

HP LASERJET CUSTOMER EXPERIENCE STUDY, APJ-2019

HP LaserJet Users Who Have Experience Using Both Original HP and Non-HP Toner Cartridges

July, 2019

EXECUTIVE SUMMARY

This study examines the experiences of 1,696 HP LaserJet users who used both Original HP and non-HP branded toner cartridges in the past year.

The study was commissioned by HP to examine the experiences of 851 HP monochrome and 845 color LaserJet business users. Customers from India, China, South Korea, Malaysia, Thailand, Indonesia and Australia were surveyed. To qualify for participation in this study, users must have used both non-HP and Original HP toner cartridges in their LaserJet printers within the last year. This was required so that users would be in the best position to make comparative judgments about the performance of each cartridge type. Overall, the research found that users are far more likely to encounter problems when using non-HP toner cartridges compared to Original HP toner cartridges.

Overall, the research found that HP LaserJet users are more likely to encounter problems when using non-HP cartridges compared to Original HP cartridges. In particular, printing problems are 1.6 times more likely when using non-HP toner cartridges. The study also confirmed that both the frequency and relative severity of problems encountered are greater when using non-HP cartridges.

OBJECTIVES AND METHODS

The study objectives were designed to understand and quantify the problems business customers experience to due to the use of non-HP cartridges in their color and monochrome HP LaserJet printers, compared to Original HP cartridges.

RESEARCH OBJECTIVES

Quantify and assess:

- > The types and frequency of problems associated with the use of non-HP cartridges compared with Original HP cartridges.
- > The impact of problems associated with the use of non-HP cartridges compared with Original HP cartridges.
- > Number of people impacted by cartridge problems.
- > Time spent resolving print quality and cartridge problems.
- > How cartridge problems are resolved.
- > Frequency of Long Life Consumables (LLC) usage, and frequency of problems associated with the use of non-HP LLCs compared with Original HP LLCs.

RESEARCH APPROACH

18-minute web surveys conducted in 12/3/2018-2/28/2019 in China & India; 1/22/2019-2/28/2019 in the other countries among those who:

- > Works full-time or part-time.
- > Prints at least once a week at their workplace with an HP LaserJet.
- > Has used both Original HP and non-HP cartridges in the past 12 months at their workplace.

RESPONDENT INFORMATION

- > A total of 1,696 respondents in APJ were surveyed; 851 HP monochrome and 845 color LaserJet business users.
- > Respondents were drawn from different company sizes: Micro/small (1-99), Medium (100-499), Large (500-999), and Enterprise (1,000+).

	Total	Color	Mono	Micro/small	Medium	Large	Enterprise
Total	1,696	845	851	461	442	339	394
India	283	140	143	69	71	71	72
China	273	136	137	67	71	67	68
South Korea	198	98	100	60	52	41	45
Malaysia	234	118	116	65	66	60	43
Thailand	253	117	136	66	70	51	66
Indonesia	266	133	133	65	69	70	62
Australia	189	103	86	69	43	39	38

FINDINGS

Major Study results:

- Over half (51%) of non-HP toner cartridge users experience problems with those cartridges.
- Printing problems are over 1.5 (1.6) times more likely when using non-HP toner cartridges.
- Users are 60% more likely to have a problem with non-HP toner cartridges
- Over half (56%) of non-HP LLC users (maintenance or fuser kits) had a problem in the last 12 months.

PRINT QUALITY

- Nearly half (48%) of non-HP toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots.
- Print quality problems are 1.6 times more likely when using non-HP toner cartridges including poor print quality due to streaks, smears or dots.
- Users are 60% more likely to have print quality problems with non-HP toner cartridges.

PROBLEM CARTRIDGES & PRINTER DAMAGE

- 19% of non-HP toner cartridge users have a cartridge fail including leaking, running out of toner prematurely or not working right out of the box.
- Non-HP toner cartridge users are 1.5 times (50%) more likely to have a cartridge fail including leaking, running out of toner prematurely or not working right out of the box.
- 32% of non-HP of toner cartridges users end up with a damaged printer that requires cleaning or repair.
- Damaged printers are 1.6 times more likely when using non-HP toner cartridges.

