

# Reservations & Ticketing Management Platform, Betterez, Launches in Europe with Leading Bus Operator CityBusExpress

*Marketplace integration launched as first phase of European rollout*

TORONTO, ONTARIO, CANADA, October 3, 2017 /EINPresswire.com/ -- Toronto, Canada and Zeist, Netherlands: [Betterez](#) Inc., a startup that is quickly

becoming the world's leading Reservations & Ticketing Management ([RTM](#)) platform for bus and coach providers, today announced that it has launched in Europe, with leading bus operator [CityBusExpress](#) selecting Betterez as its end-to-end bus ticketing platform.

The logo for Betterez features the word "betterez" in a bold, lowercase, sans-serif font. The letters "b", "e", "t", "t", "e", "r", "e", and "z" are in a dark grey color, while the letter "z" is in a bright orange color. A thick orange horizontal line is positioned below the text, starting from the left edge of the word and extending to the right edge of the letter "z".

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Betterez is a scalable platform that is transforming bus sales and operations; launching in Europe with CityBusExpress is the next evolution of our growth plan”  
*Tal Shalit, Founder and CEO, Betterez*

“Betterez is a scalable platform that is transforming bus sales and operations; launching in Europe with CityBusExpress is the next evolution of our growth plan,” says Tal Shalit, Founder and CEO, Betterez. “CityBusExpress is a bus operator at the heart of the rapidly growing intercity bus market serving popular European markets in the Netherlands, Belgium and Germany. The company will now innovate with the help of the Betterez RTM platform to better serve passengers by providing a seamless passenger journey. In addition, by using the Betterez API Suite, we are now offering CityBusExpress inventory to a variety of travel marketplaces with a full roll out of the Betterez platform planned for later this year.”

CityBusExpress is leveraging Betterez’s omni-channel sales functions, enabling it to ‘sell more and sell easier’. The platform also allows CityBusExpress to offer its customers unique promotions and the ability to purchase amenities, thereby creating a seamless customer experience as part of its passengers’ journey.

“We were looking for an off the shelf ticketing technology partner that could help us expand through affiliates and connections to other coach companies, while at same time help us offer our passengers a first class, simplified experience at a competitive price,” says Reiner Prijten, Founder, CityBusExpress. “Betterez’s broad feature set including the ability to connect to numerous distribution channels right out of the box, and their commitment to a model of ongoing new features at a competitive price point, made them an ideal partner for the next evolution of CityBusExpress. The market for inter-city coach travel is rapidly changing in Europe and CityBusExpress – a niche but powerful player – will be at the forefront of it thanks to its partnership with Betterez. We look forward to working with Betterez to reap the benefits of this long-term solution.”

Launching with CityBusExpress, and available to customers around the world, Betterez is enabling

operators of any size, geography or complexity to grow their business and operate more efficiently, while at the same time improving the customer experience.

#### About Betterez

Betterez, founded in 2011, is a next generation Reservations & Ticketing Management (RTM) technology company focused on helping motorcoach, tour and multi-use ticketing operators grow their businesses, and run operations and finance more efficiently. For more information, visit: [www.betterez.com](http://www.betterez.com).

#### About CityBusExpress

Founded in 2014, CityBusExpress aims to make their service level the new standard in European inter-city coach travel. Already with 25+ affiliates, CityBusExpress serves top markets throughout Amsterdam, Berlin, Brussels and South Germany. The business strategy is based on a very simple concept, offering the most competitive price while providing a first class service. During the journey CityBusExpress provides refreshments, movies and WiFi connection and guaranteed comfort supported by on board pursers. [www.citybusexpress.com](http://www.citybusexpress.com)

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