

Topic: Customer Experience Research

This session will cover the results from our yearly consumer research, including several key topics such as:

- Work from home
- Home automation devices
- Home security
- Video services & streaming

Speaker: Margaret Raines – Staff Manager, ResearchFirst



Margaret joined ResearchFirst, Inc. in December 2019. While at RFI, her duties have included business development, primary & secondary market research, and contract review. Prior to joining RFI, she gained experience while employed with firms from start-up stage to one of the top experiential marketing agencies in the country, where her duties included primary & secondary marketing research, promotions, relationship management, and strategy development for both small and large businesses.

Margaret holds a Bachelor of Science in Economics from Louisiana State University, as well as a Master of Business Administration with a concentration in Consumer Behavior and supporting concentration in International Business from Tulane University.