

# Scottish Citylink Selects Betterez to Modernize Passenger Experience

TORONTO AND GLASGOW, CANADA AND UNITED KINGDOM, January 9, 2019 /EINPresswire.com/ -- [Betterez](#), a Toronto-based tech startup modernizing the ticketing and reservations systems of operators in the ground travel industry, announced today that [Scottish Citylink](#) has selected Betterez as its ticketing platform. Designed to meet the needs of train, tour and bus operators around the world, Betterez has begun deploying its cloud-based solution as Scottish Citylink's end-to-end bus ticketing platform.



“We initially launched our first North American bus customer in 2012 and since then we’ve continued to grow with the addition of many travel operators around the world,” says Tal Shalit, Founder & CEO, Betterez. “We are proud of the robust reservation and ticketing solution that we’ve built and are humbled that we are now being sought out by many ground travel providers worldwide.”

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Betterez*

As a leading transit provider in the United Kingdom, Scottish Citylink provides reliable, value-for-money transport for millions of customers in Scotland each year. Challenged by a growing number of routes and complex business processes, the bus operator selected Betterez to help streamline operations, increase ridership and modernize its passenger experience. Using the Betterez platform, Scottish Citylink will also realize the sale of previously unsold capacity through the Betterez on-bus

scanning tool embedded in the Betterez QR code-based ticketing solution.

“We were impressed by the Betterez system because it can scale with our business,” says Peter

Knight, Operations Director, Scottish Citylink. "The company's ability to continually add new, beneficial features for us while transforming our existing operations was what attracted us most to this solution. Betterez has also been a key partner in the roll-out of its powerful platform, giving us the ability to deploy quickly while growing and developing our business at the same time. As well as benefiting the Scottish Citylink business, it will also have tangible benefits for our customers as we rebuild and relaunch our digital online booking platform and associated customer website."

Betterez will work closely with Scottish Citylink over the coming months to fully deploy the platform.

#### 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 Scottish Citylink

Scottish Citylink was formed as a subsidiary of the prior Scottish Transport Group in March 1985. Since September 2005 it has been operating as a 65%/35% joint venture between ComfortDelGro and Stagecoach Group to run the most comprehensive network of long distance coach services across Scotland. The company transports more than 5 million passengers annually to over 200 destinations throughout Scotland. For more information, visit [www.citylink.co.uk](http://www.citylink.co.uk).

For more information, please contact: Jannine Krish, Marketing Director at [jannine@betterez.com](mailto:jannine@betterez.com).

Jannine Krish  
Betterez  
+1 416-666-3707  
[email us here](#)

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