



Perceived Satisfaction by Customers in the Digital Printing Value System

Thomas Mejtoft

STFI-Packforsk, Örnsköldsvik, Sweden



Tryckteknisk Forskning



KTH Computer Science
and Communication

Background

- Printing industry
 - Fragmented business
 - Overcapacity
 - Commodity products
 - Competition by price
- Digital Printing
 - Smaller series
 - Variable data printing
 - Higher printing cost



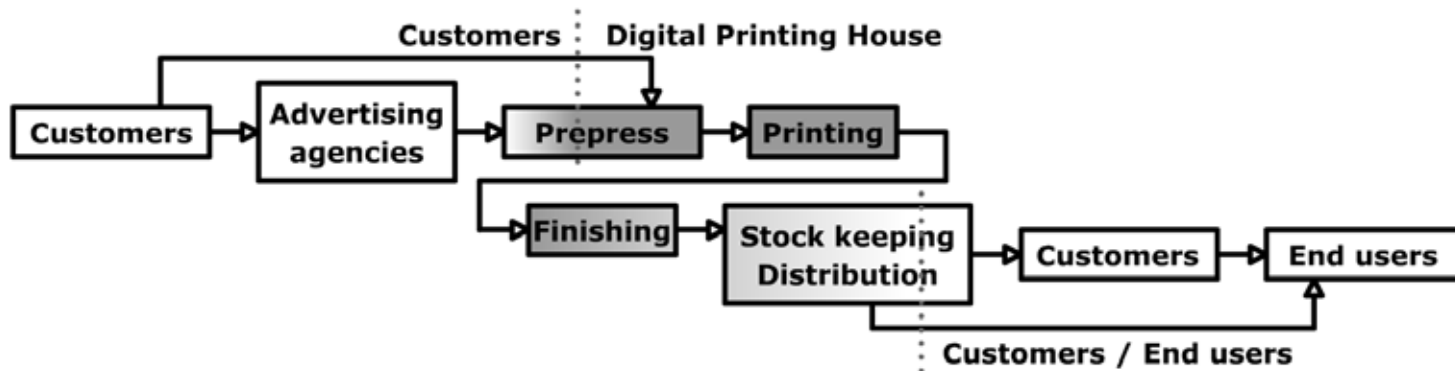


Objective

How do customers in the digital printing value system experience the value received from digital printing?

The study

- A qualitative case study of customers to digital printing houses
 - Direct customers
 - Advertising agencies
- Interviews with 8 customers
- Survey of 12 (8+4) customers



