

Identifying printing trends boosted printer toner and paper sales for leading Consumer Electronics Brand – *Periodical tracking of heavy users printing behaviour & preferences*



Challenge

Discover printing needs and behaviour of intensive printer users (consumers and small businesses) in order to provide consumers with customised and higher quality paper and toner, which meet all their printing needs and therefore lead to higher usage.

Approach

Over several months the printing and usage of toner and paper by very active printer users was monitored. The analysis of the amount of printed pages for different tasks at various stages of the product lifecycle created a unique and rich characterization of diverse “printing personalities” (nr. of pages printed, amount of toner used, required improvements to make prints faster, at higher quality and lower cost).

Insights

Contrary to the client’s experience, KNOTs Research revealed unique laser printing habits throughout the complete ownership cycle. These findings were used to develop a module to precisely forecast sales of paper and toner on a monthly basis for the different groups of users, and to significantly improve the quality of both the paper and toner. As a consequence, sales of toner and paper increased almost twofold.

