

J.P.Morgan

 THE **QUIRK'S** EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

May 2024

Background

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with operations worldwide. JPMorgan Chase has \$3.9 trillion in assets and \$327.9bn in stockholders' equity¹. The firm is a leader in investment banking, financial services for consumers and small businesses, commercial banking, financial transaction processing and asset management.



J.P. Morgan's Commercial & Investment Bank ("CIB") offers a broad suite of investment banking, market-making, prime brokerage, as well as treasury and securities products and services to a global client base of corporations, investors, financial institutions, government and municipal entities.

The Future of Qualitative Research: Driving Change through Innovation

Michael J. Rosenberg, Managing Director

Level setting...

Who feels that they are consistently deploying research methodologies that deliver optimal outcomes?



Who feels fully prepared to leverage future advancements in technology and data analytics for their research initiatives?



Who believes they have the right people on their team to take their research organization to 2030?



There has been a seismic shift in B2B qualitative research driven by the pandemic that accelerated how Researchers think about research methods, technology, and talent

Pre-pandemic (before 2020)

B2B qualitative research methodologies heavily leveraged **in-person interactions** with **some use of digital technology**

Focus Groups



User Groups



One-on-one Interviews



Surveys



Ethnographic Research



Online Research Communities



During the pandemic (2020-2022)

B2B qualitative research methodologies rapidly migrated to **digital channels**

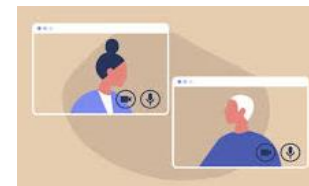
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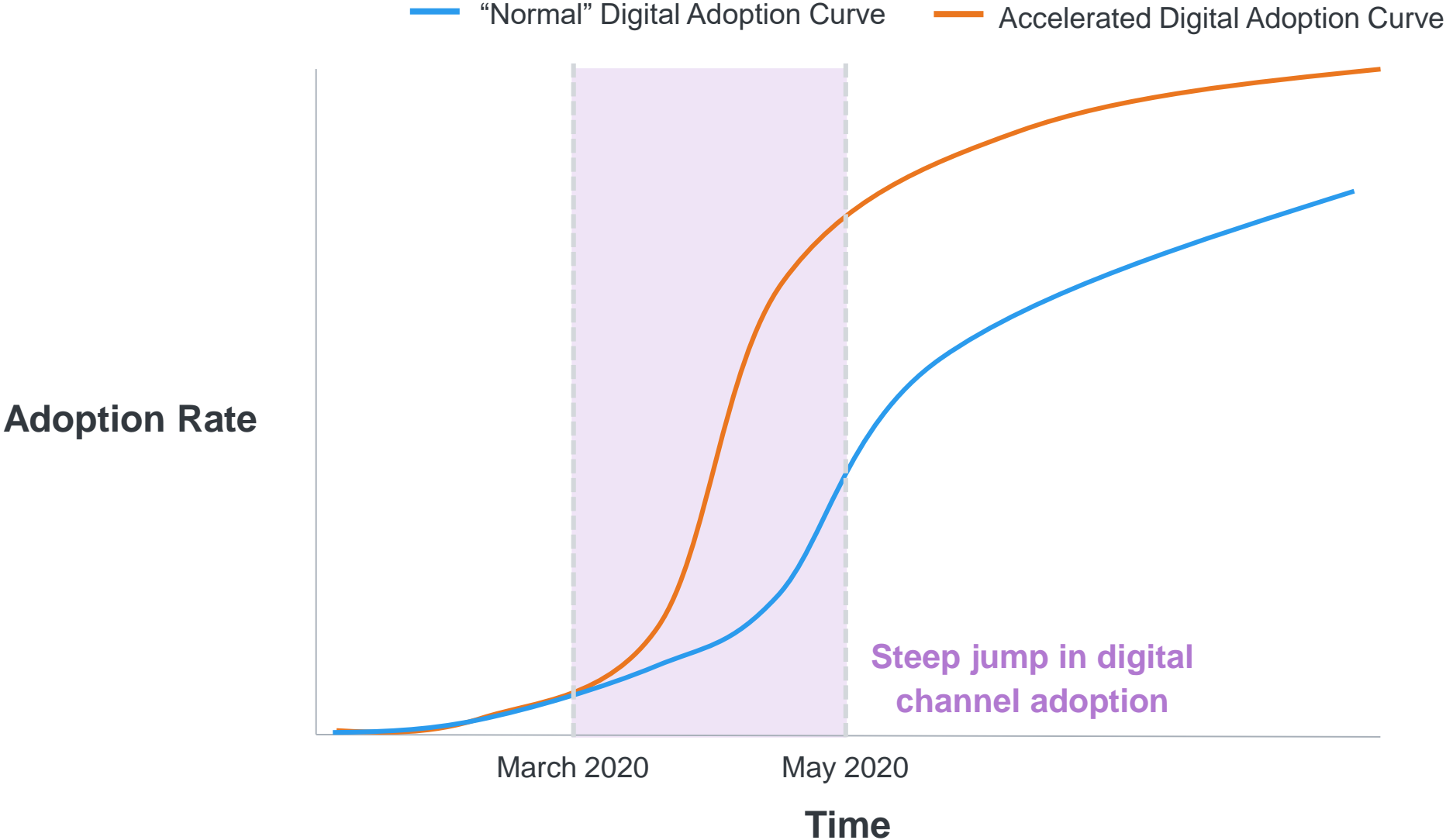
Netnographic Research



