

What Customers Want - Furniture and Ergonomics

Customers rarely buy furniture or ergonomic products in isolation. They are usually trying to solve a problem, improve an experience or support their people in a more effective way. Understanding these underlying goals helps dealers offer solutions that feel relevant, supportive and aligned with what the customer genuinely needs.

Practical goals customers are trying to achieve

Most customers are trying to achieve one or more of the following:

- create a comfortable and supportive working environment for their teams
- improve wellbeing by reducing strain, discomfort or poor posture
- support hybrid working with flexible, adaptable furniture
- refresh or modernise their workspace to reflect their brand and culture
- make better use of space as teams grow or working patterns change
- ensure new starters have the right setup from day one
- meet internal policies or external requirements around DSE and ergonomics
- create consistent, functional spaces across offices, meeting rooms and shared areas
- provide equipment that supports different working styles and individual needs

These goals often overlap. For example, a customer looking to improve wellbeing may also be trying to reduce sickness absence, support hybrid working or create a more attractive environment for staff retention. A customer planning a workspace refresh may also need ergonomic accessories, meeting room furniture or storage solutions.

The emotional side of purchasing

Even when customers talk about practical needs, there are often deeper motivations shaping their decisions. Many are seeking reassurance that they are doing the right thing for their people. Others want confidence that the products will genuinely solve the problem. Some are trying to avoid internal complaints or recurring issues. Many want their workspace to feel professional, welcoming and well cared for. Others are trying to reduce stress by making decisions that feel safe and well informed.

These emotional factors often sit beneath the surface. A customer may ask for a chair, but the real concern is someone being uncomfortable. They may ask about hybrid working, but the underlying issue is avoiding friction, confusion or wasted space.

What customers look for in a supplier

Customers also have expectations of the suppliers they choose to work with. They look for someone who can make the process simple and easy to navigate. They appreciate clear and confident recommendations rather than long lists of options. They value suppliers who understand their environment and goals, and who offer solutions that work well together. Reliability, responsiveness and straightforward communication also matter.

What customers typically need but may not say

Alongside what customers say they want, there are also the things they typically need, even if they do not ask for them directly. These include help understanding how people actually use their space, guidance on ergonomics and correct setup, support creating consistent and functional workspaces, and advice on future proofing as working patterns evolve. Customers also need reassurance that the solution will work for different people and roles, and help choosing products that will last and continue to support their teams effectively.

Customers rarely articulate these needs clearly. They may ask for a chair, but what they truly need is a comfortable, adjustable setup that prevents discomfort. They may ask for a monitor arm, but the real requirement is a complete ergonomic workstation. They may ask about hybrid working, but the underlying need is a space that supports collaboration, focus and flexibility.

Why understanding these layers matters

Understanding what customers are trying to achieve, what they hope to improve and what they may need beneath the surface helps dealers move beyond product lists and into more meaningful conversations. It allows them to recommend solutions that genuinely support the customer's objectives, whether that means improving comfort, creating flexible spaces or helping teams work more effectively.

Key takeaway

Customers buy furniture and ergonomic products because they want to improve how their people work and feel. By focusing on the customer's goals, both practical and emotional, dealers can offer solutions that are more relevant, more supportive and more valuable.