

HP TECHNICIAN STUDY, NA-2018

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

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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 in the United States.

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 222 surveys were completed. Some respondents qualified for both the color and mono surveys. 150 companies participated. Respondents serviced 68,830 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, 51% of technicians said that using Original HP toner cartridges is essential to 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 August 4th- November 5th 2018 with respondents who:

- > Live in the United States
- > 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 222 surveys were completed. Some respondents qualified for both the color and mono surveys.
- > 150 companies participated.
- > Respondents serviced 68,830 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.

	Total
Total	222
Mono	115
Color	107

FINDINGS

Major Study results:

- > Over 9 out of 10 (99%) of printer technicians surveyed said they are most likely to recommend Original HP toner cartridges to their customers.
- > 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 32% 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 54% of the problems caused by non-HP toner cartridges are due to print quality issues, such as streaks, smears, or dots.
- > 76% 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 over 3 times (3.2) 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.
- > Printer technicians are over 3 times as likely to make a service call due to the use of non-HP toner cartridges compared to customers using Original HP cartridges.
- > Printer technicians reported that over one in ten (14%) problems caused by non-HP cartridges resulted in damage to the printer where the printer may require cleaning, repair or replacement.
- > 76% 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 67% of these technicians said they replace them at least twice as often.
- > 94% of printer technicians reported that the use of Original HP cartridges helps reduce service costs associated with cartridge issues and service calls.
- > 34% of printer technicians reported that the use of Original HP cartridges significantly helps reduce service costs associated with cartridge issues and service calls.
- > 95% 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.
- > 100% of printer technicians said they clean HP LaserJet printers more often when non-HP cartridges are used, and 67% of these technicians said they clean it at least twice as often.
- > 99% of technicians use the new/genuine HP maintenance/fuser kits and parts.
- > 85% of printer technicians said Genuine HP LaserJet maintenance and fuser kits and parts are more reliable than aftermarket kits and parts.
- > 87% of technicians said that genuine HP maintenance/fuser kits and parts have longer life than aftermarket maintenance/fuser kits and parts.

- > 76% 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 (3.4) 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.
- > 71% 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...
 - 97% said HP cartridges are the most reliable.
 - 97% said HP cartridges have the best print quality.
 - 91% said HP cartridges require less service.
 - 94% said HP cartridges offer a better value
- > 97% 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? \$35.00
- > 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? \$151.00
- > 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? 29.7 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? 29.8 minutes

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