

How to Read Office Furniture Reviews



A quick consumer checklist before choosing a provider

Online reviews can be incredibly helpful when you're comparing office furniture companies, but the star rating only tells part of the story. A little digging can give you a much better sense of what it may actually be like to work with a company.



1. Check how recent the reviews are

A company may have a lot of reviews, but pay attention to what customers have been saying lately. Recent feedback gives you a better picture of the business today.



2. Look for patterns, not one-offs

One unhappy customer doesn't tell you much by itself. Pay more attention when the same concern appears repeatedly, such as communication problems, missed deadlines, installation issues or unresolved problems.



3. Don't panic over one or two bad reviews

No business pleases everyone. If a company has dozens of reviews, or is approaching 100 or more, it would actually be unusual to never see an unhappy customer. A couple of negative reviews among a large body of positive feedback may be much less important than a repeated pattern.



4. Favor reviews that include real details

Detailed reviews about what was purchased, the size of the project, how installation went, or how a problem was handled are much more useful than generic comments.



5. Look for projects similar to yours

Furnishing a private office is very different from installing 40 workstations. Reviews from customers with projects similar in size or complexity to yours can be especially helpful.



6. Pay attention to how the company responds

A company that responds to reviews is showing that customer feedback matters to them. Notice how they reply to positive reviews, whether they acknowledge concerns, and whether they offer to make things right.



7. Look for customer photos in reviews

When customers include photos, it is great proof the project was completed and gives you a real sneak peek at the finished result.



8. Put the review count in perspective

A larger number of reviews gives you more customer experience to consider, but volume alone doesn't make one provider the best fit. Reviews should be one part of the decision, not the entire decision.



9. Check the website for proof of completed projects

Reviews are helpful, but so are real project photos. A company's website should give you a sense of the kinds of spaces they've actually completed.



10. Ask for a reference or two

If you really want to learn about a company, ask whether they can provide one or two customer references from completed projects so you can hear another perspective.



A Few Things Worth a Second Look

Very large bursts of reviews appearing in a short period, lots of vague reviews that sound nearly identical, the same complaint appearing again and again, or a business responding aggressively to unhappy customers are all worth noticing.



A Simple Way to Get the Full Picture

Read a few recent reviews, a few average reviews, and a few of the lowest-rated reviews. Then read the company's responses. You'll usually learn much more than you will from the star average alone.



The Bottom Line

Reviews are useful, but they're only one piece of the puzzle. Also consider project experience, planning capabilities, furniture selection, showroom access, installation services and how comfortable you feel with the people who will actually be handling your project.