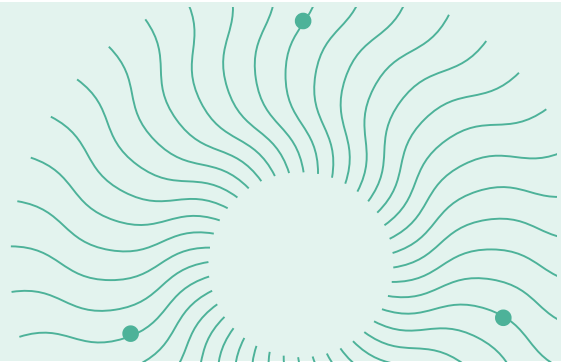


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Voice of Stakeholder: Data Insights Guide

A practical guide to turning stakeholder feedback into strategic intelligence



Good analysis transforms raw feedback into clear priorities and actionable insights. Whether you have 300 survey responses or 10 executive interviews, the right analytical approach surfaces patterns, identifies gaps, and builds the business case for change. This guide shows what's possible with thoughtful analysis using tools you already have (Excel) and emerging capabilities (AI) to maximize the value of your Voice of Stakeholder data.

Core analysis playbook

Regardless of size or scale of your program, or available tools, these practical techniques will help you extract meaningful insights from your Voice of Stakeholder dataset.

Analysis technique	Excel tip	AI prompt
1. Performance Dashboard: Track your core metrics (satisfaction, ease, familiarity) overall and by key segments.	Pivot tables with AVERAGE function using the key segments as a filter, create simple bar charts	"Calculate the mean scores for each metric in this dataset and identify which segments score highest/lowest"
2. Distribution Analysis: Look beyond averages to understand the full spread of responses and identify consensus vs. divergence.	COUNTIF to show response frequencies, create histogram charts	"Show the distribution of satisfaction scores. What percentage gave each rating from 1-10? Are there any unusual patterns?"
3. Gap & Correlation Analysis: Identify what drives satisfaction and where performance doesn't meet expectations.	Use correlation function (=CORREL) between satisfaction and other metrics	"Which service dimensions correlate most strongly with overall satisfaction? Rank them by importance"
4. Theme Extraction: Surface patterns and recurring topics from qualitative comments.	Manual coding (tagging similar comments with a "code" for the theme) with filter/sort, use COUNTIF for frequency	"Identify the top 5 themes from these comments. For each, provide: theme name, frequency, and 2 example quotes"
5. Key Findings Identification: Synthesize all analyses into the most important insights that demand action.	Create summary table of top/bottom scores and biggest gaps	"Based on this analysis, what are the 3 most important findings that leadership needs to know?"

Remember to check your company's AI policy before uploading data. Never put confidential information or personal data into public AI tools like ChatGPT. Use enterprise AI solutions if you have them or anonymize your data first.

Making sense of your results

Understanding what your numbers mean and which differences matter enough to act upon helps you move effectively from dataset to insights.

Interpreting scores

Typically, using a 1-10 scale for overall satisfaction, you can identify pockets of high satisfaction, to learn about best practices, and low areas where specific actions may be needed.

Score range	1 to 6	7 to 8	9 to 10
What does it mean?	At Risk - Critical issues or relationships needing urgent attention	Satisfied - Expectations met, no major complaints	Delighted - True advocates who actively champion legal's value
What do we do?	<ul style="list-style-type: none">• Address immediately to prevent breakdown• Consider individual outreach to follow up on specific concerns	<ul style="list-style-type: none">• Good foundation to build from• Target specific improvements to move to delight	<ul style="list-style-type: none">• Understand and protect what's driving excellence• Recognize team and share best practices

Determining what differences matter

In professional research, the gold standard is to use statistical significance testing (95% confidence) and if your survey software includes this, use it. If not, there are some practical approaches you can apply to help you interpret your results.

Excel formula

- Calculate standard error: $\text{=STDEV(range)/SQRT(COUNT(range))}$
- If difference > 2x standard error, it's likely meaningful

AI prompt

- "Group A (n=45): average 7.8. Group B (n=52): average 7.2. Is this statistically significant at 95% confidence?"

Rough guide

- Minimum segment: 30 responses
- Meaningful difference: 0.5+ points
- Action trigger: 1.0+ point gap
- Theme validity: 5+ mentions

Techniques in practice

Each example scenario represents a different Voice of Stakeholder approach and dataset, with distinct analytical approaches and outputs.