PRINTER DOWNTIME & HIDDEN COSTS

- 87% of non-HP toner cartridge users who have a problem turn to technical support to resolve their issue.
- 80% of non-HP toner cartridge users who have a problem end up using Original HP to finish the job.
- When non-HP toner cartridge users experience a problem, 84% must reprint at another printer.
- (22%) LaserJet users pay to use an outside print shop due to printing problems caused by non-HP toner cartridges.
- 32% of non-HP toner cartridge users who have a problem experience printer downtime.
- Using non-HP toner cartridges increases your chance of a printer downtime by 50%.
- 16% of non-HP toner cartridge users experience printer downtime as a result of cartridge problems.

USER IMPACT

- 25% of non-HP cartridges users who had problems were highly frustrated.
- 42% of non-HP cartridges users who experienced problems feel like their employer doesn't care enough about them to buy Original HP cartridges.
- 66% of non-HP cartridges users who experienced problems feel that buying cheap cartridges reflects poorly on your business.
- 39% of non-HP cartridges users who experienced problems think that buying cheap cartridges may indicate the business is struggling financially.

LLC MESSAGES

- Over half (56%) of non-HP LLC users (maintenance or fuser kits) had a problem.
- 75% of non-HP LLC users (maintenance or fuser kits) who had a problem experienced them at least once a month.
- 23% of non-HP LLC users (maintenance or fuser kits) who had a problem experienced printer downtime.
- 72% of non-HP LLC users (maintenance or fuser kits) who had a problem experienced printer damage.

COLOR RESULTS

PROBLEMS

- Half (50%) of non-HP color toner cartridge users experience problems with those cartridges.
- Printing problems are 1.5 times more likely when using non-HP color toner cartridges.
- Users are 50% more likely to have a problem with non-HP color toner cartridges.

PRINT QUALITY

- 48% of non-HP color toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots.
- Print quality problems are 1.5 times more likely when using non-HP color toner cartridges including poor print quality due to streaks, smears or dots.
- Users are 50% more likely to have print quality problems with color non-HP toner cartridges.

PROBLEM CARTRIDGES & PRINTER DAMAGE

- 20% of non-HP color toner cartridge users have a cartridge fail, leak, or run out of toner prematurely.
- Problem cartridges are 1.4 times more likely when using non-HP color toner cartridges including cartridges that fail, leak, or run out of toner prematurely.

- 36% of non-HP color toner cartridges users end up with a damaged printer that requires cleaning or repair.
- Damaged printers are 1.6 times more likely when using non-HP color toner cartridges.

PRINTER DOWNTIME & HIDDEN COSTS

- 92% of non-HP color toner cartridge users who have a problem turn to technical support to resolve their issue.
- 84% of non-HP color toner cartridge users who have a problem end up using Original HP to finish the job.
- When non-HP color toner cartridge users experience a problem 81% must reprint at another printer.
- 22% of color LaserJet users pay to use an outside print shop due to printing problems caused by non-HP toner cartridges.
- 55% of non-HP toner cartridge users who have a problem experience printer downtime.
- Using non-HP color toner cartridges increases your chance of printer downtime by 40%.
- 18% of non-HP color toner cartridge users experience printer downtime as a result of cartridge problems

USER IMPACT

- 29% of non-HP color cartridges users who had problems were highly frustrated.
- 44% of non-HP color cartridges users who experienced problems feel like their employer doesn't care enough about them to buy Original HP cartridges.
- 64% of non-HP color cartridges users who experienced problems feel that buying cheap cartridges reflects poorly on your business.
- 35% of non-HP color cartridges users who experienced problems think that buying cheap cartridges may indicate the business is struggling financially.

LASERJET USAGE

- 63% of HP color LaserJet users report that 10 or fewer people use the HP color LaserJet printer, with an average of 9.38 people using it.
- 71% of HP color LaserJet users can reach the HP color LaserJet under 2 minutes, with users taking an average of 1.46 minutes to reach it.
- 66% of HP color LaserJet users review their print job and decide if it is acceptable in 15 seconds or less, with users taking an average of 14.61 seconds to review it.
- Of pages printed on the HP color LaserJet printer....
 - 35.2% were for external use.
 - 42.6% were for internal use.

