

HP TECHNICIAN STUDY, EMEA-2020

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

March, 2020

EXECUTIVE SUMMARY

This study examines the experiences of 153 HP ServiceOne Partners who were either technicians or technician managers who provide on-site or off-site service for HP LaserJet printers in EMEA.

Specifically, in:

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

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.

153 respondents were surveyed, and 246 surveys were completed. Some respondents qualified for both the color and mono surveys. 153 companies participated. Respondents serviced 44,342 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, 95% 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 October-November 2019 with respondents who live in:

- > UK, Ireland, France, Germany, Italy, Luxembourg, Austria, Switzerland Belgium, Netherlands, Portugal, Spain, Sweden, Norway, Russia, Ukraine, Poland, Hungary, Czech Republic, Croatia, Romania, South Africa, Saudi Arabia, UAE, Egypt, Morocco, Qatar, Turkey
- > 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

- > 153 respondents were surveyed, and 246 surveys were completed. Some respondents qualified for both the color and mono surveys.
- > 153 companies participated.
- > Respondents serviced 44,342 printers in the last year.

	WEU	CEE	MEMA	Total
Total	120	89	37	246
Mono	60	48	20	116
Color	60	41	27	107

FINDINGS

Major Study results:

- > 9 out of 10 (91%) technicians surveyed recommend Original HP toner cartridges.
- > Almost 90% (86%) of technicians surveyed recommend Original HP toner cartridges because they have the best print quality, are the most reliable, and require less service.
- > Over 80% (82%) of technicians surveyed recommend Original HP toner cartridges because they have the best print quality.
- > Almost 90% (87%) of technicians surveyed recommend Original HP toner cartridges because they are the most reliable.
- > Almost 90% (86%) of technicians surveyed recommend Original HP toner cartridges because they require less service.
- > 95% of technicians said that using Original HP toner cartridges is important or essential in minimizing service calls.
- > Printer technicians are over 4 times (4.5x) as likely to service a printer due to problems caused by non-HP toner cartridges compared to Original HP cartridges.
- > On average 41% of service calls for HP LaserJet printers are due to problems caused by non-HP cartridges.
- > Nearly 90% (89%) of technicians said HP LaserJet printers using non-HP toner cartridges required more service than those using Original HP cartridges
- > 87% of technicians said HP LaserJet printers using non-HP toner cartridges required more cleaning, repairs and replacements than those using Original HP cartridges.
- > 95% of technicians said using Original HP toner cartridges is important or essential in minimizing service calls
- > 97% of technicians said they clean the HP LaserJet printer more often when non-HP toner cartridges are used, and 70% said they clean it at least twice as often.
- > 97% of technicians said using Original HP cartridges helps reduce service costs associated with cartridge issues and service calls.
- > 80% of printer technicians said that using non-HP cartridges in HP LaserJet printers shortens the life of the printer due to problems such as toner leaks, printer mechanism breakdowns, toner sticking to the fuser and dirt and dust in the printer.
- > Printer technicians reported that almost 20% (19%) of the problems caused by non-HP cartridges resulted in damage to the printer
- > Printer technicians reported that almost 30% (28%) of the problems caused by non-HP toner cartridges are due to cartridge failures.
- > Printer technicians reported that over 50% (52%) of problems caused by non-HP cartridges are caused by print quality issues such as streaks and smears.

- > Printer technicians reported that almost 50% (47%) of the problems caused by non-HP toner cartridges are cartridge failures and printer damage.
- > 98% of printer technicians use Original HP maintenance kits.
- > 85% of technicians who use Original HP maintenance kits said they have longer life than non-HP maintenance kits.
- > 86% of printer technicians who use Original HP maintenance kits and parts said they are more reliable than non-HP maintenance kits.
- > Almost 90% (89%) of technicians said they replace the maintenance kits in HP LaserJet printers more often when non-HP toner cartridges are used, and 38% said they replace them at least twice as often.
- > Printer technicians are more than twice (2.2x) as likely to make a service call due to the use of non-HP maintenance kits compared to customers using Original HP.
- > On average 30% of service calls on HP LaserJet printers are due to problems caused by non-HP maintenance kits.
- > Printer technicians recommend Original HP over non-HP toner cartridges because...
 - 87% said HP cartridges are the most reliable.
 - 82% said HP cartridges have the best print quality.
 - 86% said HP cartridges require less service.
 - 66% said HP cartridges offer a better value

SERVICE CALL TIME AND COST

- > On average, how much is your trip charge? €28.30 (*conversions made 1/7/2020)
- > 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? €58.65 (*conversions made 1/7/2020)
- > 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? 36.9 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? 35.0 minutes

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