



Partnership Case Study

# Secret Escapes & Godel:

Building Strategic Partnerships in the Travel Industry

# SECRET ESCAPES

**Secret Escapes Group**, founded in 2011, is one of the world's leading online travel and experiences companies. It comprises a range of travel brands operating across Europe including Secret Escapes, Travelist, Slevomat, Zl'avomat and Pigsback.com (together "the Group"). It is delivering on its vision of inspiring the world to escape in style by offering its members exclusive handpicked deals on luxury package holidays and hotels at the lowest prices anywhere online.

## SECRET ESCAPES PRODUCT OFFERINGS

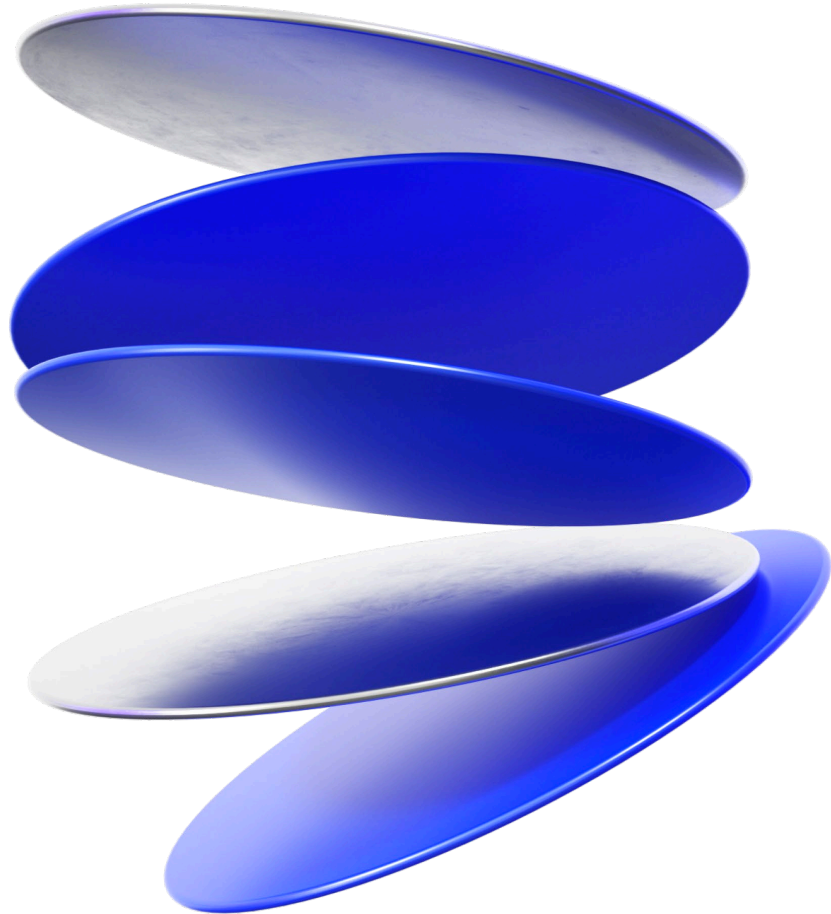
The primary goal of the company is to deliver a seamless and enjoyable travel booking process, offering customers exclusive deals on vacations and getaways. The platform connects users to hand-picked hotels and holidays, providing them with high-quality options at affordable prices.

The key to its success is its back-office capabilities that support the sales and production teams, ensuring smooth operations behind the scenes. The company focuses on the continual enhancement of its systems to meet both internal and external demands, with a strong emphasis on making their back-office processes more efficient and user-friendly.



secret  
Escapes

# FROM VISION TO VOYAGE



After Covid struck, international travel decreased, with more people choosing to travel locally; Secret Escapes met this demand by offering even more domestic hotel deals.

The luxury travel deals brand partnered with Godel in 2021 to accelerate the growth of their team which came at a pivotal time as the world started seeing the unlocking of the travel industry.

Godel has worked with Secret Escapes to improve the usability experience for its customers with its mobile application. Additionally, a team of Godel Python engineers has successfully created new tools that Secret Escapes can offer to their partners and suppliers.

As highlighted in this case study, a strong collaborative partnership has led to lasting business improvements and efficiency gains. The commitment of both teams ensured the partnership's success.



