



Numiko & Be Reyt

A plan for sustainable growth

Numiko & Freia

Numiko and Freia connected through The Wow Company's annual profit programme, where Freia helps agency leaders boost profitability.

Numiko's 42-person team delivers award-winning digital projects for cultural, education, and public sector organisations.



We needed someone who had an objective view, who intimately understood agency issues, and could give us authoritative advice and best practice, free of opinion.

Mark, Ops Director



Optimising financial insight and management was a critical issue that we sought to address by working with Freia.

Dave, MD



Goals

Numiko identified great potential for performance improvements and wanted an objective view on:

- Leveraging real-time data for more proactive decision-making.
- Improving financial visibility and insights, including project and client level.
- Streamlining systems and optimising operations across all departments.
- An action plan aligned with a long-term growth strategy.

Freia's Work

Step 1

Board session on challenges & goals

Step 2

Wider team interviews & demos

Step 3

Written report with recommended changes

Step 4

Board review & action plan creation

Step 5

Accountability check-ins & change support



We had an opportune moment to bring in an external expert to audit our entire operating model to ensure a solid foundation for future growth.

Mark, Ops Director



What Was It Like To Work With Freia?



I would recommend Freia without hesitation. It was great. Freia worked quickly and efficiently – the entire audit process took just three months and was money well spent. 90% of the insights were actioned

Mark, Ops Director

Freia took the time to speak to all staff. It's so important that everyone feels involved and heard. There's nothing worse for staff than a consultant recommending big changes without listening to them. I think it would have been impossible to bring the team on this journey without this consultative approach

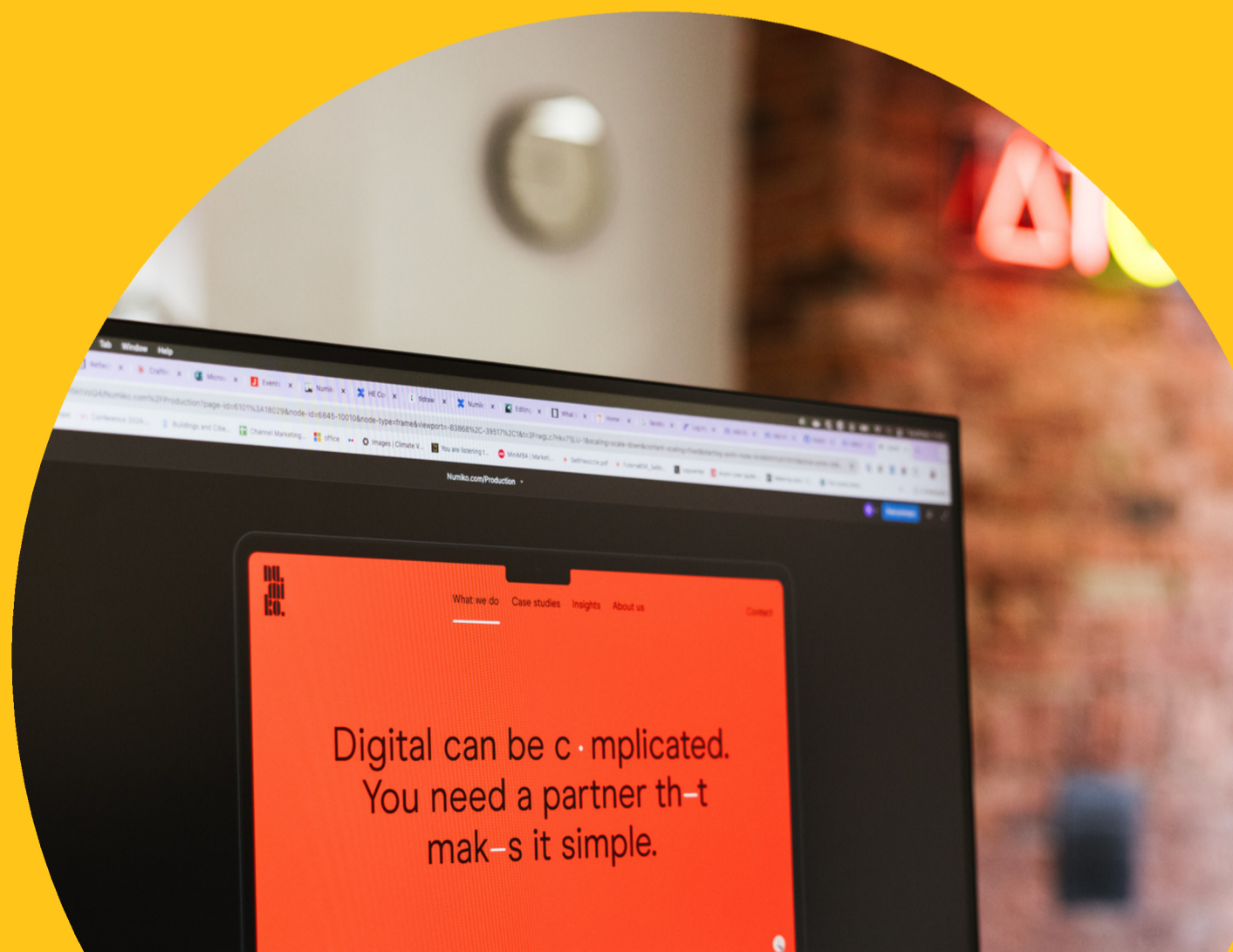
Dave, MD

Changes Made

Financial management, scoping, and pricing



With Freia's help, we improved financial planning by refining cost calculations, charge-out rates, and gross/net methods. We mapped the new business workflow, standardised billable days, and added contingencies. Our CMS boosts margins by standardising solutions. We optimised our cost-estimator to prevent under-costing and added a gross profit readout for early feasibility checks.



Changes Made

Client Growth, Structure, Ops, Systems



We recruited a client partner, identified ‘gold’ clients, sent surveys, and developed account growth plans. We formalised training with coaching for junior staff. Development teams merged under one director for efficiency. We streamlined systems, made time/profit tracking central, and improved people operations with Lattice for reviews, goals, and salary management.





Numiko is almost a different agency now compared to 12 months ago

Dave, MD

We have systems and processes that strike a good balance between 'lean' and 'thorough'. We have reliable live data for more confident planning. Our operating model is now extremely comprehensive and surpasses many larger companies. We shifted our focus, meaning that our revenue split is now 70% from existing clients. We have analysed all projects for repeatability and can deploy ready made solutions using our internal tools.





BR
BE REYT.

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Sustainable Agency Growth

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