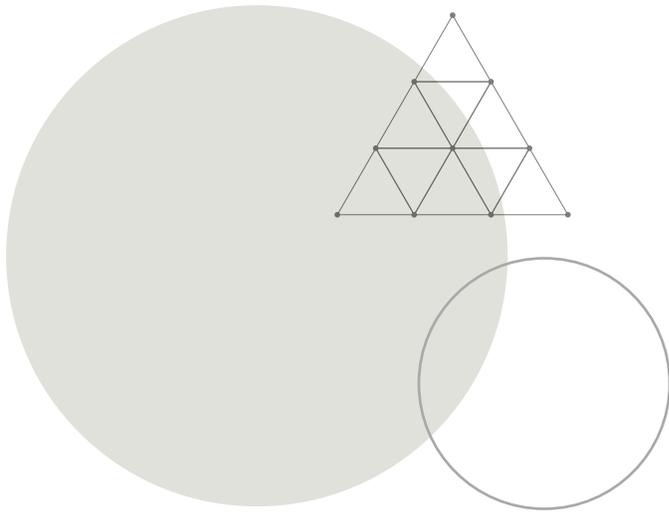


2013

COPIER CAREERS[®]
SERVICE TECHNICIAN
SALARY SURVEY

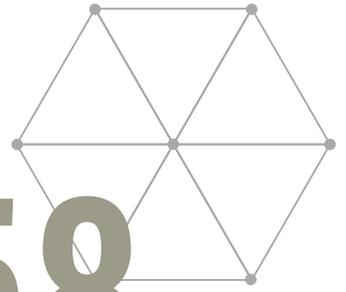




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For the past several years, the office technology industry has been in a constant state of transition. The machine we still refer to as a “copier” does so much more than make copies, and yet its significance has, if anything, decreased. Although the machines are more sophisticated than ever, each one is merely a node on the network, defined more by its ability to play nicely with other devices than by any of its intrinsic characteristics. Where specs like image quality, print speeds, and finishing capabilities were once paramount, today these selling points are overshadowed by a more pressing concern: is it network ready? As a result, our industry has slowly but surely inched closer to the IT world, an eventuality that everyone who’s been paying attention has predicted for years. What many of us failed to foresee was that IT would also begin closing in on us.

“Over the past year or so, we’ve started seeing IT providers engage in the types of business traditionally handled by independent copier dealers,” says Paul Schwartz, President of Copier Careers, a recruiting firm that’s been working exclusively with independent copier dealerships for three decades. “The IT providers are realizing that because they manage the networks, they might as well manage the devices as well, and so we’re seeing a lot of new businesses getting involved in selling, leasing, and servicing copiers. Conversely, many independent copier dealers have evolved into Managed Network Services (MNS) providers. The old divisions are eroding very quickly.”



4,158

COPIER SERVICE TECHNICIANS PARTICIPATED IN THIS YEAR'S SALARY SURVEY. THE AVERAGE TECH IS 35 YEARS OLD AND HAS WORKED IN THE INDUSTRY FOR 8 YEARS. 18 PERCENT HAVE SUPERVISORY RESPONSIBILITIES.

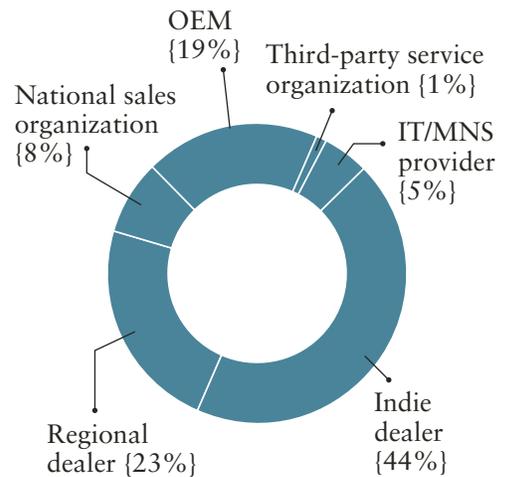
Since 2002, Copier Careers has published an annual survey of copier service technicians, service managers, and sales managers; in 2011, we added a fourth survey for copier sales representatives. The surveys track numerous data points, and provide a year-by-year snapshot of how well industry professionals are compensated, how satisfied they are in their jobs, and how thoroughly their employers are meeting their needs. As usual, this year's service technician salary survey turned up some interesting results.

