

HP SERVICEONE PARTNER STUDY IN EMEA

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

January 2014

EXECUTIVE SUMMARY

This study examines the experiences of 142 HP ServiceOne Partners who were either technicians or technician managers who provide on-site or off-site service for HP LaserJet printers in 26 countries across 3 sub-regions of Europe, the Middle East and Africa (EMEA).

- > CEE: Croatia, Czech Republic, Hungary, Poland, Romania, Russia, Ukraine.
- > MEMA: Egypt, Morocco, Qatar, Saudi Arabia, South Africa, Turkey, United Arab Emirates.
- > WEU: Austria, Belgium, France, Germany, Ireland, Italy, Luxembourg, Portugal, Spain, Sweden, Switzerland, UK.

The technicians and managers have at least 6 months of experience servicing HP color and 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.

142 respondents were surveyed, and 206 surveys were completed. Some respondents qualified for both the color and mono surveys. 140 companies participated. Respondents serviced 92,600 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, 88% of technicians said that HP LaserJet printers with non-HP toner cartridges installed require more cleaning, repairs, and replacements than those with Original HP toner cartridges installed. 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 September to November 2013 with respondents who:

- > Live in WEU, CEE or MEMA.
- > Are 18 years or older.
- > Are ServiceOne technicians or technician managers 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

- > 142 respondents were surveyed, and 206 surveys were completed. Some respondents qualified for both the color and mono surveys.
- > 140 companies participated.
- > Respondents serviced 92,600 printers in the last year.

SAMPLE SIZES

Note: Some respondents qualified to answer for both monochrome and Color LaserJets so are counted in both sample sizes, which is why the total sample counts are less than the sum of monochrome plus Color LaserJet samples

	Total	Mono	Color	%
Total	206	110	96	100%
WEU	102	53	49	50%
CEE	69	39	30	33%
MEMA	35	18	17	17%

FINDINGS

Major Study results:

- > 89% of technicians said that HP LaserJet printers with non-HP cartridges installed require more service than those with Original HP installed.
- > 95% of technicians said that using Original HP toner cartridges is important or essential in minimizing service calls.
- > Printer technicians are 3 times as likely to service a printer due to the use of non-HP toner cartridges compared to customers using Original HP cartridges.
- > 88% of technicians said that HP LaserJet printers with non-HP toner cartridges installed require more cleaning, repairs and replacements than those with Original HP toner cartridges installed.
- > 78% of printer technicians said that using non-HP cartridges in HP LaserJet printers shortens the life of the printer due problems such as toner leaks, printer mechanism breakdowns, toner sticking to the fuser, and dirt and dust in the printer.
- > 62% of printer technicians said they replace the maintenance kits and other parts on HP LaserJet printers more often when non-HP toner cartridges are used, and 54% of these technicians said they replace them at least twice as often.
- > 65% of printer technicians said they clean HP LaserJet printers at least twice as often when non-HP cartridges are used.
- > Of the problems technicians see caused by non-HP toner cartridges, 21% are problems that cause damage to the printer where the printer may require cleaning, repair or replacement.
- > Printer technicians said that 32% of the problems caused by non-HP toner cartridges are due to cartridge failure, such as toner leaks, premature failure or failing out of the box.
- > Printer technicians recommend Original HP over non-HP toner cartridges because
 - o 90% said they do so because HP cartridges are the most reliable.
 - o 86% said they do so because HP cartridges have the best print quality.
 - o 86% said they do so because HP cartridges require less service.

ABOUT MARKET STRATEGIES INTERNATIONAL

Market Strategies International is a market research consultancy with deep expertise in communications, consumer goods, energy, financial services, healthcare and technology. The firm is ISO 20252 certified, reflecting its commitment to providing intelligent research, designed to the highest levels of accuracy, with meaningful results that help companies make business decisions with confidence. Market Strategies conducts qualitative and quantitative research in 75 countries, and our research specialties include brand, communications, customer experience, product development, segmentation and user experience. Founded in 1989, Market Strategies consistently ranks as one of the 25 largest global market research firms, according to an annual report published in Marketing News. Read Market Strategies' blog at FreshMR, and follow us on Facebook, Twitter and LinkedIn.

Please contact Dale Schreiner at dale.schreiner@marketstrategies.com or visit www.marketstrategies.com for more information.