



Finding the 'So What?' Behind Your Research

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Johnny Anderson, Director of Customer Success,
Fuel Cycle





Agenda

- Introduction
- About Us
- The framework
- The past
- The present
- The future
- Key Takeaways

Meet our Speakers



Jeff Dahms

Director, CX

First National Bank of Omaha



Johnny Anderson

Director, Customer Success

Fuel Cycle



As the 'great big small bank,' our purpose is to improve the financial wellbeing of our customers and ensure the success of all the communities we call home. We firmly believe that for a community to be strong, every individual must also have the resources and opportunities to succeed.

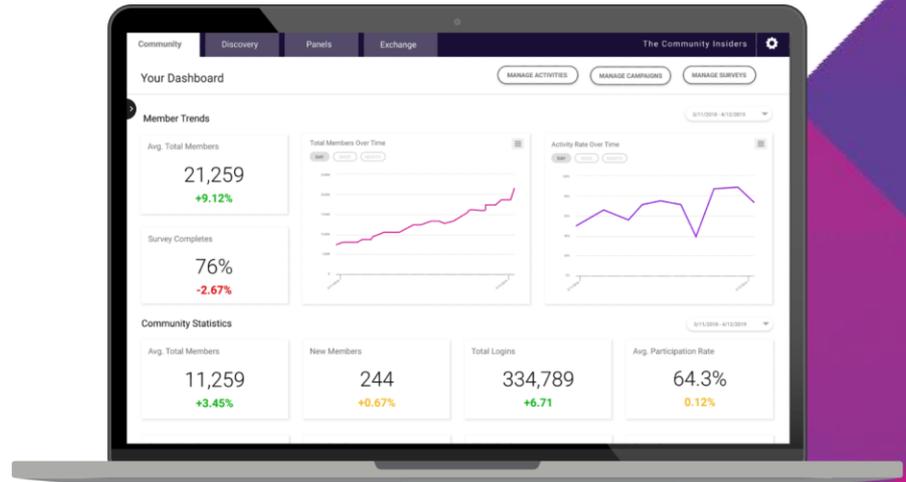
We're independent, family-owned, and focused on the long view instead of the next quarter. It's been our recipe for success for more than 165 years. Since our inception, our holding company - First National of Nebraska - has grown to nearly 5,000 employees with locations in eight states and \$26 billion in assets. FNBO has been ranked one of the Most Small Business-Friendly Credit Card Companies by WalletHub and a Bankrate Top Mortgage Lender in Nebraska. We use this success to invest millions back into our communities, focusing on key areas of need, such as Affordable Housing & Neighborhood Stability, Entrepreneurship & Small Business Development, Education & Workforce Development, and Environmental Sustainability.





