

Yankee Line Goes Live with Betterez to Improve Public Commuter Customer Experience

Yankee Line now offers online ticketing; has launched Public Commuter first and will eventually offer reservations for Private Commuter clients.

TORONTO, ONTARIO, CANADA, November 21, 2016 /EINPresswire.com/ -- Toronto, Ontario and Boston, MA: Betterez Inc., a Reservations & Ticketing Management (RTM) technology provider, announced today [Yankee Line, Inc.](#) has gone live with the Betterez Motorcoach technology product suite for their Public Commuter line of business.



“Yankee Line is a high end Motorcoach operator serving the Boston and New York areas with diverse operations. After considering a number of different software firms, we were pleased that they selected Betterez, which we have initially launched to support their public commuter business,” said Tal Shalit, CEO of Betterez. “We’re seeing more and more effort by Public Commuter Operators working to improve the Customer Experience as part of their service. Yankee Line will now allow riders to reserve seats, and purchase individual tickets as well as multiple ticket booklets via any connected device, among other benefits.”

“Yankee Line is excited to offer [online ticketing](#) through Betterez’ platform to our public and private commuter coach clients. Ground Transportation is in the midst of a renaissance which has been ignited by harnessing technology to attract new customers and improve passenger experiences in ways that weren’t imaginable 10 years ago. After evaluating several systems we were impressed at Betterez’ desire to understand our unique business model, the ease of implementation and flexibility. We’re confident that Betterez will allow our business to operate more efficiently, effectively and provide improved accessibility to our motorcoach passengers.” Michael Costa, Yankee Line, Inc

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

About Yankee Line: Yankee Line, established in 1980, based in Boston, with offices in Jersey City, NJ (servicing New York City, NY) provides luxury ground transportation with a fleet of executive minicoaches and full size motorcoaches outfitted with above industry average amenities. Yankee Line provides charter bus and motorcoach transportation to several leading corporations, professional sports teams, convention shuttles, private commuter services, corporate shuttles, tour operators and

educational institutions. www.yankeeline.us

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