The 2013 Copier Careers Salary Survey reflects responses from 4,158 copier service techs who took our online survey between March 1, 2012 and March 1, 2013. These professionals are employed by a wide variety of companies, with 44 percent working for independent copier dealerships, 23 percent for regional dealerships, 19 percent for OEMs, 8 percent for national sales & service organizations, 1 percent for third-party service organization, and—a new category this year—5 percent for IT or MNS providers. The typical respondent is 35.5 years old, down from an average age of 36.1 years in 2012 and 37.2 years in 2011, presumably reflecting an increase in the number of young technicians entering the industry. Women are also entering the industry in greater numbers; females now make up 19 percent of the national copier technician workforce, a threefold increase since the early 2000s.

AVERAGE YEARS IN COPIER INDUSTRY

2002	6.5
2004	7.1
2006	7.4
2008	7.4
2010	7.8
2011	7.9
2012	8.1
2013	8.3

WHO DO YOU WORK FOR?



70%

OF RESPONDENTS EXPECT TO CHANGE JOBS AT SOME POINT IN THE FUTURE. IN 2002, ONLY 15 PERCENT SAID THEY EXPECTED TO WORK FOR ANOTHER COMPANY.

The average salary for a service technician increased this year, from \$41,210 in 2012 to \$42,031 in 2013, a 2 percent hike. During the same period, the number of hours techs work each week has decreased to 51, down from an all-time high of 53 hours per week in 2011. By all accounts, however, this work week is still too long for many techs, most of whom spend several additional hours each week on call. For the fourth consecutive year, technicians who say they're looking for a new job list "seeking less stress" as their biggest motivating factor. Reducing the length of the work week seems like an obvious first step for employers eager to retain their current employees.

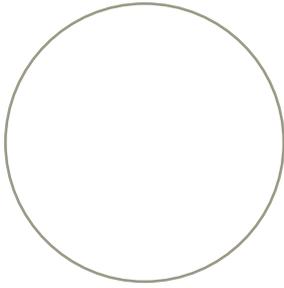
"Over the last couple of years, many dealerships have not done a great job of taking care of their people," says Jessica Crowley, Director of Recruiting for Copier Careers. "Copier technicians have high stress levels, their call rates are way up, and they are working extremely long hours servicing all sorts of devices. As a result, techs are now much more willing than they were a few years ago to make the move to a new employer."

AVERAGE BASE SALARY

2002	\$32,224
2004	\$35,106
2006	\$37,532
2008	\$39,865
2010	\$39,998
2011	\$40,998
2012	\$41,210
2013	\$42,031

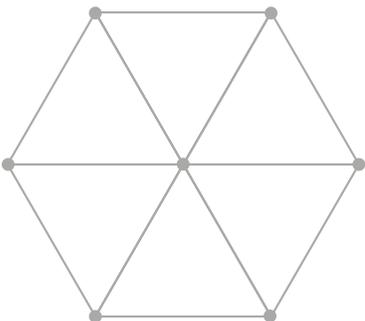
AVERAGE HOURS WORKED PER WEEK

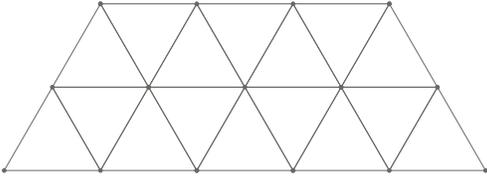
2002	46
2004	50
2006	51
2008	51
2010	52
2011	53
2012	52
2013	51



