gone live with the Betterez RTM Software-as-a-Service as part of its many enhancements to the [Polar Bear Express](#) passenger train.

“Ontario Northland has been a long time client and partner utilizing the Betterez Motorcoach product as their ticketing system making travelling by bus easy and convenient.” said Tal Shalit, Founder & CEO of Betterez. “The ability for Ontario Northland to use the Betterez platform for train demonstrates why we built Betterez more as a platform versus a point system. Travel, transportation, tour and admissions companies, among others, can utilize Betterez components across multiple business lines to sell more, sell easier and operate more efficiently.”

“Betterez has proven themselves to be a flexible business and technology partner helping us in Bus to improve the customer experience and modernize back office processes. We were pleased to be able to work with them to deploy their software for the Polar Bear Express to help achieve similar results,” said Tracy MacPhee, Director of Passenger Services at Ontario Northland.

About Betterez: Betterez, founded in 2011 is a next generation Reservations & Ticketing Management (RTM) technology company focused on helping Travel, Transportation and Tour Operators grow their businesses, and run operations and finance more efficiently. www.betterez.com

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