

HP TECHNICIAN STUDY, EMEA - 2023

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

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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 Western Europe Union, Central and Eastern Europe, Middle East and North Africa.

The technicians and managers have at least 6 months of experience servicing HP LaserJet printers, and have serviced HP LaserJet printers with both Original HP and non-HP cartridges, including remanufactured, refill, or imitation cartridges, installed in the past 12 months. Technicians also recommend cartridges to their customers.

150 respondents were surveyed, and 257 surveys were completed. Some respondents qualified to answer about multiple NHP cartridge types. 150 companies participated. Respondents serviced 44,981 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, 90% 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

ServiceOne Printer Technicians:

- > 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 Printer Technicians are more or less likely to recommend Original HP cartridges than they are to recommend non-HP cartridges, and why.

RESEARCH APPROACH

25-minute phone surveys conducted.

- > Are 18 years or older.
- > Are certified technicians who provide on-site or off-site service for HP LaserJet printers.
- > Recommend cartridges.
- > Have at least 6 months of experience servicing HP LaserJet printers, and have serviced an HP LaserJet printer with an Original HP and non-HP cartridge installed in the past 12 months.
- > Quotas required a minimum of 50 technicians who had served remanufactured cartridges in the past 12 months.
- > Country quotas set to get appropriate population representation across the region.

RESPONDENT INFORMATION

- > 150 respondents were surveyed, and 257 surveys were completed. Some respondents qualified to answer for multiple NHP cartridge types.
- > 150 companies participated.
- > Respondents serviced 44,981 printers in the last year.

	EMEA	WEU	CEE	MEMA
Total	150	75	53	22
Remanufactured	86	47	30	9
Refill	53	33	15	5
Imitation	118	52	47	19

FINDINGS: CARTRIDGES

- > 8 out of 10 (89%) technicians surveyed recommend Original HP toner cartridges.
- > 9 out of 10 (94%) of technicians surveyed recommend Original HP toner cartridges because they have the best print quality, are the most reliable, and require less service.
 - 94% of printer technicians surveyed recommend Original HP toner cartridges over remanufactured cartridges because they have the best print quality, are the most reliable, and require less service.
 - 94% of printer technicians surveyed recommend Original HP toner cartridges over refilled cartridges because they have the best print quality, are the most reliable, and require less service.
 - 94% of printer technicians surveyed recommend Original HP toner cartridges over imitation cartridges because they have the best print quality, are the most reliable, and require less service.
- > 9 out of 10 (96%) of technicians surveyed recommend Original HP toner cartridges because they have the best print quality.
 - 96% of printer technicians surveyed recommend Original HP toner cartridges over remanufactured cartridges because they have the best print quality.
 - 94% of printer technicians surveyed recommend Original HP toner cartridges over refilled cartridges because they have the best print quality.
 - 96% of printer technicians surveyed recommend Original HP toner cartridges over imitation cartridges because they have the best print quality.
- > 9 out of 10 (97%) of printer technicians surveyed recommend Original HP toner cartridges because they are the most reliable.
 - 95% of printer technicians surveyed recommend Original HP toner cartridges over remanufactured cartridges because they are the most reliable.
 - 98% of printer technicians surveyed said they recommend Original HP toner cartridges over refilled cartridges because they are the most reliable.
 - 97% of printer technicians surveyed recommend Original HP toner cartridges over imitation cartridges because they are the most reliable.
- > 9 out of 10 (94%) of technicians surveyed recommend Original HP toner cartridges because they require less service.
 - 94% of printer technicians surveyed recommend Original HP toner cartridges over remanufactured cartridges because they require less service.
 - 94% of printer technicians surveyed recommend Original HP toner cartridges over refilled cartridges because they require less service.

- 94% of printer technicians surveyed recommend Original HP toner cartridges over imitation cartridges because they require less service.
- > Printer technicians are more than 6 times (6.1x) as likely to service a printer due to problems caused by non-HP toner cartridges compared to Original HP cartridges.
 - Printer technicians are more than 3 times (3.6x) as likely to service a printer due to problems caused by the use of remanufactured toner cartridges compared to Original HP cartridges.
 - Printer technicians are more than 3 times (3.4x) as likely to service a printer due to problems caused by the use of refilled toner cartridges compared to Original HP cartridges.
 - Printer technicians are 4 times (4.0x) more likely to service a printer due to problems caused by the use of imitation toner cartridges compared to Original HP cartridges.
- > On average 51% of total service calls for HP LaserJet printers are due to problems caused by the use of non-HP cartridges.
 - On average 3 in 10 (30%) of printer technician's service calls on HP LaserJet printers are due to problems caused by the use of remanufactured cartridges.
 - >
 - On average nearly 3 in 10 (29%) of printer technician's service calls on HP LaserJet printers are due to problems caused by the use of refilled cartridges.
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 - On average 1 in 3 (33%) of printer technician's service calls on HP LaserJet printers are due to problems caused by the use of imitation cartridges.
- > Over 80% (84%) of printer technicians reported that HP LaserJet printers using non-HP toner cartridges required more service than those using Original HP cartridges
 - Over 80% (81%) of printer technicians reported that HP LaserJet printers using remanufactured toner cartridges required more service than those using Original HP cartridges
 - Over 95% (96%) of printer technicians reported that HP LaserJet printers using refilled toner cartridges required more service than those using Original HP cartridges.
 - 80% of printer technicians reported that HP LaserJet printers using imitation toner cartridges required more service than those using Original HP cartridges.
- > 85% 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.
 - 87% of printer technicians reported that HP LaserJet printers using remanufactured toner cartridges required more cleaning, repairs and replacements than those using Original HP cartridges.
 - 89% of printer technicians reported that HP LaserJet printers using refilled toner cartridges required more cleaning, repairs and replacements than those using Original HP cartridges.
 - 82% of printer technicians reported that HP LaserJet printers using imitation toner cartridges required more cleaning, repairs and replacements than those using Original HP cartridges.