Results

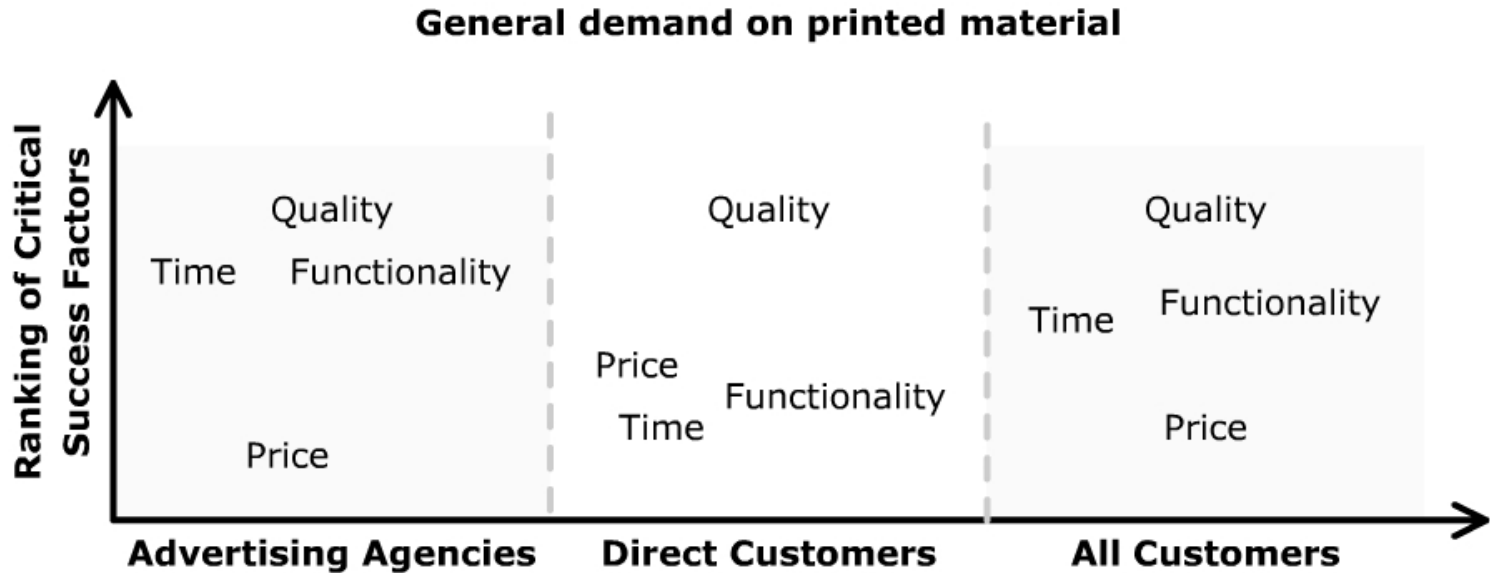
Results

Critical Success Factors

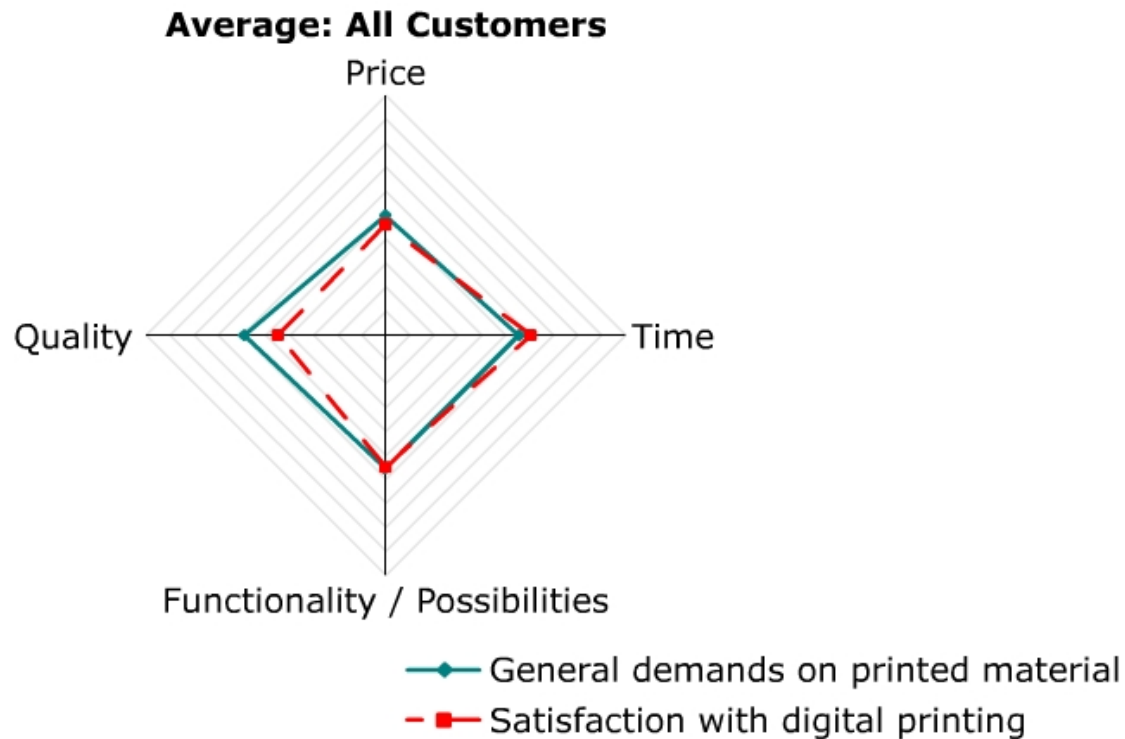
- Price
 - Time
 - Functionality/Possibilities
 - Quality
-
- Customer graded 1-10 their demand on printed matters and satisfaction of digital printing