**COPIER TECHS
HAVE HIGH
STRESS LEVELS,
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4



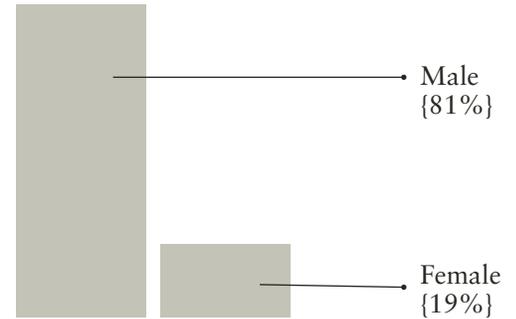


Advances in technology have been the catalyst for significant changes in the skill sets service technicians need to compete in today's job market. While break/fix skills are as necessary as ever, techs must also bring IT abilities to the table if they want to remain employable. Across the board, traditional break/fix technicians are losing out on jobs to the new breed of "hybrid technicians," people who augment their electro-mechanical knowledge with networking know-how.

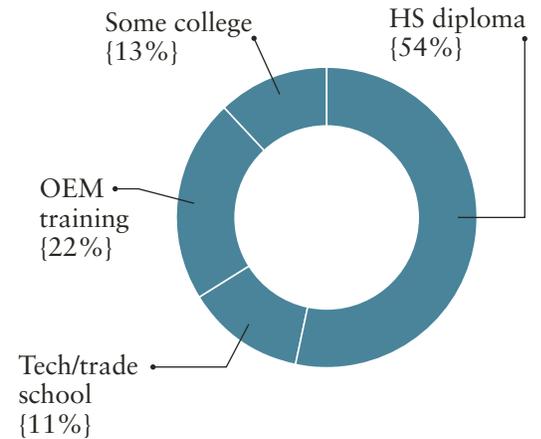
According to a recent poll on CopierCareers.com, less than 4 percent of more than 2,000 respondents believe that traditional break/fix technician jobs will exist five years from now. As one of our readers wrote, "The break/fix tech will be passed over for a more well-rounded person. Knowledge of how an MFP works completely is necessary for anyone who hopes to survive in this ever-changing market." Another respondent wrote, "Nearly 100 percent of the devices placed today need connectivity. It's a shame that technicians are not being trained faster for this need. It seems many companies think one side of the business is break/fix and the other is IT. This is not true anymore, and many break/fix techs know it and are waiting for management to train them."

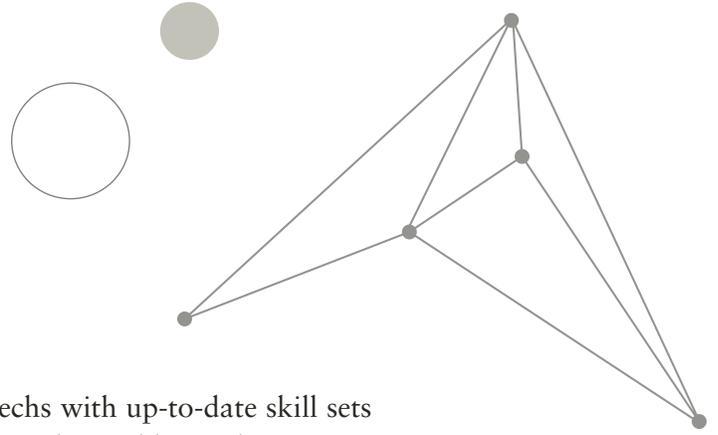
While it's true that some traditional break/fix techs are eager to expand their skill sets, this is unfortunately not the case for everyone. "The truth is that many experienced technicians will refuse to work on certain devices," says Schwartz. "They're so highly specialized that they don't see the need to learn networking skills, relying instead on IT to deal with connectivity issues. However, the bottom line is that dealerships need people who are both willing and able to work on all types of devices."

GENDER



EDUCATION LEVEL





In recent years, the demand for techs with up-to-date skill sets has outstripped supply at every turn. Now, the problem is being exacerbated by the entrance of IT providers onto the scene.

“As the economy has recovered, both copier dealerships and IT providers have had a greater need for new staff,” says Crowley. “Hybrid technicians have really strong base networking skills, which makes them very desirable to IT companies in general, and to Managed Network Services providers in particular. For copier dealerships, it can be difficult to compete for staff. The IT companies are often able to offer higher salaries, and they also provide technicians with an opportunity to learn new skills and engage more meaningfully with emerging technology.”