Online Research Communities



The pandemic accelerated the adoption of digital channels from years to a matter of months



In the post-pandemic world, many organizations have adopted a hybrid approach to conducting qualitative research

This is primarily driven by:



Cost



Efficiency



Effectiveness of tools and technology



Broad acceptance of digital channels for business interactions



However, we should challenge traditional methods to innovate for better outcomes through incremental enhancements, hybrid approaches, and reimagined processes



Can a more innovative approach drive deeper insights?



Are there **incremental enhancements** (e.g., digital collaboration tools)?



Are there untapped opportunities for **hybrid methodologies**?



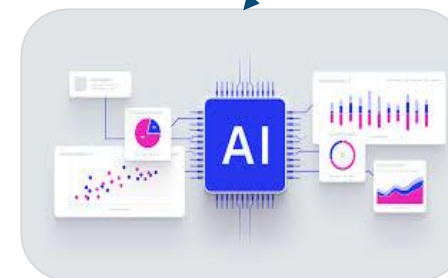
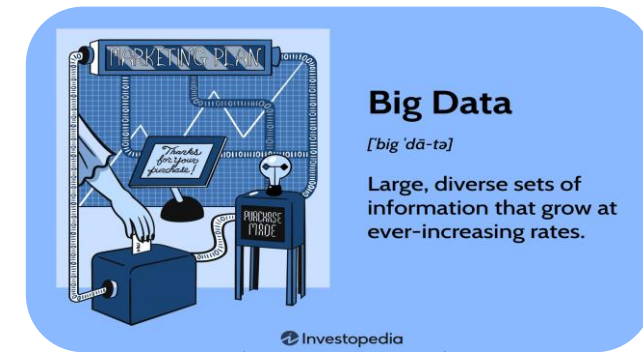
Are there opportunities to **reimagine existing research processes**?

The next frontier in qualitative research innovation is not about the channels but rather on how data and new analytical tools can create incremental value

New methods of conducting qualitative research expanded the researcher's toolkit, creating **differentiated channels**



Looking forward, **analytical developments** will drive innovation in qualitative research



*Traditional AI can efficiently uncover **insights** using **defined logic rules***



*Gen AI can create **novel content, ideas, or solutions** autonomously using a diverse pool of data*

With advancements in data analytics and tools, we must re-evaluate the role of technology

Advancements in **data analytics** create many advantages for organizations

- Enable **integration** with a **variety of data types** (e.g., structured, unstructured, qualitative, quantitative)
- Increase **efficiency** to quickly gain **insights** from large data sets
- Generate **novel content** and ideas in ways we have not yet done before



To fully leverage the potential of data analytics, organizations must invest in a scalable **technology infrastructure** to ensure effective **data management** and secure **data governance**

- **Data Management**

- **Ingestion** (e.g., processing, cleaning, integration)
- **Storage** (e.g., data lake, data warehouse)

- **Data Governance**

- **Security** (e.g., encryption, tokenization, data loss prevention)
- **Data use** (e.g., access and ownership, data sharing)



Different options should be explored when evaluating how to obtain best-in-class technology solutions