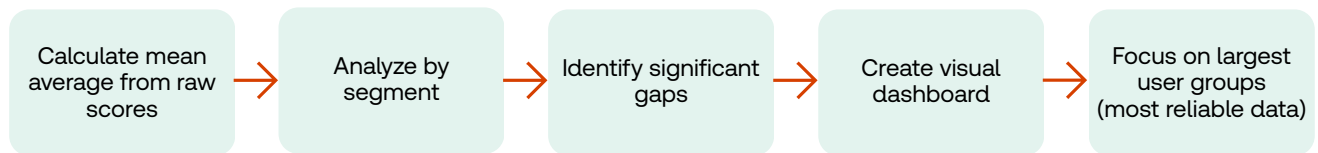
Scenario 1: large quantitative dataset (300+ survey responses)

What you have: Statistical reliability across segments, ability to identify significant differences, rich dataset for correlation analysis, mix of ratings and comments from across the business.

Top 3 high-value analyses:

1. Segmented performance - compare scores by department to identify service gaps
2. Driver analysis - use correlation to find which factors most influence overall satisfaction
3. Performance heat map - visualize strengths/weaknesses across service areas

Path to output



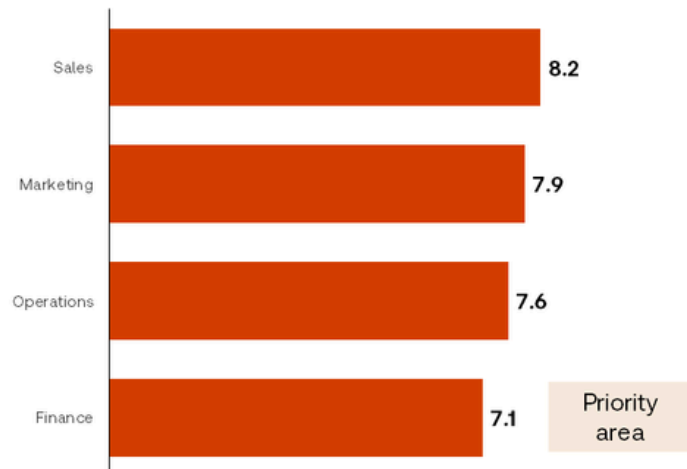
Key output: Department performance dashboard

Department performance dashboard

Top improvement priorities (by impact)

1. Response time (affects 78% of users)
2. Commercial awareness (0.8 correlation with satisfaction)
3. Communication clarity (biggest gap: importance 9.1 vs performance 6.8)

Overall satisfaction



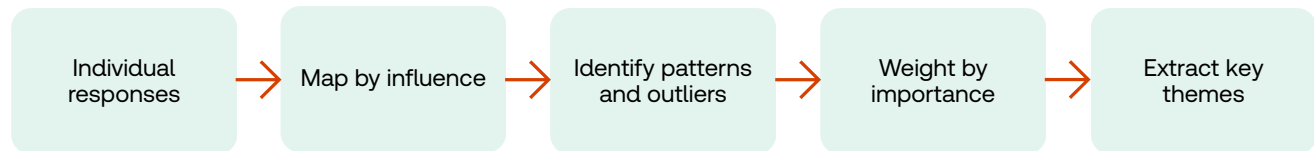
Scenario 2: Small strategic survey (25-30 key stakeholders)

What you have: Every response carries weight, less statistical power but more context, direct line to influential perspectives, opportunity for individual follow-up.

Top 3 high-value analyses:

1. Response distribution - show full range to identify outliers and consensus
2. Influence weighting - weight responses by stakeholder strategic importance
3. Individual review - examine each response for specific concerns

Path to output

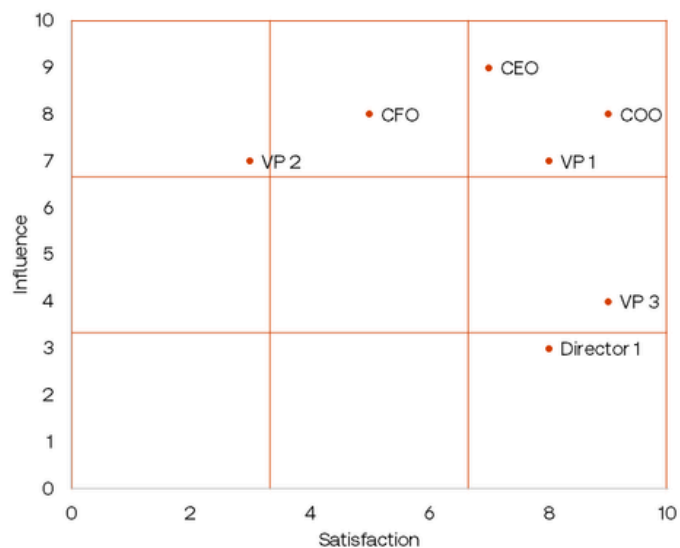


Key output: Stakeholder sentiment map

Stakeholder sentiment map

Consensus Areas (>80% agreement):

- Legal quality high
- Need faster response
- Risk approach too conservative



Scenario 3: Unstructured executive interviews (10-15 leaders)

What you have: Rich qualitative insights, strategic perspective on legal's role, candid feedback on sensitive issues, direct quotes that resonate.

