

Innovative Office Solutions

Reducing service calls and improving customer satisfaction with Original HP Supplies



Industry

Technology Services

Objective

Reduce maintenance problems and service calls and increase customer satisfaction

Approach

Innovative Office Solutions provides Original HP Supplies as an HP Partner First Managed Print Specialist and HP Platinum Supplies Partner

IT matters

- Original HP Supplies decreased number of toner-related service calls – for example from 7 to 0 per year for one customer
- Before switching to Original HP Supplies, toner-related issues impacted more than 18% of a customer's printer fleet in one year
- Original HP Supplies stopped damage due to toner leakage
- Original HP Supplies improved print quality and color accuracy

Business matters

- Increased customer satisfaction, due to fewer problems and better quality
- Reduced costs in responding to toner problems, thus increasing profitability



“The biggest value for us is that with Original HP Supplies we have very few service calls or frustrated users – we have happy customers when they click print.”

– Paul Kaminski, Director of Technology, Innovative Office Solutions



Dramatic cut in service calls after shift to Original HP Supplies
Minnesota-based Innovative Office Solutions provides print cartridges for a broad range of customers. It experienced high levels of problems and service calls with clones and remanufactured cartridges, including damage to customers' printers. After shifting its focus to Original HP Supplies, it has dramatically cut the number of service calls for toner problems, improving customer satisfaction and boosting profitability.



Innovative Office Solutions

Innovative Office Solutions is one of the fastest growing single-source office solutions companies in the US, with revenues exceeding \$100 million. It focuses on making the workplace more productive, offering a range of products and services including office supplies, furniture, facilities equipment, technology solutions, print and graphic design.

Its contracts often include providing print cartridges. According to Paul Kaminski, Director of Technology at Innovative Office Solutions, IT departments prefer to buy all Original HP Supplies, but purchasing departments focus only on purchase price savings, because that is how they are measured. He comments, “Very few procurement teams focus on Total Cost of Ownership (TCO) – they don’t necessarily appreciate that a remanufactured or clone cartridge will affect the maintenance kit and the rollers and often hasten equipment parts replacement.”

“Clone” cartridge concerns

When Innovative Office Solutions put in “Clone” cartridges, which are cheap third-party copies, its customers found they would leak in their equipment.

Another area of concern for Innovative Office Solutions is print quality. Customers with clone cartridges complain about streaking pages, smeared prints, and toner not fusing correctly to the page.

“I had a large customer that tried two brands of clones, and the colors were Completely off – in the end, their marketing department insisted on a printer that would give them true color and better quality. They switched back to Original HP Supplies.”

– Paul Kaminski, Director of Technology, Innovative Office Solutions

Kaminski describes how his company recently took over the contract for a new customer, and found it had to replace 10 percent of their printers due to damage from clone cartridges. He says, “Now that we have Original HP Supplies installed, service calls have decreased and the situation has finally stabilized.”

Customer at a glance

Innovative Office Solutions

- Founded 2001
- Revenues over \$100M
- Three office locations in Minnesota
- Over 30 distribution locations throughout the United States
- Featured on the Minnesota Business 100 Best Places to Work list for four consecutive years
- www.innovativeos.com

Resisting “Remanufactured” toner woes

“Similarly to clones, as soon as we put a remanufactured cartridge in, the number of calls we get increases, the amount of leakage increases, fusers burn out early and we have a lot of problems,” says Kaminski. “With Original HP Supplies, service calls decrease significantly, especially compared to clones.”

“Another customer had clones and remanufactured cartridges, and one of them just leaked all over their printer and shut it down – they had to go out and buy a replacement machine,” says Kaminski. “You can clean some, but our experience is once there’s been a leak, the printer is just never the same.”

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One customer with 40 devices logged seven calls for toner spills and toner-related issues in a year, due to Remanufactured cartridges. With nearly 18 percent of its fleet impacted by toner, this had to change. Since switching to Original HP Supplies, there has not been a single call for toner problems.

Kaminski comments, “End users were having so many problems – we had to tell our customers, either you switch back to HP, or we’re not going to support you any longer.”

Value with Original HP Supplies

To overcome these problems, Innovative Office Solutions no longer sells clone cartridges, and will not supply remanufactured cartridges where it provides support under a managed print agreement.

This approach has paid off, with higher customer satisfaction and lower costs in responding to printer problems, helping Innovative Office Solutions to be more competitive and to increase profitability.

“I just can’t afford to send a tech out for a leaking toner; it makes no sense for us,” says Kaminski. “When I have Original HP Supplies installed, I don’t get calls on leaking cartridges – all of our technicians prefer Original HP Supplies.”

“My job is to convert all of our customers back to HP, and HP has given me pricing programs to help me compete with clones and reman cartridges – we lead with HP and it’s a great partnership,” says Kaminski. “We can go in with a complete program and show customers the savings and then also add services, or put them under MPS, and that’s what we’ve been doing.”

“The biggest value for us is that with Original HP Supplies we have very few service calls or frustrated users – we have happy customers when they click print,” concludes Kaminski.

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