

Grey Bruce Airbus Continues Expanded Use of the Betterez Motorcoach Platform

After a successful Back Office phase, Grey Bruce is now offering online sales with the Betterez mobile responsive web flow.

TORONTO, ONTARIO, CANADA, November 9, 2016 /EINPresswire.com/ -- Betterez Inc., a Reservations & Ticketing Management (RTM) technology provider, announced today [Grey Bruce Airbus](#) has gone live with [Web Sales](#) following a successful trial of the Betterez back office Motorcoach technology product suite earlier this year.



“Grey Bruce provides Airport Shuttle service with multiple stations and schedules, along with an inter-city network service between stops. The Betterez multi use ticketing platform allows them to accommodate their unique business processes while improving the passenger experience. Betterez will also allow Grey Bruce to increase revenues while at the same time allowing their office and in field staff to be efficient and focused on core tasks,” said Tal Shalit, CEO of Betterez. “Grey Bruce also deployed the Betterez 3rd Party Agency app to allow its after hour call center to have real time access to bookings and other relevant information. We are looking forward to a long term relationship with Grey Bruce, and continuing to help them succeed in the market place.”

“My business partner and I bought the Grey Bruce operation about 24 months ago, and immediately began considering ways to improve the business. Reservations and shuttle operations software wasn’t #1 initially on our list of improvement initiatives, but the Betterez technology was easy to set up, use and provided immediate benefits, so we moved it up in our priorities. For example, Betterez will allow us to achieve the goal of going paperless to include having tablets on our buses to access online manifests,” said Scott Wark, President Grey Bruce Airbus. “We want to play a meaningful part in providing the residents and visitors to the [Grey and Bruce](#) counties and Metro Toronto, quality scheduled bus service, as well as Charter and Tours, and look forward to working with Betterez to support our growth.”

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

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