# KEY CONTRIBUTIONS

The partnership between Secret Escapes and Godel has been pivotal in improving Secret Escapes' internal operations and external offerings. Godel's role primarily involved developing systems that enhanced internal-facing applications, ensuring that Secret Escapes' back-office sales and production capabilities were optimised.

## Internal Tool Improvements

Godel's engineers made **significant improvements** to the company's internal tools, introducing much-requested functionalities that streamlined business processes and enhanced **operational efficiency**.

## Development of the Extranet

One of the standout achievements of the partnership was the development of a Greenfield project: the creation of an extranet.

This platform was built to provide **self-service capabilities** for hotel suppliers, allowing them to input and **manage data** independently. This not only ensured accuracy in the data but also alleviated the operational workload, **reducing lead times** for key tasks.

## Automation Framework

Another significant contribution was the architecture and advice Godel provided in implementing a **test automation framework** for Secret Escapes' mobile applications in iOS (Swift) and Android (Kotlin).

This **reduced the manual effort** needed for testing, increased the quality of releases, and contributed to smoother app launches.

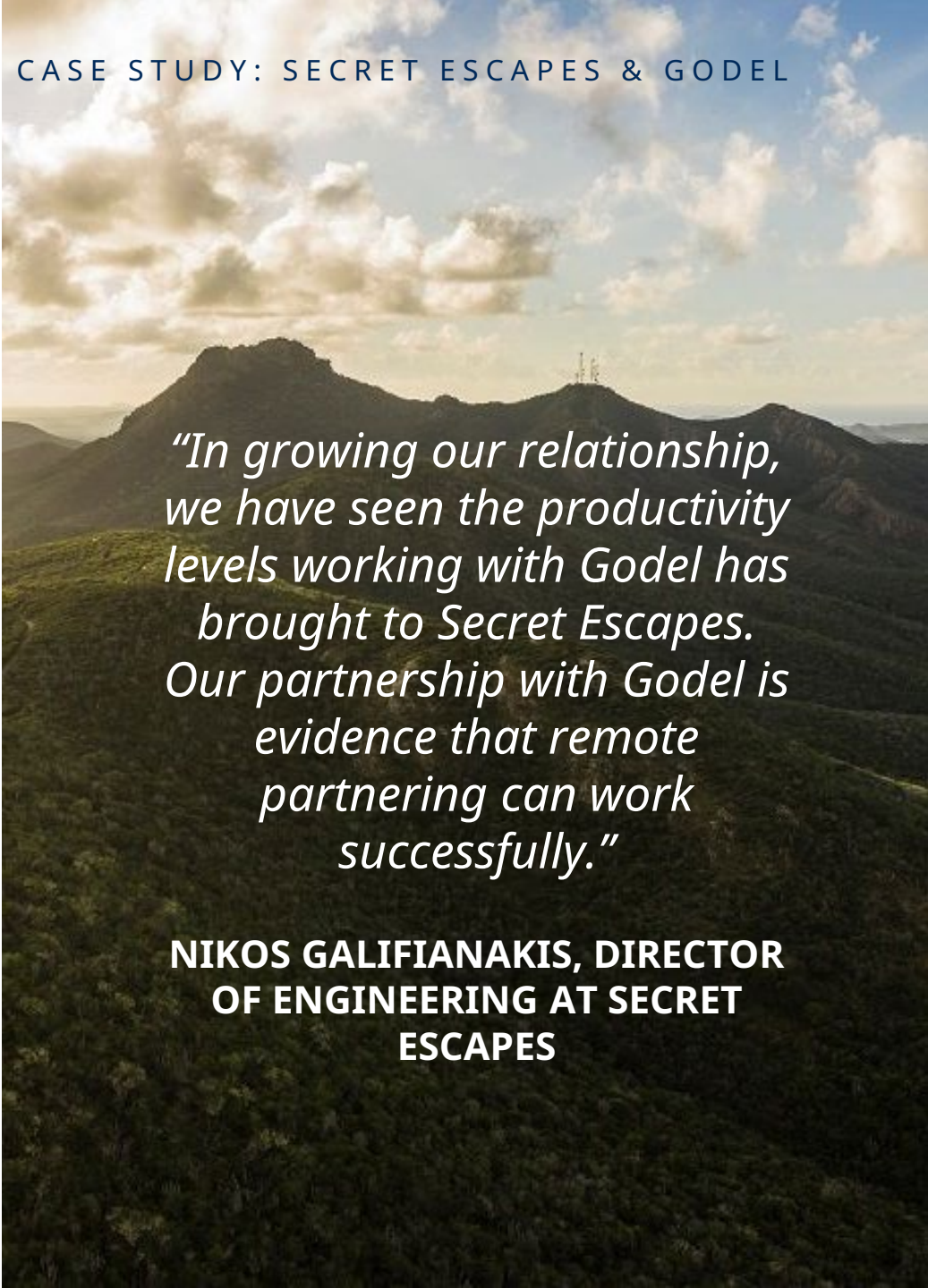
# BRIDGING STRATEGIC PARTNERSHIPS

Despite the remote nature of the partnership, the teams managed to build a strong, collaborative culture.

