

HP LaserJet
Customer Experience
Study
EMEA

Photizo Group
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Executive Summary

In an HP sponsored study, conducted by Photizo Group, users of HP monochrome and color LaserJet devices were surveyed about their experience using HP and non-HP toner cartridges. Survey participants were from seven (7) EMEA Countries: Germany, France, Italy, Poland, Russia, Turkey, and the United Kingdom. A total of 2,002 HP monochrome and color LaserJet business users were surveyed.

For participants to qualify in the study, users must have had experience using both non-HP toner cartridges and Original HP toner cartridges in their LaserJet printers within the past 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 cartridges compared to Original HP cartridges. The study also confirmed that both the frequency and the relative severity of problems encountered are greater when using non-HP cartridges.

Study Objectives

The study objectives were designed to uncover and quantify the impact of LaserJet printing problems attributable to using non-HP toner cartridges as compared to Original HP toner cartridges.

Specific areas assessed include:

- Types of problems users experience
- The impact of the problems and how it affects user productivity and contributes to the hidden cost
- Number of people impacted by a cartridge problem
- Printer downtime due to problems
- How much time is spent resolving poor print quality and cartridge problems
- How cartridge problems are resolved
- How many users outsource print jobs due to cartridge problems

Study Methodology

- Research was conducted using an on-line survey among business users in Germany, France, Italy, Poland, Russia, Turkey, and the United Kingdom.
- Research is based on 1,002 HP monochrome LaserJet users, and 1,000 HP color LaserJet users. All respondents must have had experience with using both Original HP and non-HP toner cartridges in the past 12 months.
- The survey includes office users ranging from small to large. Respondents from business sizes include:

Business Size	% of Users
Micro/Small (1-99)	31.6%
Medium (100-499)	26.3%
Large (500-999)	20.7%
Enterprise (1,000+)	21.6%

- Data for both the HP monochrome LaserJet users and color LaserJet users were collected from December 2016 to January 2017.
- Questions were also asked about problems encountered (type and severity) with Original HP toner cartridges to establish a baseline.

Study Findings

The results illustrate the tradeoff in using HP and non-HP cartridges, and offer consumers a concrete measure of satisfaction, productivity, and, ultimately, money at risk when using non-HP cartridges.

Overall Problems – Color and Monochrome Cartridges

- 3 out of 4 of non-HP toner cartridge users experience problems with those cartridges.
- Over half of all respondents say they experience more problems when using non-HP cartridges than Original HP.
- Over 1 in 2 respondents say they experience more problems when using non-HP cartridges than Original HP.

Print Quality

- 97% of respondents say print quality is important to them.
- Almost all (95%) users who have issues with non-HP toner cartridges, name print quality as a problem.
- Majority of users who have issues with non-HP toner cartridges, name print quality as a problem.

Problem Cartridges and Printer Damage

- 3 out of 4 of non-HP toner cartridge users experience problems with those cartridges.
- Over half (53%) of all respondents say they experience more problems when using non-HP cartridges than Original HP.
- Over 1 in 2 respondents say they experience more problems when using non-HP cartridges than Original HP.
- 7% of users that have a problem with non-HP toner cartridges end up with a damaged printer that requires cleaning or repair.
- According to 41% of HP LJ user who have a problem with non-HP cartridges, their printer performance is not recovered after solving the problem.

Printer Downtime and Hidden Costs

- 35% of users who have problems with non-HP toner cartridges experience printer downtime.
- 1 in 3 users deal with printer downtime due to problems with non-HP toner cartridges experience printer downtime.

- Due to problems with non-HP toner cartridges, 1 out of 3 users who experience printer downtime are put on hold for more than eight hours.
- 72% of users who have problems with a non-HP toner cartridge must reprint at another printer.
- Over 3 out of 5 users that have a problem with a non-HP toner cartridge turn to the help desk, admin or technical support to help resolve their problem.

Overall Problems – Color

- 4 out of 5 non-HP color toner cartridge users experience problems with those cartridges.

Print Quality

- 94% of users who have issues with non-HP color toner cartridges, name print quality as a problem.
- Majority of users who have issues with non-HP color toner cartridges, name print quality as a problem.
- 98% of respondents say print quality is important to them.
- 61% of respondents say print quality is very important to them.
- Majority of users say print quality is very important to them.

Problem Cartridges and Printer Damage

- Over half of all respondents say they experience more problems when using non-HP color cartridges than Original HP.
- Over 1 in 2 respondents say they experience more problems when using non-HP color cartridges than Original HP.
- 7% of users that have a problem with non-HP color toner cartridges end up with a damaged printer that requires cleaning or repair.
- According to 2 out of 5 of HP LJ user who have problem with non-HP color toner cartridges, their printer performance is not recovered after solving the problem.
- 22% of users that have a problem with non-HP color toner cartridges have a cartridge fail, leak or run out of toner prematurely.
- More than 1 out of 5 users that have a problem with non-HP color toner cartridge experience failures, leaks or running out of toner prematurely.
- According to 2 out of 5 (43%) of HP LJ user who have problem with non-HP color toner cartridges, their printer performance is not recovered after solving the problem.

Printer Downtime and Hidden Costs

- Almost 70% of users that have a problem with a non-HP color toner cartridge turn to the help desk, admin or technical support to help resolve their cartridge problems.