- > 94% of technicians said they clean the HP LaserJet printer more often when non-HP toner cartridges are used, and 60% said they clean it at least twice as often.
 - 94% of printer technicians said they clean the HP LaserJet printer more often when remanufactured toner cartridges are used, and 55% of these technicians said they clean it at least twice as often.
 - 94% of printer technicians said they clean the HP LaserJet printer more often when refilled toner cartridges are used, and 68% of these technicians said they clean it at least twice as often.
 - 94% of printer technicians said they clean the HP LaserJet printer more often when imitation toner cartridges are used, and 60% of these technicians said they clean it at least twice as often.
- > 91% of printer technicians said using Original HP cartridges helps reduce service costs associated with cartridge issues and service calls.
- > 68% of printer technicians said that using non-HP cartridges in HP LaserJet printers shortens the life of the printer.
 - 63% of printer technicians said that using remanufactured cartridges in HP LaserJet printers shortens the life of the printer due to problems.
 - 72% of printer technicians said that using refilled cartridges in HP LaserJet printers shortens the life of the printer due to problems.
 - 69% of printer technicians said that using imitation cartridges in HP LaserJet printers shortens the life of the printer due to problems.
- > Printer technicians reported that 19% of the problems caused by non-HP cartridges resulted in damage to the printer.
 - Printer technicians reported that 17% of problems caused by remanufactured cartridges resulted in damage to the printer.
 - Printer technicians reported that 20% of problems caused by refilled cartridges resulted in damage to the printer
 - Printer technicians reported that 19% of problems caused by imitation cartridges resulted in damage to the printer
- > Printer technicians reported that 28% of the problems caused by non-HP toner cartridges are due to cartridge failures.
 - Printer technicians reported that 29% of the problems caused by remanufactured toner cartridges are due to cartridge failures.
 - Printer technicians reported that 27% of the problems caused by refilled toner cartridges are due to cartridge failures.
 - Printer technicians reported that almost 30% (28%) of the problems caused by imitation toner cartridges are due to cartridge failures.

- > Printer technicians reported that over 50% (53%) of problems caused by non-HP cartridges are caused by print quality issues such as streaks and smears.
 - Printer technicians reported that over 50%, (53%) of problems caused by remanufactured cartridges are caused by print quality issues such as streaks and smears.
 - Printer technicians reported that over 50%, (53%) of problems caused by refilled cartridges are caused by print quality issues such as streaks and smears.
 - Printer technicians reported that over 50%, (53%) of problems caused by imitation cartridges are caused by print quality issues such as streaks and smears.
- > Printer technicians reported that almost half, (47%) of the problems caused by non-HP toner cartridges are cartridge failures and printer damage.
 - Printer technicians reported that almost half, (47%) of the problems caused by remanufactured toner cartridges are cartridge failures and printer damage.
 - Printer technicians reported that almost half, (47%) of the problems caused by refilled toner cartridges are cartridge failures and printer damage.
 - Printer technicians reported that almost half, (47%) of the problems caused by imitation toner cartridges are cartridge failures and printer damage.
- > Printer technicians recommend Original HP over non-HP toner cartridges because...
 - 97% said HP cartridges are the most reliable.
 - 96% said HP cartridges have the best print quality.
 - 94% said HP cartridges require less service.
 - 59% said HP cartridges offer a better value.

MAINTENANCE KITS AND PARTS

- > 9 out of 10 (91%) of printer technicians use Original HP maintenance kits.
- > 75% of technicians who use aftermarket maintenance kits and parts say Original HP have longer life that aftermarket maintenance kits and parts.
- > 82% of printer technicians who use Original HP maintenance kits and parts said they are more reliable than non-HP maintenance kits.
- > 89% of technicians said they replace the maintenance kits in HP LaserJet printers more often when non-HP toner cartridges are used, and 32% said they replace them at least twice as often.
- > Printer technicians are 24% (1.2x) more likely to make a service call due to the use of non-HP maintenance kits compared to Original HP.

SERVICE CALL TIME AND COST

- > On average, how much is your trip charge? €33.90
 - Western European Union. €50.50
 - Central and Eastern Europe. €14.70
 - Middle East and North Africa. €22.50
- > 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? €58.30
 - Western European Union. €86.90
 - Central and Eastern Europe. €30.10
 - Middle East and North Africa. €33.00
- > On average, about how many minutes does it take you to travel to a customer site when you're going to service an HP LaserJet? 35.6 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 cartridge? 35.2 minutes



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