

## Case study

# Lasers Resource

HP Premier Partner reduces service calls and costs with Original HP Supplies



**Industry**  
Print Services

**Objective**  
Grow the business, decrease service calls, increase revenue, improve customer service, and minimize environmental impact as an HP Premier Partner

**Approach**  
Provide recyclable Original HP Supplies for reliable, cost-efficient, high quality printing; grow contractual business through HP QuickSilver MPS; meet customer demand with enhanced portfolio of HP A3 devices; leverage HP Smart Device Services for remote printer management

**IT matters**

- Improved toner reliability and print quality with Original HP Supplies
- Improved first-time fix rate from 72% to 86% with Original HP Long-Life Consumables
- Further reduced service calls through remote fleet management with HP Smart Device Services

**Business matters**

- Reduced toner-related service calls by 85% with Original HP Supplies
- Reduced overall service calls by 34%
- Reduced service costs by \$80,000 a year
- Eliminated \$10,000 annually in staff hours spent processing defective cartridge returns
- Improved quality with OEM supplies and parts
- Contributed to sustainability objectives with customer recycling of Original HP Supplies



**“Service calls due to defective toners have dropped by 85% with Original HP Supplies. We’ve also seen a 34% reduction in overall service calls and \$80,000 in savings.”**

– Tom Senecal, CEO, Lasers Resource

## Original HP Supplies and LLCs support MPS success

Lasers Resource, a managed print services company (MPS) in Grand Rapids, Mich., is built on the conviction that environmental responsibility goes hand in hand with business success. Founded in 1991 as a toner cartridge remanufacturer, the company today uses recyclable Original HP Supplies as the ideal choice for both customers and the environment. An HP Premier Partner, Lasers Resource provides HP print devices and supplies, including the new line of A3 printers and HP Smart Device Services remote management. It is growing its contractual business while reducing service calls and costs.



## Challenge

### Company aims to reduce service calls and costs

Employing a staff of 23, Lasers Resource provides a full range of printer service and support, supplies management, and managed print services (MPS) to customers in and around Grand Rapids, Mich. Committed to providing reliable, high print quality, the company aimed to reduce service calls and costs while improving the customer experience.

### Business and environmental goals encourage change

CEO Tom Senecal started Lasers Resource decades ago with the goal to help save the planet. He, and much of the industry, believed remanufacturing toner cartridges would contribute to that cause.

Then he learned what he calls the industry's 'dirty little secret'. Spent toner cartridges, even if remanufactured many times, ultimately ended up in the dumpster. When the trash service came, he'd see a black cloud blow across the parking lot. Over the years, Senecal also saw that remanufactured cartridges, in addition to their environmental drawbacks, presented performance problems — higher failure rates, streaky pages, and leaking cartridges that damaged printers — negating any perceived pricing advantages and increasing the servicing burden.

## Solution

### Original HP Supplies support business growth

To reduce its service calls and costs, improve customer service, and meet environmental goals, Lasers Resource switched from remanufactured cartridges to Original HP Supplies and from refurbished fusers to Original HP Long-Life Consumables (LLCs). Original HP Supplies deliver outstanding print quality and reliability, while Original HP LLCs reduce failure rates.

**“I’m proud of the fact that our first-time fix rate has increased from 72% to 86%. It’s training, it’s refreshes, it’s new products, better HP OEM parts, better quality, and remote management.”**

– Tom Senecal, CEO, Lasers Resource

“If you look in our warehouse today, there are no more reman cartridges. Service calls due to defective toners have dropped by 85%,” Senecal says. “First-time fix rates have improved with Original HP LLC parts from approximately 72% to 86%. It all comes together when it’s higher quality cartridges and parts going in the first time.”

To grow its business using Original HP Supplies, Lasers Resource took advantage of the HP QuickSilver growth initiative. Available to qualified HP channel partners at no additional cost for contractual devices using Original HP Supplies.

## Customer at a glance

### HP services

- HP Managed Print Services
- HP Smart Device Services
- HP QuickSilver MPS
- HP Planet Partners

### HP Supplies

- Original HP Supplies
- Original HP Long-Life Consumables

The initiative provides a simple and competitive offering. Key components include reduced reporting requirements, new jumbo cartridges for select monochrome products, competitive discounts on more than 170 cartridge SKUs, select long-life consumables discounts, and access to HP Smart Device Services for remote management productivity gains.

**“Our techs are quick to point out that one of the best things the company has done to make their jobs easier, is get rid of reman toner and reman fusers.”**

– Tom Senecal, CEO, Lasers Resource

With automated supplies fulfilment, 90% of cartridges are drop shipped directly to customers. Empty cartridges can be recycled directly by customers through HP Planet Partners program<sup>1</sup>.

To deliver the best customer service, Lasers Resource employees stay current with training for HP certification. Courses include on-site sessions and self-paced, web-based modules.

## Benefits

### Employees see positive impact for themselves and their customers

Switching to Original HP Supplies involved a culture change at Lasers Resource. Employee bonuses are based in part on first-time fix rates and on gross profit. Employees worried about any change impacting their bonuses, until positive business results overcame that fear.

“In several of our all-employee meetings, our techs are quick to explain: ‘One of the best things this company has done to make our jobs easier is get rid of reman toner and reman fusers,’” Senecal notes. “If compensation and bonuses are done correctly to drive the right behavior, it forces the organization to face its operational issues. If you’re buying a cheap reman fuser but then it fails for the customer, and the service tech complains that his bonus is affected, you have to address that.”

Customers too, are noticing improvements. One customer that left Lasers Resource for a better deal with remanufactured cartridges, returned after a disappointing experience. “This company’s end-users are explaining, ‘We never had these kinds of problems with Lasers Resource,’” Senecal says. “The supplies are driving that conversation. They’d made a pure cost decision instead of a total value decision and now there is pushback. Users want to print simply with quality and reliability.”

### Transformed business model drives success

In the modern new Lasers Resource headquarters that features distinctive use of reclaimed wood, Senecal analyzes the business results of his relationship with HP. With Original HP Supplies, he’s saving \$10,000 a year in staff hours spent processing defective cartridge returns. With the combination of Original HP Supplies and HP LLC parts, Lasers Resource’s number of service calls have dropped by 34%. A 23% drop in travel costs represents less wear and tear on vehicles, while a 24% drop in service call labor overhead helps the tech team focus on the growing business and on training activities.

**“One of the ‘dirty little secrets’ is that reman cartridges ultimately end up in the dumpster—and when the trash came, we’d see a black cloud across the parking lot.”**

– Tom Senecal, CEO, Lasers Resource

Lasers Resource was founded on a commitment to business success through environmental responsibility. That commitment remains, and over the years, the company has learned how to make a true difference through its partnership with HP.

“We’ve evolved from being the dirty garage toner cartridge remanufacturing company into a whole new, successful business model,” Senecal says. “Aligned with HP, we continue to grow and thrive. We have lower costs and better quality—and that allows us to be more competitive.”

Learn more at  
[hp.com/go/supplies](http://hp.com/go/supplies)

<sup>1</sup> Program availability varies.  
For details see: [hp.com/recycle](http://hp.com/recycle)

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