

HP TECHNICIAN STUDY, LA-2018

HP ServiceOne Partners Who Have Serviced LaserJet printers with Original HP and Non-HP Toner Cartridges Installed

January 2018

EXECUTIVE SUMMARY

This study examines the experiences of 250 HP ServiceOne Partners who were either technicians or technician managers who provide on-site or off-site service for HP LaserJet printers in Latin America. Specifically, in:

> Argentina, Brazil, Chile, Colombia, Mexico, or Peru

The technicians and managers have at least 6 months of experience servicing HP color or monochrome (mono) LaserJet printers and have serviced HP color or mono LaserJet printers with both Original HP and non-HP cartridges installed in the past 12 months.

250 respondents were surveyed, and 353 surveys were completed. Some respondents qualified for both the color and mono surveys. 250 companies participated. Respondents serviced 74,163 printers in the last year.

Overall, the study found that a majority of technicians report that using Original HP toner cartridges instead of non-HP toner cartridges can reduce the number of service calls on HP LaserJet printers. In particular, 91% of technicians said that using Original HP toner cartridges is important or essential in minimizing service calls. Furthermore, many technicians think that using non-HP toner cartridges may shorten the life of the printer. Not surprisingly, most technicians recommend using Original HP toner cartridges over non-HP cartridges for use in HP LaserJet printers.

OBJECTIVES AND METHODS

HP ServiceOne Partners:

- > Deliver services that support the HP hardware portfolio of commercial and enterprise technologies.
- > Handle any break/fix support issues across both enterprise and commercial HP technologies.
- > Meet HP's most rigorous technical certification requirements.
- > Can sell Original HP supplies and/or non-HP supplies.

RESEARCH OBJECTIVES

Quantify and assess:

- > The types of problems and frequency of service calls associated with the use of non-HP cartridges compared with Original HP cartridges.
- > The impact of using Original HP cartridges on reducing service calls.
- > The impact of printer maintenance kits and printer cleanliness when a non-HP cartridge is used compared with an Original HP cartridge.
- > The impact on the life of the printer when non-HP cartridges are used.
- > Whether HP ServiceOne Partners are more or less likely to recommend Original HP cartridges than they are to recommend non-HP cartridges, and why.

RESEARCH APPROACH

20-minute phone surveys conducted from March-April 2015 with respondents who:

- > Live in Argentina, Brazil, Chile, Colombia, Mexico or Peru.
- > Are 18 years or older.
- > Are certified technicians who provide on-site or off-site service for HP LaserJet printers.
- > Have at least 6 months of experience servicing HP color or mono LaserJet printers, and have serviced an HP color or mono LaserJet printer with an Original HP and non-HP cartridge installed in the past 12 months.

RESPONDENT INFORMATION

- > 250 respondents were surveyed, and 353 surveys were completed. Some respondents qualified for both the color and mono surveys.
- > 250 companies participated.
- > Respondents serviced 74,163 printers in the last year.

SAMPLE SIZES

Note: Some respondents qualified to answer survey questions for both monochrome and color LaserJets, so are counted in both samples. This is why the total number of respondents is less than the sum of monochrome plus color LaserJet surveys.

	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Total
Total	32	144	20	37	104	20	353
Mono	21	77	11	23	52	11	194
Color	11	67	9	14	52	9	159

FINDINGS

Major Study results:

- > Printer technicians reported that 29% of the problems caused by non-HP cartridges resulted in damage to the printer where the printer may require cleaning, repair or replacement.
- > Printer technicians reported that 28% of the problems caused by non-HP toner cartridges are due to cartridge failures, such as toner leaks, premature failures, and failing right out of the box.
- > Printer technicians reported that 57% of the problems caused by non-HP toner cartridges are cartridge failures and printer damage.
- > Printer technicians reported 44% of the problems caused by non-HP toner cartridges are due to print quality issues, such as streaks, smears, or dots.
- > 81% of technicians said that HP LaserJet printers with non-HP cartridges installed require more service than those with Original HP installed.
- > 91% of technicians said that using Original HP toner cartridges is important or essential in minimizing service calls.
- > Printer technicians are almost 3 times as likely to service a printer due to problems caused by the use of non-HP toner cartridges compared to customers using Original HP cartridges.
- > 76% of printer technicians reported that HP LaserJet printers using non-HP toner cartridges required more cleaning, repairs, and replacements than those using Original HP cartridges.
- > 46% of printer technicians said they replace the maintenance kits and other parts on HP LaserJet printers more often when non-HP cartridges are used, and 47% of these technicians said they replace them at least twice as often.
- >
- > 88% of printer technicians reported that the use of Original HP cartridges helps minimize service costs associated with cartridge issues and service calls.
- > 56% of printer technicians reported that the use of Original HP cartridges significantly helps reduce service costs associated with cartridge issues and service calls.
- > 96% of printer technicians said they clean HP LaserJet printers more often when non-HP cartridges are used, and 69% of these technicians said they clean it at least twice as often.
- > 66% of printer technicians said they clean the HP LaserJet printer at least twice as often when non-HP cartridges are used.
- > 56% of printer technicians reported that the use of Original HP cartridges significantly helps reduce service costs associated with cartridge issues and service calls.
- > 92% of technicians use the new/genuine HP maintenance/fuser kits and parts.
- > 53% of printer technicians said Genuine HP LaserJet maintenance and fuser kits and parts are more reliable than aftermarket kits and parts.
- > 80% of technicians said that genuine HP maintenance/fuser kits and parts have longer life than aftermarket maintenance/fuser kits and parts.

- > 22% of printer technicians said they replace the maintenance kits and other parts on HP LaserJet printers at least twice as often when non-HP cartridges are used.
- > Printer technicians are almost 3 times as likely to make a service call due to the use of aftermarket maintenance/fuser kits and parts compared to customers using New/Genuine HP maintenance/fuser kits and parts.
- > 51% of printer technicians said the use of New/Genuine HP maintenance/fuser kits and parts lowers the cost by at least a 2X factor vs. aftermarket kits and parts.
- > Printer technicians recommend Original HP over non-HP toner cartridges because...
 - 79% said HP cartridges are the most reliable.
 - 80% said HP cartridges have the best print quality.
 - 79% said HP cartridges require less service.
- > 81% of printer technicians said that using non-HP cartridges in HP LaserJet printers shortens the life of the printer

SERVICE CALL TIME AND COST

- > On average, how much is your trip charge? \$17.83
- > On average, how much do you charge a customer for an average on site printer repair, not including parts fees, when it is not covered by warranty? \$29.75
- > On average, about how many minutes does it take you to travel to a customer site when you're going to service a color/monochrome? 35.9 minutes
- > Once you're at a customer's site, about how many minutes, on average, including time spent both diagnosing and resolving the problem in your response, does it take you to service a problem caused by a color/mono cartridge? 42.0 minutes

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