

CASE STUDY

Austbrokers Countrywide

**Transforming Complex Insurance
Processes Through Automation.**

“Process Automation Has Transformed —
and Continues to Transform.”

About the Customer

Austbrokers Countrywide has been protecting clients and their livelihoods since 1952. With over 125 staff across three offices, the brokerage provides insurance and risk transfer solutions to a wide spectrum of clients — from local stallholders to large national and international businesses.

As the organisation has grown, so too has its commitment to business and digital transformation. Over the past few years, Austbrokers Countrywide has invested heavily in process innovation to improve consistency, compliance and customer service.



The Challenge



With more than 30,000 insurance renewals processed annually, Austbrokers Countrywide's manual workflows had reached their limit. Renewal processes varied widely between brokers and teams, often managed through Excel spreadsheets and shared folders.

"There was a lot of human IP," said Director Matt Kuc. "People were remembering steps in their heads, and while the processes were effective, they weren't efficient. We needed structure, standardisation, and visibility."

Manual tracking meant missed milestones, inconsistent customer experiences, and no easy way to audit or improve performance. The team needed a solution that could help them scale, ideally without compromising on quality or compliance.

The Solution



Austbrokers Countrywide partnered with FUJIFILM Process Automation to implement M-Files, a flexible, highly configurable solution designed to automate complex workflows while integrating with existing systems.

From the outset, M-Files was set up to be an "engine room" for Austbrokers Countrywide's renewal process. Each night, data is uploaded into the system, and tasks are automatically created for every policy due within the next 90 days. These tasks are enriched with policy wording, claims data, and workflow instructions, ensuring the process is initiated with the right context and next steps.

The system guides users through every stage of the renewal lifecycle. Account managers and brokers see only what they need to focus on, while team leaders have oversight of task status, compliance checkpoints, and overdue items. Time-stamped notes and version-controlled documents provide an audit trail, which are crucial for both customer experience and Australian Financial Services Licence (AFSL) obligations.

With custom-built dashboards, task automation, and intelligent document handling, M-Files is used by Austbrokers Countrywide as a central operational platform—not just for renewals, but also for new business and claims processes.

The Impact for Austbrokers Countrywide

Process automation has **“transformed—and continues to transform”** how Austbrokers Countrywide delivers its services.

More than 50,000 tasks are now completed automatically each year, including 8,000 policy renewal emails, thousands of certificates of currency, and scheduled client communications. This has helped free up staff from repetitive manual work and improve the consistency of customer interactions.

“Process automation has allowed us to remove homogenous, objective tasks from our teams,” said Kuc. “Instead of doing the work, they’re now managing the automation and engaging with our clients - and that’s a much more valuable use of their time.”

Broker capacity has increased by more than 25%, driven by automation that takes care of repetitive,

routine tasks. With less time spent on manual work, staff are able to focus on higher-value activities and client engagement.

The solution has also improved consistency. Each client may now receive the same minimum service standard, with built-in compliance checkpoints and audit trails that help Austbrokers Countrywide to meet AFSL and internal requirements.

Internally, roles have evolved. Dedicated automation specialists now manage workflow templates, business rules, and quality control. Rather than remaining static, the solution is continually improved and refined by an in-house team with close support from FUJIFILM Process Automation.

Immediate Results for Austbrokers Countrywide



More than 50,000 automated tasks completed annually, improving speed and accuracy.



Over 25% increase in broker capacity without increasing workload.



Consistent service delivery, with every client now receiving a standardised minimum level of engagement.



Built-in compliance and audit trails supporting Austbrokers Countrywide’s compliance with AFSL obligations.

Long-term Impact for Austbrokers Countrywide



Roles evolved to include dedicated automation specialists managing ongoing improvement.



Operational scalability supported without proportional growth in headcount.



Foundation laid for potential continuous innovation and expansion across more business functions.



Enhanced client service through more time for strategic, high-touch interactions.