- Due to problems with non-HP color toner cartridges, 1 out of 3 users who experience printer downtime are put on hold for more than eight hours.
- More than 3 out of 5 users that have a problem with a non-HP color toner cartridge turn to the help desk, admin or technical support to help resolve their problem.
- Over half of users who have problems with non-HP color toner cartridges solve it themselves by using an Original HP toner cartridge.
- 1 out of 2 users who have problems with non-HP color toner cartridges solve it themselves by using an Original HP toner cartridge.
- 1 out of 2 users who have problems with non-HP color toner cartridges turn to Original HP cartridges to get the job done.
- 74% of users who have problems with a non-HP color toner cartridge must reprint at another printer.
- 3 out of 4 users who have problems with a non-HP color toner cartridge must reprint at another printer.
- 2 in 5 users who have problems with non-HP color toner cartridges experience printer downtime.
- 2 in 5 users deal with printer downtime due to problems with non-HP color toner cartridges experience printer downtime.
- On average, 10 employees share a single HP Color LJ printer in their workspace.
- An average of 10.36 hours was the amount of time for 8 hours or more that the printer was down.
- It takes users an average time of 6.14 minutes for them to remove the cartridge.
- When users experienced this problem, they spent an average of 18.09 minutes in describing the problem and getting information or assistance to get it resolved.

Experiences Using NHP Brand Cartridge in HP Color LaserJet Printer

- 9.6 is the average number of people regularly using the HP Color LaserJet printer (the median value is 8 people).
- It takes someone an average of 1.20 minutes to walk to the HP Color LaserJet printer from their desk or workspace.
- It took users an average of 8.69 seconds to review their print job to decide if it was acceptable after their collecting their pages from the HP Color LaserJet printer.
- 38% of pages printed on the HP Color LaserJet printer are for external use.
- 39.2% of pages printed on the HP Color LaserJet printer are for internal use.
- 22.8% of pages printed on the HP Color LaserJet printer are for myself only.

Overall Problems - Monochrome

- Nearly 3 out of 4 of non-HP toner mono cartridge users experience problems with those cartridges.

Print Quality

- 94% of users who have issues with non-HP mono toner cartridges, name print quality as a problem.
- Majority of users who have issues with non-HP mono toner cartridges, name print quality as a problem.

Problem Cartridges and Printer Damage

- 47% of all respondents say they experience more problems when using non-HP cartridges mono than Original HP.
- 1 in 2 respondents say they experience more problems when using non-HP mono cartridges than Original HP.
- Over 6% of users that have a problem with non-HP mono toner cartridges end up with a damaged printer that requires cleaning or repair.
- 23% of users that have a problem with non-HP mono toner cartridges have a cartridge fail, leak or run out of toner prematurely.
- 1 out of 4 users that have a problem with non-HP mono toner cartridge experience failures, leaks or running out of toner prematurely.
- According to 2 out of 5 (39%) of HP LJ user who have problem with non-HP mono toner cartridges, their printer performance is not recovered after solving the problem.

Printer Downtime and Hidden Costs

- 1 in 3 of users who have problems with non-HP mono toner cartridges experience printer downtime.
- 1 in 3 users deal with printer downtime due to problems with non-HP mono toner cartridges experience printer downtime.
- Due to problems with non-HP mono toner cartridges, 1 out of 3 users who experience printer downtime are put on hold for more than eight hours.
- Almost 60% of users that have a problem with a non-HP mono toner cartridge turn to the help desk, admin or technical support to help resolve their cartridge problems.
- 3 out of 5 users that have a problem with a non-HP mono toner cartridge turn to the help desk, admin or technical support to help resolve their problem.
- Over 40% of users who have problems with non-HP mono toner cartridges solve it themselves by using an Original HP toner cartridge.

- 2 out of 5 users who have problems with non-HP mono toner cartridges solve it themselves by using an Original HP toner cartridge.
- 2 out of 5 users who have problems with non-HP mono toner cartridges turn to Original HP cartridges to get the job done.
- 70% of users who have problems with a non-HP mono toner cartridge must reprint at another printer.
- On average, 9 employees share a single HP Monochrome LJ printer in their workspace
- An average of 14.03 hours was the amount of time for 8 hours or more that the printer was down.
- It takes users an average time of 4.96 minutes for them to remove the cartridge.
- When users experienced this problem, they spent an average of 17.96 minutes in describing the problem and getting information or assistance to get it resolved.

Experiences Using NHP Brand Cartridge in HP Mono LaserJet Printer

- 9 is the average number of people regularly using the HP Mono LaserJet printer (the median value is 4 people.)
- It takes someone an average of .89 minutes to walk to the HP Mono LaserJet printer from their desk or workspace.
- It took users an average of 8.77 seconds to review their print job to decide if it was acceptable after their collecting their pages from the HP Mono LaserJet printer.
- 35.6% of pages printed on the HP Mono LaserJet printer are for external use.
- 44.0% of pages printed on the HP Mono LaserJet printer are for internal use.
- 20.3% of pages printed on the HP Mono LaserJet printer are for myself only.

Conclusions

This study reveals that using non-HP toner cartridges increases the chances of experiencing a printing problem. In fact, 4 out of 5 of non-HP color toner cartridge users experience problems with those cartridges. Nearly, 3 out of 4 of non-HP toner mono cartridge users experience problems with those cartridges.

Non-HP toner cartridge problems, such as poor print quality and leaking toner cartridges, can cause downtime in LaserJet printers. An unusable device translates into a loss of money and valuable time; the time needed to fix the problem cartridge is time that could be spent on more productive tasks.

LaserJet users signified, to save time, sometimes they choose to outsource their print jobs due to problems caused by non-HP cartridges. This strategy, though time sensitive, can be costly to the user and the business. Often when LaserJet users encountered a problem with non-HP toner cartridges they would replace the problem cartridge with an Original HP toner cartridge, saving on cost from employee's time, or the outsourcing documents.

Monochrome and color LaserJet users concluded that problems are more likely to occur using non-HP toner cartridges than using Original HP toner cartridges. Encountering these problems can cause an inconvenience for a single user or could escalate to effect an entire workgroup.

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