HP LASERJET CUSTOMER EXPERIENCE STUDY, EMEA-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 1,760 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 879 HP monochrome and 881 color LaserJet business users. Customers from UK, France, Germany, Italy, Poland, Russia, and Turkey 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.

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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 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 1,7606 respondents in EMEA were surveyed; 879 HP monochrome and 881 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	1,760	881	879	444	432	434	450
UK	258	134	124	61	60	68	69
France	215	113	102	59	48	47	61
Germany	231	110	121	64	52	62	53
Italy	255	128	127	58	69	65	63
Poland	271	138	133	68	68	65	70
Russia	262	127	135	67	65	61	69
Turkey	268	131	137	67	70	66	65

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FINDINGS

Major Study results:

- One in four (25%) of non-HP toner cartridge users experience problems with those cartridges.

- Printing problems are nearly two (1.8) times more likely when using non-HP toner cartridges.

- Users are 80% more likely to have a problem with non-HP toner cartridges

- Over one in three (38%) of non-HP LLC users (maintenance or fuser kits) had a problem in the last 12 months.

PRINT QUALITY

- Nearly one in four (24%) 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 1.8 times more likely when using non-HP toner cartridges including poor print quality due to streaks, smears or dots.

- Users are 80% more likely to have print quality problems with non-HP toner cartridges.

PROBLEM CARTRIDGES & PRINTER DAMAGE

- 9% 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 2.1 times more likely to have a cartridge fail including leaking, running out of toner prematurely or not working right out of the box.

- 19% of non-HP of toner cartridges users end up with a damaged printer that requires cleaning or repair.

- Damaged printers are 1.8 times more likely when using non-HP toner cartridges.

PRINTER DOWNTIME & HIDDEN COSTS

- 74% of non-HP toner cartridge users who have a problem turn to technical support to resolve their issue.

- 79% 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, 79% must reprint at another printer.

- 25% of LaserJet users use an outside print shop due to printing problems caused by non-HP toner cartridges.

- 36% 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 60%.

- 9% of non-HP toner cartridge users experience printer downtime as a result of cartridge problems.

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USER IMPACT

- 35% of non-HP cartridges users who had problems were highly frustrated.

- 28% of non-HP cartridges users who experienced problems feel like their employer doesn't care enough about them to buy Original HP cartridges.

- 64% of non-HP cartridges users who experienced problems feel that buying cheap cartridges reflects poorly on your business.

- 24% of non-HP cartridges users who experienced problems think that buying cheap cartridges may indicate the business is struggling financially.

COLOR RESULTS

PROBLEMS

- Nearly one in four (24%) of non-HP color toner cartridge users experience problems with those cartridges.

- Printing problems are nearly two (1.8) times more likely when using non-HP color toner cartridges.

PRINT QUALITY

- 23% 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 1.9 times more likely when using non-HP color toner cartridges including poor print quality due to streaks, smears or dots.

PROBLEM CARTRIDGES & PRINTER DAMAGE

- 10% of non-HP color toner cartridge users have a cartridge fail, leak, or run out of toner prematurely.

- Problem cartridges are 1.9 times more likely when using non-HP color toner cartridges including cartridges that fail, leak, or run out of toner prematurely.

- 22% of non-HP color toner cartridges users end up with a damaged printer that requires cleaning or repair.

- Damaged printers are 1.8 times more likely when using non-HP color toner cartridges.

PRINTER DOWNTIME & HIDDEN COSTS

- 75% of non-HP color toner cartridge users who have a problem turn to technical support to resolve their issue.

- 85% 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 69% must reprint at another printer.

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- 29% of color LaserJet users pay to use an outside print shop due to printing problems caused by non-HP toner cartridges.

- 8% 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 50%.

- 34% of non-HP color toner cartridge users experience printer downtime as a result of cartridge problems

USER IMPACT

- 37% of non-HP color cartridges users who had problems were highly frustrated.

- 28% of non-HP color cartridges users who experienced problems feel like their employer doesn't care enough about them to buy Original HP cartridges.

- 58% of non-HP color cartridges users who experienced problems feel that buying cheap cartridges reflects poorly on your business.

- 33% of non-HP color cartridges users who experienced problems think that buying cheap cartridges may indicate the business is struggling financially.

LASERJET USAGE

- 71% of HP color LaserJet users report that 10 or fewer people use the HP color LaserJet printer, with an average of 8.02 people using it.

- 82% of HP color LaserJet users can reach the HP color LaserJet under 2 minutes, with users taking an average of 1.09 minutes to reach it.

- 79% 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 11.14 seconds to review it.

- Of pages printed on the HP color LaserJet printer….

  - 34.9% were for external use.

  - 40.6% were for internal use.

  - 24.5% were for individual use

CARTRIDGE RECOMMENDATION

- 89% 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, 36% 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, 19% are extremely likely to recommend non-HP branded toner cartridges.

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MONOCHROME RESULTS

PROBLEMS

- One in four (25%) of non-HP mono toner cartridge users experience problems with those cartridges.

- Printing problems are nearly two (1.7) times more likely when using non-HP mono toner cartridges.

PRINT QUALITY

- 24% 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.

PROBLEM CARTRIDGES & PRINTER DAMAGE

- 9% of non-HP toner cartridge users have a cartridge fail, leak, or run out of toner prematurely.

- Problem cartridges are 2.4 times more likely when using non-HP toner cartridges including cartridges that fail, leak, or run out of toner prematurely.

- 15% of non-HP of toner cartridges users end up with a damaged printer that requires cleaning or repair.

- Damaged printers are 1.8 times more likely when using non-HP toner cartridges.

PRINTER DOWNTIME & HIDDEN COSTS

- 74% of non-HP toner cartridge users who have a problem turn to technical support to resolve their issue.

- 74% 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, 73% must reprint at another printer.

- 21% of LaserJet users pay to use an outside print shop due to printing problems caused by non-HP toner cartridges.

- 10% 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 70%.

- 38% of non-HP toner cartridge users experience printer downtime as a result of cartridge problems.

USER IMPACT

- 32% of non-HP mono cartridges users who had problems were highly frustrated.

- 29% of non-HP mono cartridges users who experienced problems feel like their employer doesn't care enough about them to buy Original HP cartridges.

- 70% of non-HP mono cartridges users who experienced problems feel that buying cheap cartridges reflects poorly on your business.

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- 16% of non-HP mono cartridges users who experienced problems think that buying cheap cartridges may indicate the business is struggling financially.

LASERJET USAGE

- 81% of HP monochrome LaserJet users report that 10 or fewer people use the HP monochrome LaserJet printer, with an average of 5.99 people using it.

- 86% of HP monochrome LaserJet users can reach the HP monochrome LaserJet under 2 minutes, with users taking an average of .87 minutes to reach it.

- 82% 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 10.20 seconds to review it.

- Of pages printed on the HP monochrome LaserJet printer….

  – 32.7% were for external use.

  – 43.5% were for internal use.

  – 23.8% were for individual use

CARTRIDGE RECOMMENDATION

- 79% 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, 32% 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, 18% are extremely likely to recommend non-HP branded toner cartridges.

ABOUT ESCALENT

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