

# Superfriend transforms *10,000+ surveys* into workplace mental health insights

Australia's leading workplace mental health research organization discovered the insights that matter most were buried in text data they couldn't analyze at scale.

**10,000+**

employee responses analyzed in a single ITW survey wave

**75,000+**

responses collected over a decade of workplace mental health research

**19+**

industries represented in the nationally weighted, Australia-wide dataset

## The Challenge: When Manual Analysis Limits Mission Impact

SuperFriend sits at the intersection of research and real-world change. As Australia's premier workplace mental health research organization, they collect over 10,000 survey responses annually through their flagship Indicators of a Thriving Workplace (ITW) survey.

These responses contain the lived experiences of Australian workers, stories that inform policy, shape workplace practices, and drive national conversations about mental health.

But there was a problem.

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One of the biggest challenges we face is the time and resourcing to analyze such a large volume of data. Our program of quantitative analysis is well established, but more recently we have been exploring how analysis of short-form qualitative data can contribute to the depth of our research insights. With a small team and budget, this has been challenging.

the **SuperFriend** team

The math was simple: 10,000+ responses, limited resources, manual analysis tools like QDA Miner and NVivo. The result? A research organization with access to transformative insights that remained largely untapped.

They tried other solutions. Several AI tools seemed promising until they discovered it couldn't handle their data volume or structure. The gap between their mission and their analytical capabilities continued to grow.

For an organization whose research forms the foundation for workplace mental health policy and practice across Australia, this wasn't just an operational challenge, it was a barrier to fulfilling their core purpose.

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## The Solution: AI That Amplifies Human Insight

The introduction to Kapiche came through a team member who had worked with the platform at a research agency. They recognized immediately that Kapiche was built for the high-volume text data that SuperFriend collected.



Since we are a small not-for-profit organization we took some time to do a cost-benefit analysis and decided that it was the appropriate solution to the analysis of our qualitative survey data.

the **SuperFriend** team

Implementation was straightforward. Kapiche provided comprehensive training sessions, and certain team members naturally emerged as "Kapiche experts" who could lead the way for others.



It has been overall a very user-friendly tool so it did not take long for us to feel confident using it. Kapiche has allowed us to expand our outputs by increasing the volume of short-form text response data that we are capable of analyzing and decreasing the time and resources which were previously required to do this. It has even encouraged us to collect additional text data, knowing that we will be able to do something meaningful with it.

the **SuperFriend** team

SuperFriend had improved their capacity to analyze the human stories behind workplace mental health statistics with the speed and rigor that their mission demanded.

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## The Results: Research That Changes Lives

The impact was transformational. Two breakthrough research projects demonstrate how complete data analysis drives real-world change.

### Neurodiversity Research That Resonated Nationally

SuperFriend conducted a comprehensive analysis of how neurodivergent people operate within the workplace and the support they need. The depth of insights they uncovered allowed them to publish a [white paper with actionable recommendations](#) that went far beyond surface-level observations.

The research resonated. When they disseminated the findings through a webinar, it became "one of our most popular webinars to date."

This wasn't just academic research, it was intelligence that employers, unions, and policymakers could actually use to create more inclusive workplaces.

### Mental Health Disclosure: Academic-Quality Insights

The second breakthrough came through analyzing supervisor and manager reactions to employee mental health condition disclosure and its effects on work outcomes like retention, stigma, and productivity.

The insights were so significant that they prompted a collaboration with Monash University for a peer-reviewed academic paper, currently planned for release by the end of the year.

### The Human Impact

The numbers matter: faster analysis, increased capacity, expanded research scope.

But what matters most is the human impact. Kapiche enabled SuperFriend to surface more individual stories within their massive dataset, stories that drive empathy, understanding, and ultimately, workplace change.



It has allowed us to improve our human centric approach to our research insights and amplify the lived mental health experience of Australian workers. The visualizations such as concept maps and dashboard widgets in particular have improved our communications. It has also been much easier to find quotes from individuals which supplement presentations and conversations with important stakeholders.

the **SuperFriend** team

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## Beyond Efficiency: Strategic Transformation

The transformation extended far beyond analysis speed. Kapiche fundamentally changed how SuperFriend operates as a research organization.

They integrated qualitative analysis into their workplace assessment tool (the [Thriving Workplace Index](#)), creating "a significant value-add for our customers." Research capabilities became service capabilities.

Their communication impact was amplified. Visual tools and easily accessible quotes transformed how they presented findings to stakeholders, employers, unions, insurers, and policymakers who make decisions affecting millions of Australian workers.

Most importantly, their research capacity expansion opened new possibilities for collaboration and impact.



Now that we have implemented Kapiche, we have an opportunity to collaborate with a wider range of research partners due to our increased capacity. The long term value is significant for SuperFriend in advancing our vision and mission given that research is the foundation of our activities and we aim to be thought leaders in the workplace mental health space.

the **SuperFriend** team

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## The Methodology: AI + Human Expertise

SuperFriend's approach demonstrates how AI amplifies rather than replaces human insight in sensitive research contexts.

They conducted thorough due diligence around security and privacy, critical considerations when analyzing mental health data. They also set realistic expectations about AI's role.

This balanced approach - AI for scale and speed, human expertise for context and quality - enabled breakthrough research that meets both academic standards and real-world applicability.



We also considered the implications of utilising AI in our analysis and had realistic expectations that whilst the tool provides efficiency, significant human use of the tool is still essential to ensure the quality of our outputs.

the **SuperFriend** team

## The Promised Land: Research Leadership at Scale

Building on their established strengths, SuperFriend has been able to improve their analytical capabilities. They can respond to emerging workplace mental health questions with comprehensive mixed-method analysis. They can collaborate with major universities as research partners. They can influence workplace practices with evidence-based insights drawn from both statistical patterns and human stories.

For other research organizations considering similar transformations, SuperFriend's advice is practical: "We would certainly recommend Kapiche as a tool for other research organizations, including for universities. We would encourage them to ensure they do enough due diligence to confirm that the tool aligns with the types of analysis they intend to do."

The transformation from the manual analysis of short-form text responses to AI-enabled research leadership didn't just change how SuperFriend works, it changed what they can achieve for workplace mental health across Australia.



Providing more in-depth insights to stakeholders allows us to have more impact, and to explore key aspects of workplace mental health that we would otherwise not have time to.

the **SuperFriend** team

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## The Broader Impact: When Research Scales, Everyone Benefits

SuperFriend's story demonstrates something crucial about the evolution of organizations. When analytical capabilities match mission ambitions, the impact extends far beyond the organization itself.

Their neurodiversity research influences how employers create inclusive workplaces. Their mental health disclosure insights shape how managers respond to employee vulnerability. Their ongoing research partnerships drive academic understanding that informs policy and practice.

This is what happens when research organizations can finally analyze all the data they collect, not just the portions that manual processes allow. The insights that drive real change become visible and actionable.

With analytical capabilities that match their mission scope, SuperFriend is positioned to tackle the workplace mental health challenges that matter most to millions of Australian workers.