EffCo

Improvement that lasts.

Since 1994

From our founder

At EffCo, we believe real change happens when ideas are turned into action.

I founded EffCo over 30 years ago with a clear ambition: to build a consulting firm that does more than deliver slides. One that helps organizations improve in ways that are practical, people-driven, and built to last.

Since then, we've worked with over 200 clients across Europe. Today we focus where we are strongest: retail and hospitality, organizations that have to make change happen in many locations at once.

At EffCo, we don't work for you. We work with you, because lasting progress comes from trust, involvement, and doing the work together.

Philippe Rogiest

Founder and Managing Partner

WHAT WE DELIVER

Leaner operations. Better service. *Changes that hold.*

We deliver tailor-made, accelerated performance transformations for a small number of leadership teams in retail, hospitality and headquarters, from diagnostic to the last location.

Cost and service are not a trade-off. We remove the work that adds no value, so your teams have more time for what customers and colleagues notice.

01

Substantial savings

On the costs your board looks at, measured against a baseline we agree up front.

02

Swift implementation

We focus on the few levers that move the result, prove them in a pilot, then roll them out.

03

Better service

We test every change on the customer, the operation and your people before it scales.

04

Alongside your teams

We build on your tools and initiatives, with your managers and the works council at the table from day one.

WHERE WE WORK

Retail

Store networks, franchise models and the headquarters that support them.

Hospitality

Hotel groups where the same standard has to be delivered in every property.

"EffCo doesn't sugarcoat, and they don't disappear when things get complex. They stay until it works."

Managing Director, Service Sector

SELECTED RESULTS

Savings that show *in the numbers.*

–35%
Headquarters costs, with better service to the stores

–15%
Store operating costs, with no loss in customer experience

+10 pts
Gross operating profit across a hotel group

Measured against an agreed baseline. Our clients stay anonymous. Their results don't.

EXAMPLES OF OUR WORK

Cutting headquarters costs while improving service to the stores	For a retailer with a network of stores, we reduced headquarters costs by 35%, measured against an agreed baseline, while improving the service head office gives to the stores.
Getting hotel leaders out of meetings and onto the floor	For a hotel group, we helped heads of department move from all-day meetings to time on the floor and with prospects. Occupancy and ADR are up, and team spirit is now excellent.
Driving sales uplift across a European fashion retailer	For a pan-European fashion brand, we achieved measurable uplift in key sales KPIs and successfully scaled new routines across stores, embedding daily habits that support long-term growth.
Strengthening a retailer's franchise model for sustainable growth	For a leading Dutch retailer, we co-developed and tested a modular improvement program with top franchisees, then rolled it out across the network. The result: stronger franchise consistency, peer-led adoption, and lasting performance improvement through targeted training and hands-on support.

Much of our work is under NDA. On a call, we are happy to expand in broad lines.

"EffCo helped us turn vague ambitions into clear, workable solutions. They kept us moving forward without overwhelming the team, and they made it ours."

Strategy Lead, FMCG

HOW WE WORK

Tailor-made, *from the first day.*

Every organization is different, so we design each transformation around yours. Our methods are solid. The way we use them is fully tailored to your world. We don't copy-paste.

We always start with a **quick scan.**

Interviews, data, field work: whatever it takes to understand what's happening and where things can improve.

OUR FOUR PHASES

Identify
Facts from your locations, shared with leadership



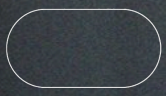
Develop
Solutions designed with your own teams



Implement
Shoulder to shoulder, location by location



Sustain
Owned by your managers, without us



Fast-moving
Our rhythm is consistent, from the quick scan to the final phase.

About six months
Long enough to deliver impact, short enough to keep the energy high.

"Working with EffCo felt like adding a sparring partner to our team—someone who listens, challenges, and helps you get the best out of your own people."

Transformation Director, Retail

WHO YOU'LL WORK WITH

Execution is a *people business.*

Every engagement is led by senior people who work on the floor and in the boardroom, not by junior teams on rotation.



Philippe Rogiest

FOUNDER AND MANAGING PARTNER

For more than 30 years Philippe has focused on one thing: turning strategic intent into operational reality in multi-site organizations. He works on the floor with frontline teams and removes the habits and barriers that stall performance, until the change runs without him.

Simplify. Make complex multi-site operations simple enough to run well.

Build capability. Give teams the skills and routines to sustain performance on their own.

Teach. As Guest Professor at University College Ghent, he brings boardroom theory and frontline practice together for the next generation of leaders.

"Change lasts when the people doing the work own it."

WHAT CLIENTS SAY

"EffCo helped us see our day-to-day work with fresh eyes. Their way of challenging assumptions—while staying close to the reality on the ground—made all the difference."

Operations Director, Construction

"They have a rare ability to combine strategic insight with everyday common sense. Our managers felt supported, not lectured—and that's why things stuck."

Division Head, Construction

Let’s talk

Curious what’s possible in your organization?

Schedule a short call with Philippe to explore how EffCo can support your goals.

Scan the QR code to pick a time that works for you.

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