The team was comprised of engaged and professional individuals, with standout members who contributed significantly to the success of the project.

The remote aspect of the work didn't hinder integration. In fact, it led to a professional and responsible working relationship, and the success of the partnership was evident in its three-year duration, indicating the effectiveness of the collaboration.

Trust was established in just a couple of months, with Godel highly considered an extension of Secret Escapes' in-house team. The teams regularly participated in social activities remotely, developing a natural camaraderie among the teams.



*“In growing our relationship, we have seen the productivity levels working with Godel has brought to Secret Escapes. Our partnership with Godel is evidence that remote partnering can work successfully.”*

**NIKOS GALIFIANAKIS, DIRECTOR  
OF ENGINEERING AT SECRET  
ESCAPES**

# PARTNER HIGHLIGHTS AND MILESTONES

Several key milestones were achieved during the course of the partnership:

- **Partner portal:** This project, developed by Godel engineers, allowed Secret Escapes to automate and streamline processes with hotel suppliers, which significantly enhanced data accuracy, operational efficiency, and service delivery.
- **Collaborative approach:** The development of the mobile test automation framework also stands out as a key achievement, improving product quality and reducing time to market.
- **Industry recognition:** The partnership celebrated being a finalist at the Travolution Awards. The combined team was shortlisted for “Best Technology Partnership” for their work on enhancing customer experience in the wake of Covid-19.

The partnership has been highly productive, with Godel playing an essential role in improving internal tools, developing an extranet for suppliers, and enhancing the company’s mobile application testing process. The lasting impact of the work done by Godel is evident in the operational improvements and the smoother running of Secret Escapes’ back-end processes.



*“Godel consistently delivered high-quality engineers who were capable of quickly understanding the company’s needs and was able to quickly address problems and provide the necessary support. Godel has always listened carefully to our needs and identified people with the right skills and commitment who have made huge steps forward in what we have achieved together.”*

**NIKOS GALIFIANAKIS, DIRECTOR OF  
ENGINEERING AT SECRET ESCAPES**



# THE PATHWAY TO COLLABORATION

The partnership between Secret Escape and Godel can be considered a success for several reasons:

- **Enhancements to Internal Tools:** Godel's engineers introduced much-needed functionality to improve the operational efficiency of Secret Escapes' internal tools, reducing manual workloads and enhancing performance.
- **Agile Excellence:** Godel's ADC played a crucial role in ensuring smooth communication, escalating issues when needed, and providing specific training in agile practices and technologies, ensuring the teams stayed aligned on key objectives.
- **Quick Understanding of Requirements:** Godel demonstrated an ability to quickly grasp the company's various role requirements and consistently put forward high-quality candidates. They responded to feedback and adjusted their screening process accordingly, ensuring the best talent was selected.
- **Strong Ownership and Professionalism:** Godel's software and test engineers became integral parts of the Secret Escapes team. Their ownership of tasks and professionalism contributed to the success of the projects and led to seamless integration into the company's operations.







Godel Technologies is an agile nearshore software delivery partner headquartered in Manchester, UK with over 20 years of experience in providing software engineering resourcing solutions to leading UK companies.

Through its European delivery centres of excellence, Godel provides fully managed, highly skilled software engineering delivery teams focused on areas such as Cloud, data, AI, agile consulting, quality assurance, and automation, with experience in technologies such as .NET, React, Angular, Kotlin, JS, Java, Python, and PHP.


Godel provides a unique team delivery model for product development. Combining team augmentation with dedicated team expertise, the product delivery model takes shared ownership of clients' digital product vision and takes it from conception to market.

Each of Godel's clients has a unique mission, culture, way of working and set of objectives. Godel aligns with each; its high-performant people providing domain and technical expertise, guiding products to successful delivery.

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