- 22.3% were for individual use

CARTRIDGE RECOMMENDATION

- 91% of HP color LaserJet users are personally involved, or have a significant influencing role in which cartridges are used in the HP color LaserJet printer
- Among HP color LaserJet users who influence which cartridges are used in the HP color LaserJet, 38% are extremely likely to recommend Original HP branded toner cartridges.
- Among HP color LaserJet users who influence which cartridges are used in the HP color LaserJet, 13% are extremely likely to recommend non-HP branded toner cartridges.

MONOCHROME RESULTS

PROBLEMS

- Over half (52%) of non-HP mono toner cartridge users experience problems with those cartridges.
- Printing problems are 1.7 times more likely when using non-HP mono toner cartridges.

PRINT QUALITY

- 49% of non-HP toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots.
- Print quality problems are 1.7 times more likely when using non-HP toner cartridges including poor print quality due to streaks, smears or dots.

PROBLEM CARTRIDGES & PRINTER DAMAGE

- 21% of non-HP toner cartridge users have a cartridge fail, leak, or run out of toner prematurely.
- Problem cartridges are 1.7 times more likely when using non-HP toner cartridges including cartridges that fail, leak, or run out of toner prematurely.
- 28% of non-HP of toner cartridges users end up with a damaged printer that requires cleaning or repair.
- Damaged printers are 1.7 times more likely when using non-HP toner cartridges.

PRINTER DOWNTIME & HIDDEN COSTS

- 82% of non-HP toner cartridge users who have a problem turn to technical support to resolve their issue.
- 77% of non-HP toner cartridge users who have a problem end up using Original HP to finish the job.
- When non-HP toner cartridge users experience a problem, 87% must reprint at another printer.
- 22% of LaserJet users pay to use an outside print shop due to printing problems caused by non-HP toner cartridges.

- 15% of non-HP toner cartridge users who have a problem experience printer downtime.
- Using non-HP toner cartridges increases your chance of printer downtime by 50%.
- 29% of non-HP toner cartridge users experience printer downtime as a result of cartridge problems.

USER IMPACT

- 21% of non-HP mono cartridges users who had problems were highly frustrated.
- 41% of non-HP mono cartridges users who experienced problems feel like their employer doesn't care enough about them to buy Original HP cartridges.
- 68% of non-HP mono cartridges users who experienced problems feel that buying cheap cartridges reflects poorly on your business.
- 43% of non-HP mono cartridges users who experienced problems think that buying cheap cartridges may indicate the business is struggling financially.

LLC MESSAGES

- Over half (58%) of non-HP LLC users (maintenance or fuser kits) had a problem.
- 76% of non-HP LLC users (maintenance or fuser kits) who had a problem experienced them at least once a month.
- 20% of non-HP LLC users (maintenance or fuser kits) who had a problem experienced printer downtime.
- 67% of non-HP LLC users (maintenance or fuser kits) who had a problem experienced printer damage.
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LASERJET USAGE

- 64% of HP monochrome LaserJet users report that 10 or fewer people use the HP monochrome LaserJet printer, with an average of 9.14 people using it.
- 78% of HP monochrome LaserJet users can reach the HP monochrome LaserJet under 2 minutes, with users taking an average of 1.14 minutes to reach it.
- 72% of HP monochrome LaserJet users review their print job and decide if it is acceptable in 15 seconds or less, with users taking an average of 11.94 seconds to review it.
- Of pages printed on the HP monochrome LaserJet printer....
 - 32.5% were for external use.
 - 43.1% were for internal use.
 - 24.4% were for individual use

CARTRIDGE RECOMMENDATION

- 90% of HP monochrome LaserJet users are personally involved, or have a significant influencing role in which cartridges are used in the HP monochrome LaserJet printer
- Among HP monochrome LaserJet users who influence which cartridges are used in the HP monochrome LaserJet, 43% are extremely likely to recommend Original HP branded toner cartridges.
- Among HP monochrome LaserJet users who influence which cartridges are used in the HP monochrome LaserJet, 16% are extremely likely to recommend non-HP branded toner cartridges.

ABOUT ESCALENT

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