

Trailways Operator selects Betterez to improve customer experience and increase top line revenue

Betterez Inc., a Reservations & Ticketing Management (RTM) technology provider, announced today Trailways Operator Amador Stage Lines has gone live with the Betterez Motorcoach technology product suite as part of the company's efforts to improve Customer Experience across their sales channels.

Toronto, Ontario and Reno, NV ([PRWEB](#)) May 03, 2016 -- Betterez Inc., a Reservations & Ticketing Management (RTM) technology provider, announced today Trailways Operator Amador Stage Lines has gone live with the Betterez Motorcoach technology product suite as part of the company's efforts to improve Customer Experience across their sales channels.

“Trailways is a storied motorcoach brand and organization; Betterez became an Affiliate Partner of Trailways in 2015, and we're pleased to have Trailways Operator Amador Stage Lines using the Betterez Motorcoach Platform for their South Tahoe Airport product,” said Tal Shalit, CEO of Betterez. “Immediately, Amador has improved their Customer Experience and conversion rate of booking a reservation, by utilizing Betterez' streamlined and mobile responsive online booking flow. In addition, Betterez will allow Amador to operate more efficiently by dynamically changing schedules, routes, capacity, and pricing logic, all through its intuitive and powerful operator self service capability.”

“We initially approached Betterez based on a recommendation from another Bus company with a similar Airport shuttle run to ours, after expressing our desire for a better online booking flow,” said Lisa Allen, Manager Amador Stage Lines. “After seeing the additional back office operations, finance, and reporting capabilities, we selected Betterez due to their ease of use and flexibility across all back office and customer requirements for our Airport run. We're looking forward to the improvements we'll see from the Betterez system and to expanding use across other Amador products.”

See more at <http://amadorstagelines.com/lake-tahoe> and <http://www.betterez.com/>

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 <http://www.betterez.com>



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