Top 3 high-value analyses:

- 1. Thematic coding - identify recurring topics and frequency
- 2. Sentiment mapping - assess tone (positive/negative) by topic
- 3. Quote mining - extract powerful verbatims for each theme

Path to output



Key output: Theme frequency & sentiment analysis

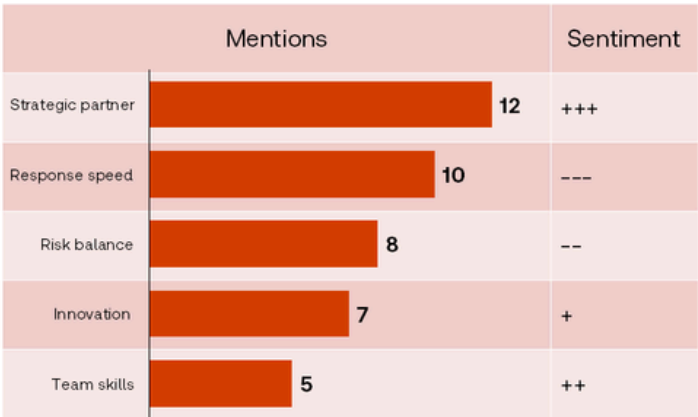
Key themes

Key Quotes by Theme:

Strategic partner: "Legal has transformed from blocker to enabler" - CEO

Response speed: "By the time legal responds, the opportunity is gone" - Head of Sales

Key theme frequency and sentiment analysis



Common analysis pitfalls

Each pitfall represents a way that technically correct analysis can still mislead or fail to drive action – and how to avoid these risks in your reporting.

Pitfall	Risk	How to Avoid
Over-averaging	Different distributions require different actions – this may be hidden if you only report on the average e.g. 7.5 could mean everyone gave 7-8 (consensus) OR half gave 10 and half gave 5 (polarized)	Show distributions and ranges, not just means e.g. Average 7.5, with 60% scoring 8-10, 30% scoring 6-7, and 10% scoring below 6
Ignoring base sizes	Small sample sizes can be misleading; readers need context e.g. Finance satisfaction is 6.2" looks serious until you realize only 3 people from Finance responded	Always report base sizes (n=) with every metric to show the reliability of data points e.g. Finance: 6.2 (n=3). Consider omitting low base data from your report
Missing context	Numbers show the what, comments explain the why e.g. "Response speed scored 6.1" doesn't explain what's wrong	Follow each key metric with qualitative insights like a representative quote or theme from comments e.g. Add "Comments reveal frustration with 5-7 day turnaround for routine contracts"
False precision	False precision distracts from real patterns and looks amateurish e.g. Reporting "satisfaction is 7.83" implies that there is a meaningful difference between 7.83 and 7.86 that doesn't exist	Round to 7.8 – one decimal place is sufficient
Analysis paralysis	Perfect analysis delivered too late has no impact e.g. Spending weeks analyzing every possible correlation while stakeholders wait, then creating 50 charts when 5 would tell the story	Set a 1-2 week analysis deadline and focus on actionable insights
Cherry picking	Only highlighting the positive results damages credibility with stakeholders – they know problems exist e.g. showing only the departments that scored well, ignoring problem areas	Present balanced view including gaps eg top 3 strengths AND bottom 3 gaps in equal detail

Your analysis checklist

Preparation

- ☐ Clean data (remove duplicates, test responses)
- ☐ Calculate response rate and check for bias
- ☐ Review company AI policy before using tools

Core analysis

- ☐ Calculate core metrics with base sizes
- ☐ Run segments with $n > 30$
- ☐ Extract and code themes (5+ mentions)
- ☐ Check correlations between metrics

Insight development

- ☐ Top 3 strengths to maintain
- ☐ Top 3-5 improvement priorities
- ☐ Supporting quotes for each finding
- ☐ Clear actions linked to insights

Reporting

- ☐ Show percentages and base sizes
- ☐ Include visual summaries
- ☐ Balance positive and negative findings
- ☐ Focus on what you can change

Remember: The goal isn't perfect analysis but actionable intelligence. Focus on insights that will drive meaningful improvements in legal service delivery.

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Value Alignment Toolkit

[Access toolkit](#)



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