

Betterez Expands into Latin America Driving Digital Innovation in Ground Travel

TORONTO, ONTARIO, CANADA, November 27, 2018 / EINPresswire.com/ -- [Betterez](#), a Toronto-based tech startup modernizing the [ticketing](#) and reservations systems of the ground travel industry, announces that it will be powering omnichannel ticketing and reservations for one of Latin America's largest bus operators, [Grupo Senda](#). The company transports over 75 million passengers yearly to over a thousand destinations.

Grupo Senda operates nearly 800 routes across Mexico and the United States and helps millions of people who rely on it, often as their only mode of transportation. As more of its core passengers are purchasing tickets online and its US expansion continues, Grupo Senda selected Betterez to help them digitize more sales channels and get to know their customers better.



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*Tal Shalit, Founder & CEO,
Betterez*

The expansion into Latin America marks a significant milestone for Betterez. “We are in an important growth phase and expanding into the Latin American market is very exciting for us,” says Tal Shalit, Founder & CEO of Betterez. “Our platform was built for automation and scalability which is tremendously beneficial to large companies globally. We're proud to help Grupo Senda drive digital innovation in the market.”

“Our goal is to provide the best possible booking experience for our customers,” says Ricardo Clausse, CEO of Grupo Senda. “We're really looking forward to implementing this new system and simplifying sales, operations and finance while also deploying new

operational capabilities such as bus-side scanning.”

Using an agile approach to implementation, Betterez and Grupo expect a more rapid launch of phase one of the new ticketing and reservation system in September 2019.

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.

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