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To stay competitive, Crowley says, independent copier dealerships will have to get serious about attracting and retaining new talent. The good news, she says, is that it isn’t all about money.

“Earning a competitive salary is important for techs,” says Crowley, “and dealerships need to make sure they’re compensating people fairly. But other things, like having access to good health insurance or being able to achieve a healthy work/life balance, are also very attractive to candidates. Dealerships that can keep these factors in mind will have a leg up when it comes to finding and keeping new talent.”

WHY ARE YOU LOOKING FOR A NEW JOB?

-
1. Seeking less stress

 2. Want higher compensation

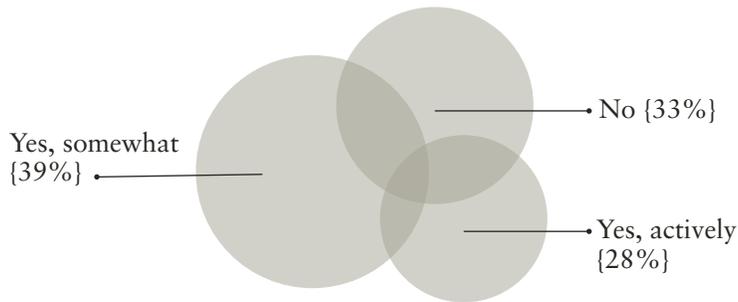
 3. Looking for greater job stability

 4. Job market opportunities are too good to pass up

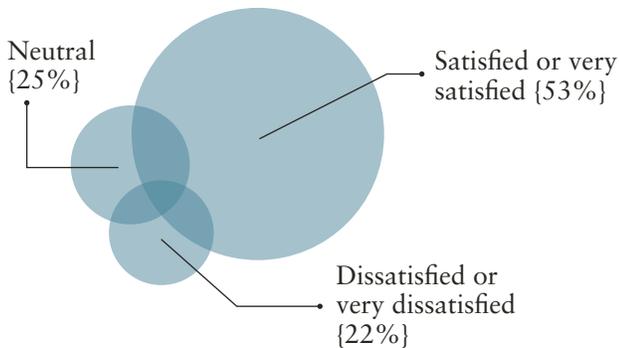
 5. Want to move to a different geographic area

 6. I don't like my current company's management or culture

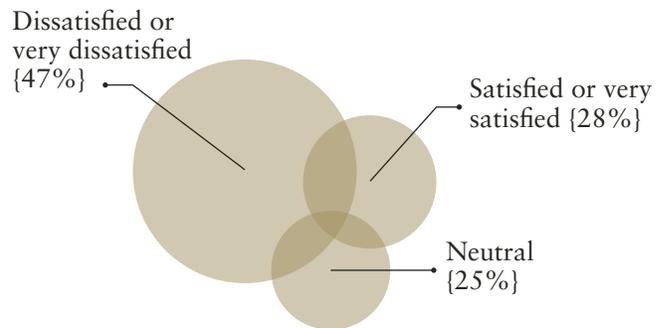
ARE YOU LOOKING FOR A NEW JOB?



SATISFACTION WITH COMPENSATION PACKAGE



OVERALL SATISFACTION



7

WHICH JOB-RELATED ISSUES MATTER MOST TO YOU?