Fuel Cycle

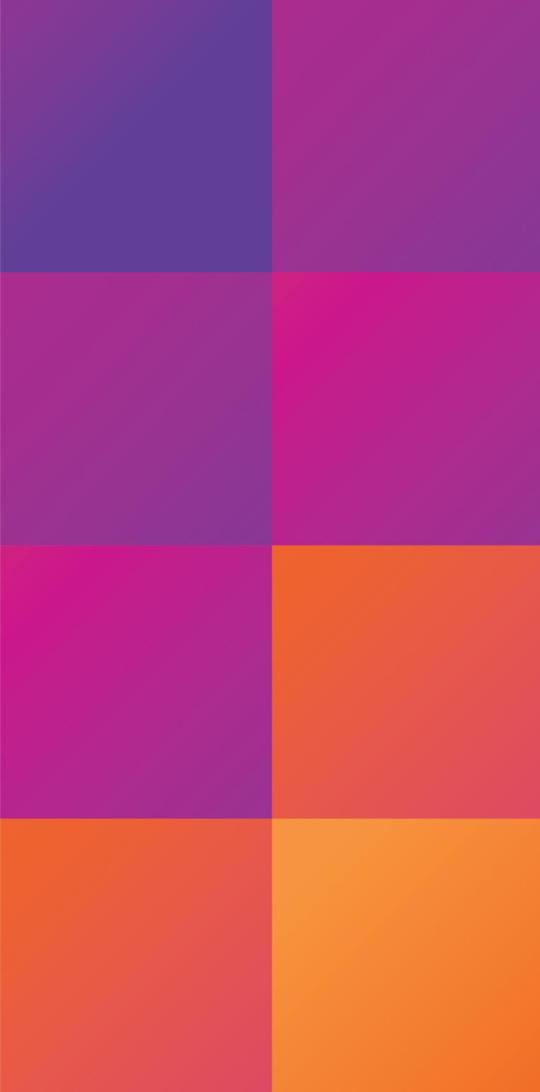
Fuel Cycle's award-winning Market Research Cloud is the most comprehensive intelligence gathering ecosystem that exists today. Our platform enables decision makers to maintain constant connections with their customers, prospects, and users to uncover real-world actionable intelligence. By integrating human insight with critical business data, and through automated quantitative and qualitative research solutions, Fuel Cycle's Market Research Cloud powers product innovation, brand intelligence, and enhanced user experience. Breakthroughs require action. We built Fuel Cycle to ignite it.





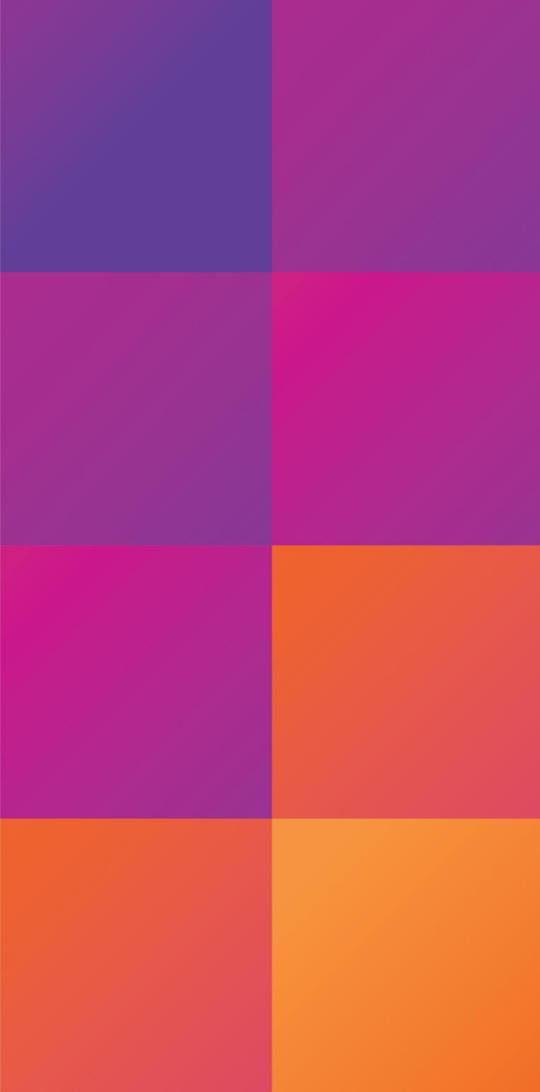
The Framework

- Recognize when you are **READY** for change
- **SET** the stage for new processes, tools, use-cases, and findings
- **GO** forward with your changes, knowing you are free to adjust as needed