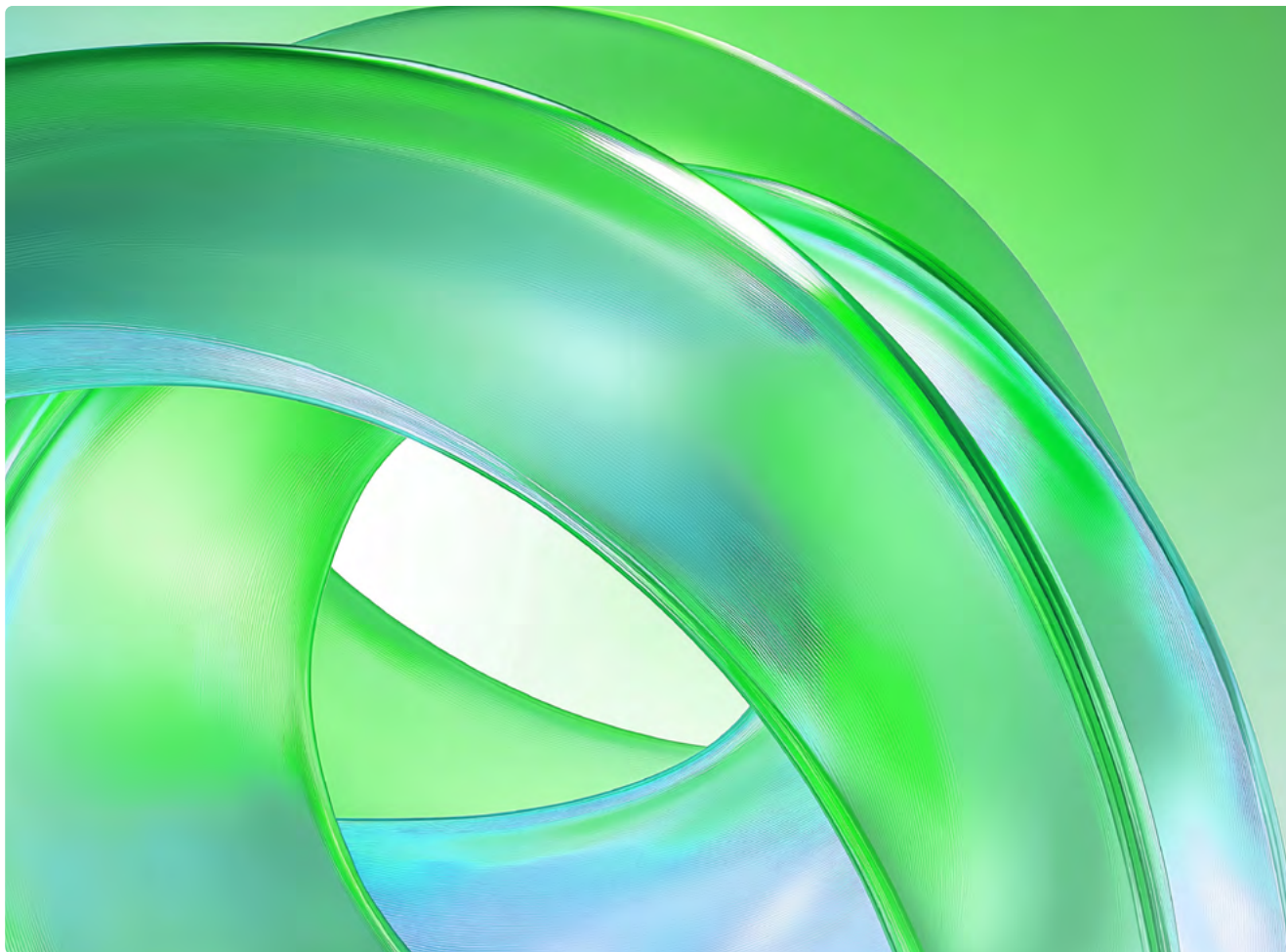
A Platform for Future Digitisation

For Austbrokers Countrywide, M-Files has become more than just a tool for internal efficiency. It now connects to external systems via APIs and robotic process automation, enabling real-time quoting, document sharing, and insurer communication. Austbrokers Countrywide has also started using M-Files data to drive new digital experiences, such as automated claims lodgement and customer-facing insights.

“The goal was never just to move from spreadsheets to a system,” Kuc explained.

“It was about creating something smarter, something that could keep evolving with us. M-Files gave us the foundation, and FUJIFILM Process Automation helped us build on it.”

The organisation continues to expand its automation footprint, with a roadmap that includes AI-powered risk analysis, deeper integration with partner platforms, and new opportunities to streamline customer engagement.



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