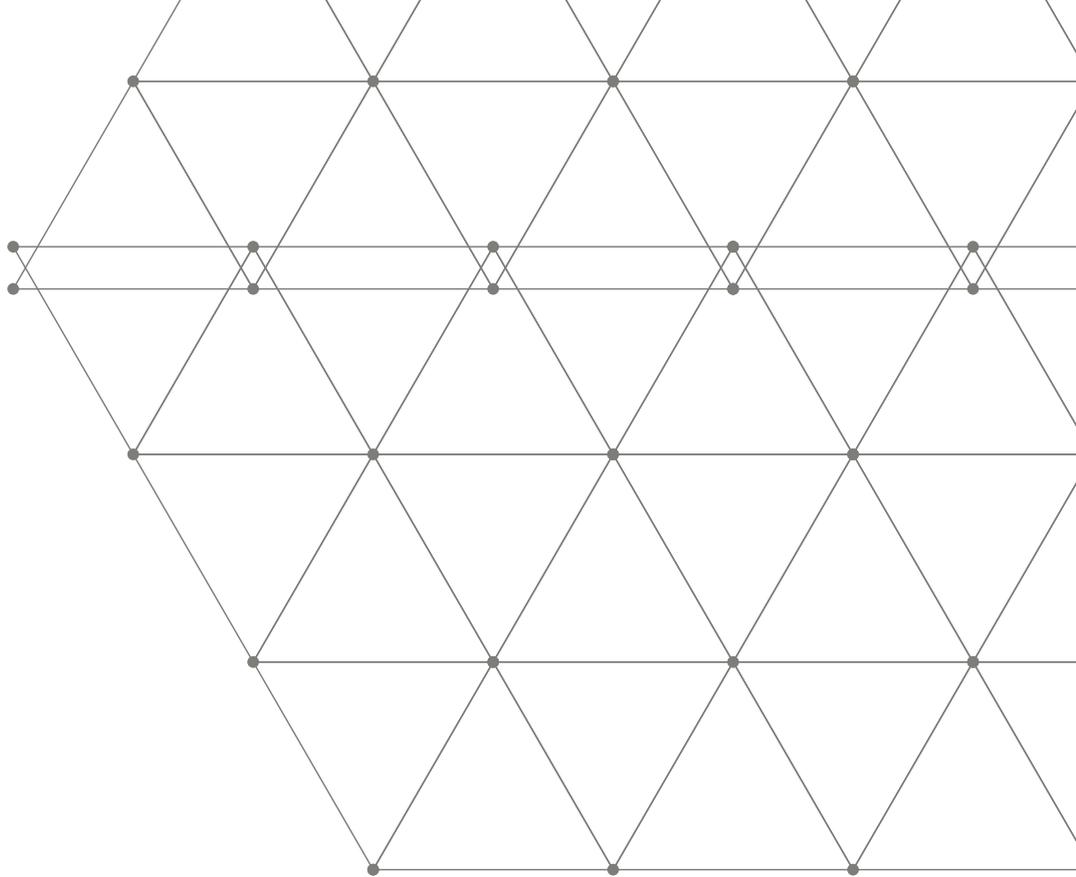
1. Prestige/reputation of company
2. Effectiveness of immediate supervision
3. Vacation time/paid time off
4. Casual attire
5. Bonus opportunities
6. My work is important to the company's success
7. Understanding the company's business strategy
8. Effective career planning and support

TOP NON-CASH/INDIRECT CASH REWARDS

1. Certification reimbursement
2. Health benefits
3. Further education/training
4. Company car/car allowance
5. Tuition reimbursement
6. 401(k) match
7. Phone/fax/internet

TOP REASONS FOR EARNING BONUSES

1. Certification/training
2. Retention bonus
3. Personal performance
4. Signing bonus
5. Project milestone completion
6. Hot skill premium
7. Company profit sharing



8 *Though the shortage* of hybrid technicians means headaches for copier dealerships, it creates opportunities for the small number of professionals who do have the right mix of skills, aptitude, and experience.

“The unemployment rate is still fairly high, both in the general economy and in the copier industry, but it’s not because there aren’t jobs out there,” says Schwartz. “It’s because there aren’t enough people whose skill sets match the job requirements. Succeeding in today’s world means you have to constantly keep learning and staying interested in new technologies. For people who do have the right skill sets and the desire to keep growing, the future looks very bright.” **CC**

74%

OF COPIER TECHS SAY THEIR EMPLOYERS DO A “POOR” OR “TOTALLY UNSATISFACTORY” JOB OF ATTRACTING NEW EMPLOYEES.

▶▶▶▶ **ABOUT US**

Copier Careers is a recruiting firm dedicated exclusively to helping independent copier dealers find experienced service techs, copier sales reps, managers, controllers, back office staff, and MPS/MNS experts. Learn more about our commitment to the industry at www.CopierCareers.com.