Ranking

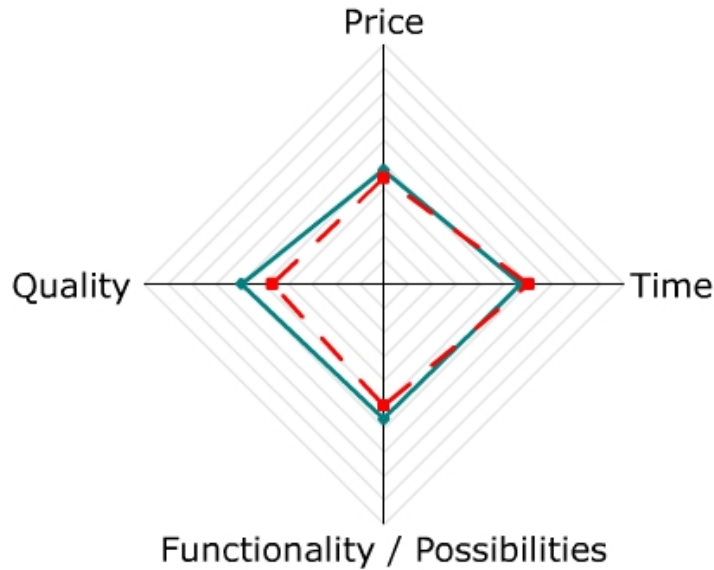


Demand vs. Satisfaction

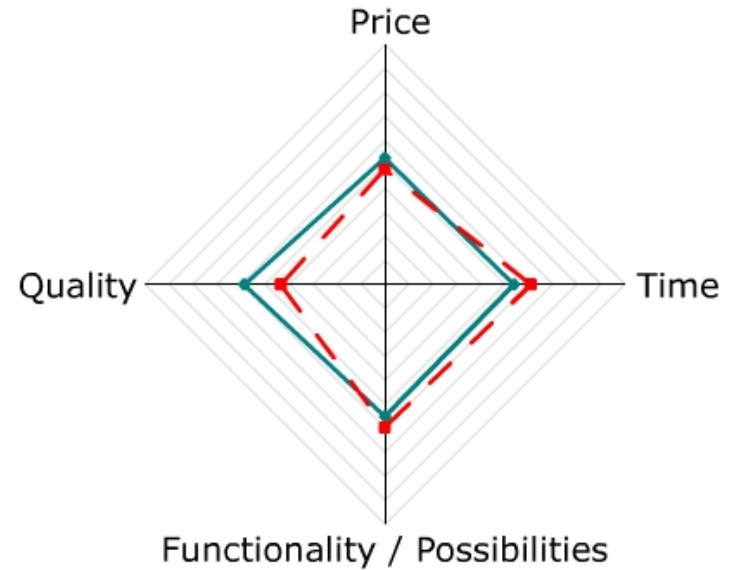


Demand vs. Satisfaction

Average: Advertising Agencies



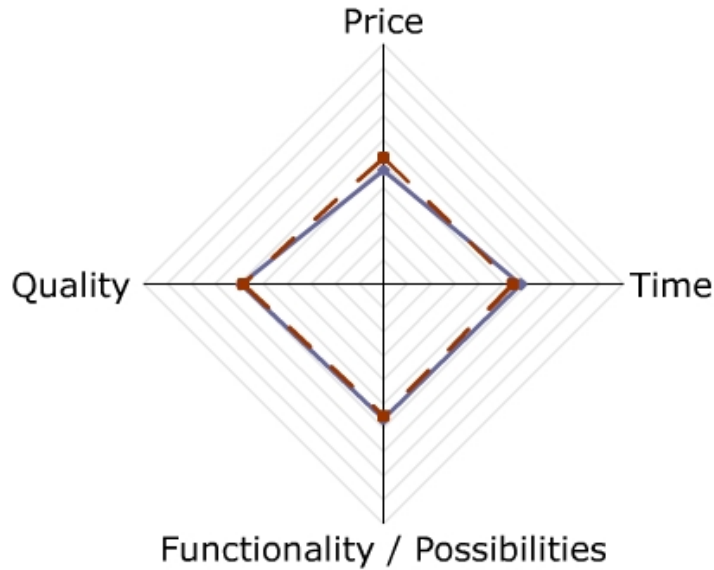
Average: Direct Customers



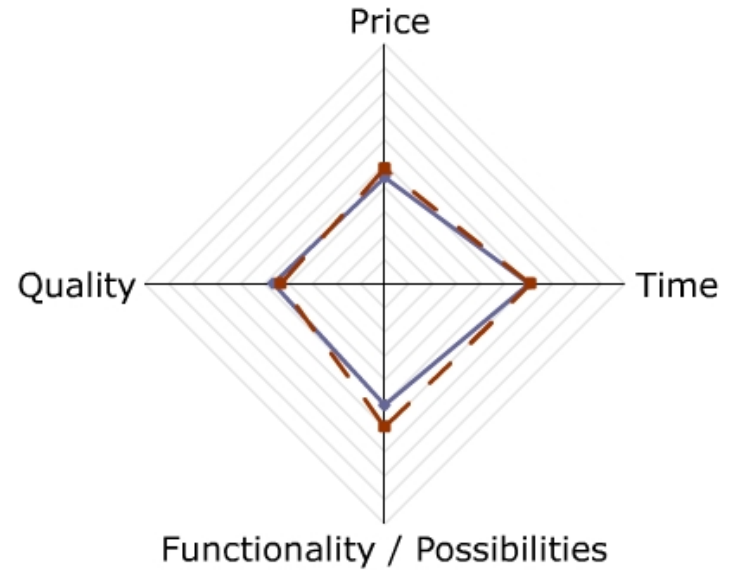
- ◆— General demands on printed material
- Satisfaction with digital printing

Advertising Agencies vs. Direct Customers

General demand on printed material



Satisfaction with digital printing



—◆— Average: Advertising Agencies
 -■- Average: Direct Customers

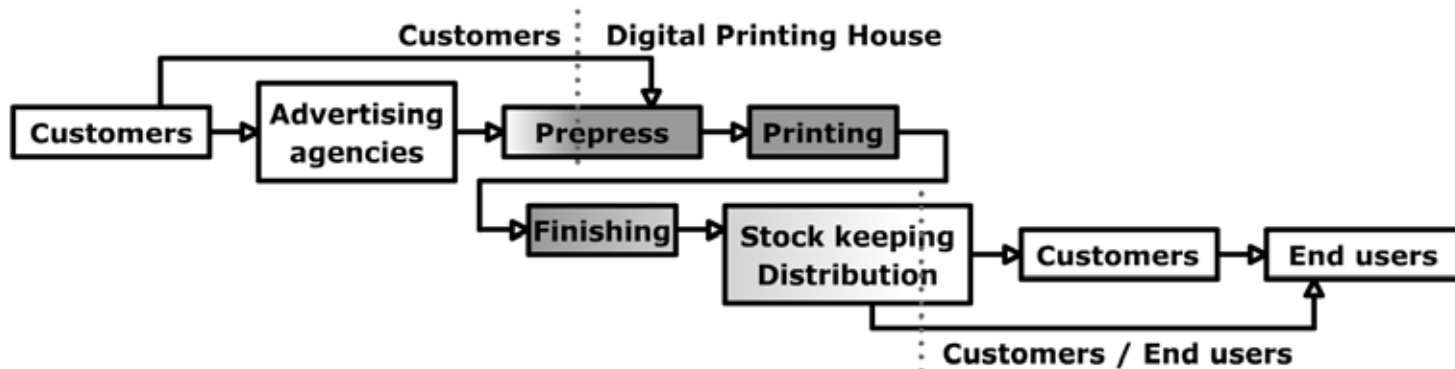
Engaging into digital printing

- The main reason was Print-on-demand
 - Reduce lead-times
 - Reduce stock keeping
 - Reduce discard volumes
- Variable data printing uncommon reason
 - The use have increased slowly among the customers



Purchasing orientation

- Long-term relation important
- Direct customers
 - Purchase full service solutions
- Advertising agencies
 - Purchase print



Conclusions

- There are still print quality issues to overcome
- Short lead-times greatest perceived customer value
- Future potential of variable data printing



Acknowledgement

The *Kempe Foundations*, the *EU Structural Fund* and the *Industry Participants* in the Digital Printing Community project are gratefully acknowledged for their financial support.





Thank you for your Attention

Thomas Mejtoft

STFI-Packforsk, Örnsköldsvik, Sweden

thomas.mejtoft@stfi.se

+46 660 324803



Tryckteknisk Forskning



KTH Computer Science
and Communication