Premier Inn at Home – Customer Review Policy

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Every review you see on premierinnathome.com is written by a real customer, and we never hide the bad ones. Choosing a new bed, mattress or pillow is a big decision, and honest reviews help you make it with confidence.

This policy explains how we collect, check, show and respond to reviews. We work with two independent partners: Bazaarvoice for product reviews and Trustpilot for reviews of our service. Your feedback helps other sleepers choose well, and it shows us where we can do better.

Product reviews

How we collect product reviews

We use Bazaarvoice, an independent review platform trusted by thousands of brands and retailers, to collect product reviews.

After you buy from us, we'll email you an invitation to review what you bought. We give you plenty of time to sleep on it and really get to know your new product first, so your review reflects how it feels night after night. Reviews left through these invitations carry a **Verified Purchaser** badge.

How we check reviews before they go live

Every product review is checked by Bazaarvoice before it's published, using a mix of automated fraud detection and human moderators. They follow Bazaarvoice's published Authenticity Policy and moderation guidelines.

A review may not be published if, for example, it contains:

- False, misleading or fake content
- Swearing, offensive or discriminatory language
- Personal information, like names, phone numbers or addresses
- Comments that aren't about the product, such as delivery or customer service (these belong on Trustpilot)

We never reject a review because it's negative. A low score that follows the guidelines will be published just like a five-star one.

How we show review scores

Product scores appear as a star rating under each product name, on product pages and in product listings. We may also show them in our emails and recommendations.

On every product page, we show:

- That reviews are collected by Bazaarvoice
- How many reviews make up the overall score
- Every published review, which you can sort and filter, including the lowest-rated ones

We never edit, filter or reorder reviews to make a score look better than it is.

How to report a false or misleading product review

If a review looks fake or misleading, select **Report** on that review. Bazaarvoice will look into it and remove it if it breaks their guidelines.

What we do with your product feedback

We read every review you leave. If a product keeps getting low scores, we'll look into why and take action. That could mean working with the manufacturer, updating the product description, or taking the product off sale.

Service reviews

How we collect service reviews

We use Trustpilot, an independent review platform, to collect reviews of our overall service, from ordering to delivery and aftercare.

Every customer who places an order and receives it is invited by email to review us. We want to hear from every customer, so you get a fair and balanced picture.

Reviews left through the link in your invitation email are marked **Verified** on our Trustpilot profile. You can also review us by going straight to our Trustpilot page and selecting **Write a review**. These reviews won't be marked as Verified.

We never offer incentives for Trustpilot reviews, in line with Trustpilot's guidelines. Trustpilot's guidelines also say reviewers must be over 18 and must have had a recent, genuine experience with us.

How Trustpilot checks reviews

Trustpilot uses automated technology and its own content integrity team to protect the reviews on its platform.

A review may be removed if it breaks Trustpilot's guidelines for reviewers. For example, if it contains personal information, isn't based on a genuine experience, or includes harmful or illegal content. We can flag reviews to Trustpilot when we think this has happened, but Trustpilot makes the final decision.

If your review is removed, Trustpilot will email you to explain why. You can then edit your review or appeal the decision.

How we show our Trustpilot score

You'll see our Trustpilot score and star rating on our website, in emails and sometimes in our marketing. Whenever we show it, we'll say it's from Trustpilot and make sure it's accurate and up to date.

We never filter or change our score. What you see is what customers have said.

How we show individual reviews

Sometimes we share customer reviews on our website or in emails. When we do:

- We'll always say they're from Trustpilot

- We may shorten them to save space or make them clearer, but we'll never change what the customer meant
- We'll show our overall Trustpilot score alongside them, so you can see the bigger picture
- We'll pick quotes that reflect real, typical customer experiences

You can read every review on our public Trustpilot profile at any time.

How to report a false or misleading service review

If a review on Trustpilot looks fake or misleading, report it directly to Trustpilot using the flag on the review. Both customers and businesses can do this. Trustpilot will check it against its guidelines and remove it if needed.

We do our bit too. We regularly check the reviews we share on our website and in marketing, to make sure they're still accurate, relevant and true to real experiences.

What we do with your service feedback

We treat every low-scoring review as a complaint. Our customer service team will reply on Trustpilot and get in touch to help put things right. We aim to reply within 24 hours, and it's often much sooner.

We also track all Trustpilot feedback to spot common themes. We share what we learn with our teams, so we can fix what isn't working and keep doing more of what is.

Honest feedback matters to us, and to every sleeper choosing their next bed. Thanks for sharing yours.