

HP SERVICEONE PARTNER STUDY IN US

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

March 2017

EXECUTIVE SUMMARY

This study examines the experiences of 150 HP ServiceOne Partners who were either technicians or technician managers who provide on-site or off-site service for HP LaserJet printers the US.

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.

150 respondents were surveyed, and 199 surveys were completed. Some respondents qualified for both the color and mono surveys. 150 companies participated. Respondents serviced 54,980 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, 48% of technicians said that using Original HP toner cartridges is 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 October-November 2016 with respondents who:

- > Live in the US
- > 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

- > 150 respondents were surveyed, and 199 surveys were completed. Some respondents qualified for both the color and mono surveys.
- > 150 companies participated.
- > Respondents serviced 54,980 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, which is why the total number of respondents is less than the sum of monochrome plus color LaserJet surveys.

	Total Responses	Mono Responses	Color Responses
Total	199	99	100

FINDINGS

Major Study results:

- > 49% of printer technician's service calls on HP LaserJet printers are due to problems caused by the use of non-HP cartridges.
- > Printer technicians reported that 14% 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 31% of the problems caused by non-HP toner cartridges are due to cartridge failures, such as toner leaks, and failing right out of the box.
- > Printer technicians reported 55% of the problems caused by non-HP toner cartridges are due to print quality issues, such as streaks, smears, or dots.
- > 87% of technicians said that HP LaserJet printers with non-HP cartridges installed require more service than those with Original HP installed.
- > 100% of technicians said that using Original HP toner cartridges is important or essential in minimizing service calls.
- > Printer technicians are 4.3 times as likely to service a printer due to the use of non-HP toner cartridges compared to customers using Original HP cartridges.
- > 89% 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.
- > 30% 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 97% of these technicians said they replace them at least twice as often.
- > 36% of technicians said using non-HP toner cartridges require more frequent cleaning than those with Original HP toner cartridges. 96% of these said they clean printers at least twice as often.
- > 93% of technicians said that using non-HP toner cartridges shortens the life of the printer due to problems such as toner leaks, printer mechanism breakdowns, and toner sticking to the fuser. 92% of these said it shortens the life by up to a year or longer.
- > 96% of technicians use the new/genuine HP maintenance/fuser kits and parts. 67% of these said new/genuine HP maintenance/fuser kits and parts are more reliable.
- > 90% of technicians said that genuine HP maintenance/fuser kits and parts have longer life than aftermarket maintenance/fuser kits and parts.
- > Printer technicians recommend Original HP over non-HP toner cartridges because
 - o 98% said HP cartridges offer a better value
 - o 97% said HP cartridges are the most reliable.
 - o 97% said HP cartridges have the best print quality.
 - o 93% said HP cartridges require less service.
 - o 90% said HP has an environmentally responsible end of life solution

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