- **Leverage best-in-class third party providers**

- Software-as-a-Service solutions are out-of-the-box, tested, and convenient



- **Build in-house expertise and capabilities**

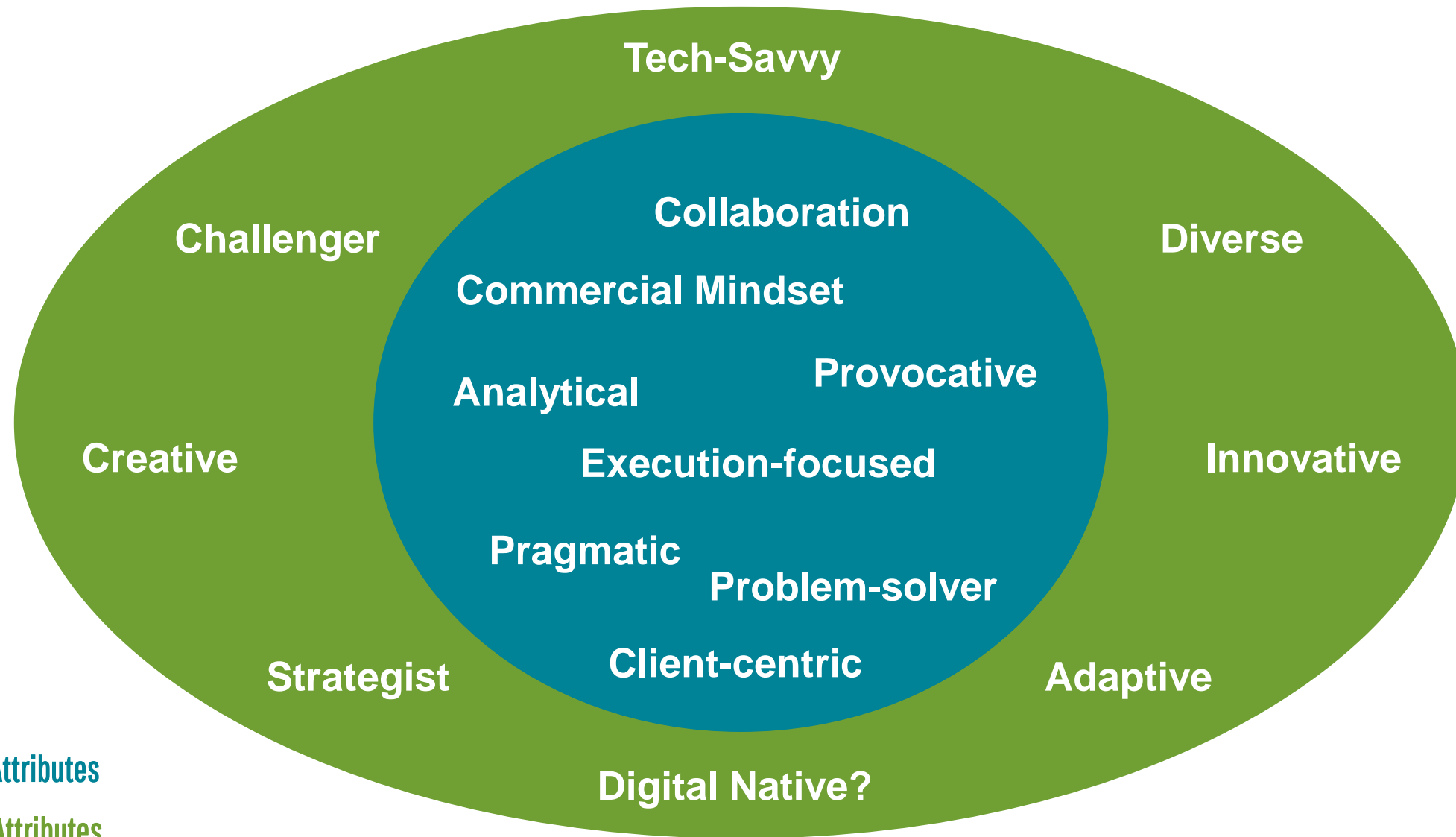
- In-house developments foster internal innovation and enable tailored solutions



- **Invest in strategic partners**

- Early-stage companies are agile and can provide access to cutting-edge solutions as they evolve along the technology curve

Moving forward, managing and executing qualitative research will require us to think differently about the talent and skills on our teams



Enablers of Innovation



Research Methods

1

Consistently innovate for better outcomes and challenge yourself and your team to do things differently



Technology

2

“Invest” in digital tools and analytical capabilities to ensure continued evolution along the technology curve... don't be left behind!



Talent

3

Acquire and retain the right talent, focusing on tech-savvy individuals with a strategic, creative, challenger mindset

Questions and Discussions

Thank You!

If you'd like to continue the conversation...



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