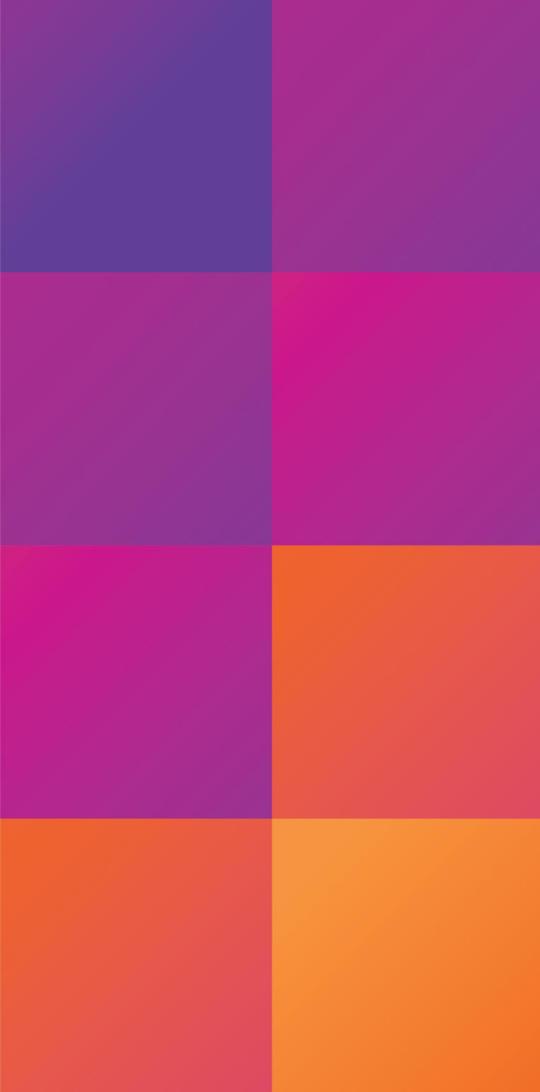
Phase 1: The Past

What gaps did FNBO face in its former market research strategy?



Phase 2: The Present

How did FNBO shift its market research strategy to fill those gaps and turn data into actionable insights across the organization?



Phase 3: What's next?

What are FNBO's future goals for its market research strategy and the plans to achieve them?

Key Takeaways

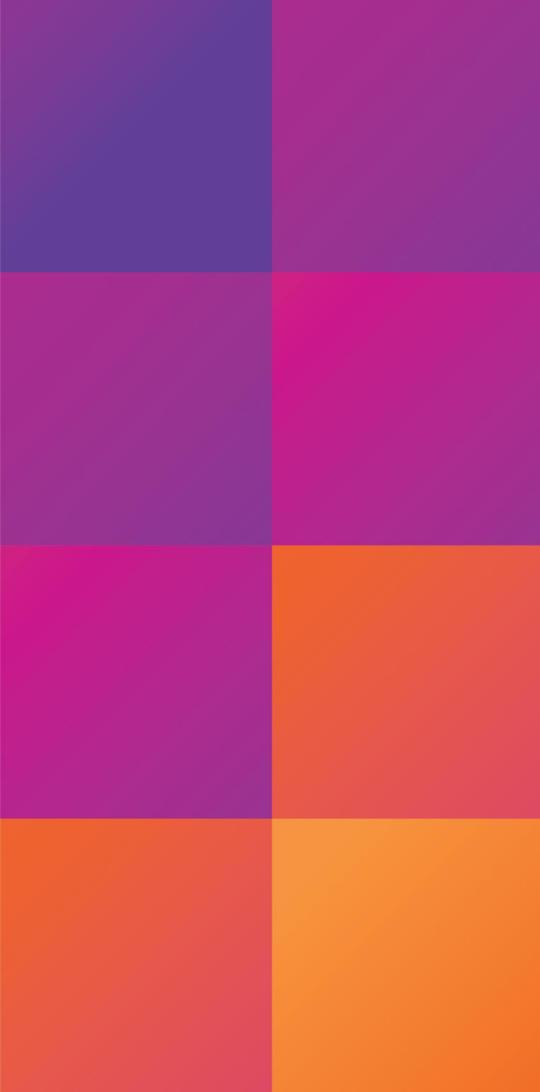
Know what you want in your market research solution

Synthesize the value of research with your stakeholders

Be open to exploring new methodologies

Your research solution should be your research partner





Q&A



Thank You

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