

BACKGROUND

HP needed to understand total quality and related serviceability service costs for Samsung A3 multifunction devices costs in Western Europe.

Insights were required to determine strategic direction for pending A3 PWA launch.

SOLUTION

Partner Perception

Provided qualitative research to understand overall perception of A3 printer services, particularly for Samsung A3 printers.

Conducted quantitative research through partner surveys.

RESULTS

PARTNER PERCEPTION

A CASE STUDY WITH HP

