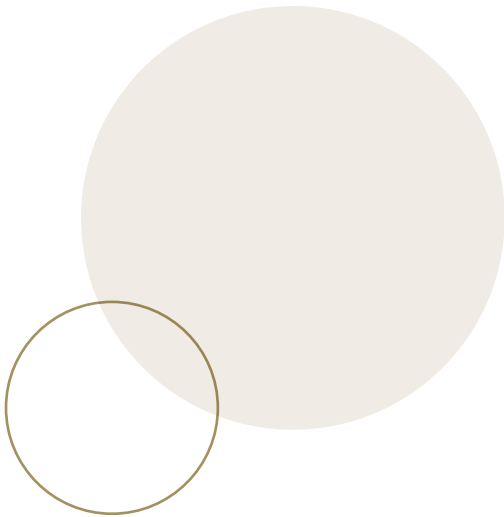


# SERVICE TECHNICIAN

SALARY SURVEY

2015





**The results of our 2015 Copier Careers® Service Technician Salary Survey confirm something we've been observing for quite some time: it's a job seeker's market.**

Sixty percent of copier service technicians surveyed say they're currently looking for new employment. Of those, 72 percent say the strength of the job market is a major factor in their choice to look around. "The market is extraordinarily tough for employers," says Paul Schwartz, president of Copier Careers®, a recruiting firm that's worked exclusively for independent copier dealers for the past 25 years. "Qualified hybrid technicians have been in continuous short supply for years, and copier channel employers are currently growing at a rapid pace because of managed print and managed network services. The result is that candidates have a lot of confidence in the job market right now. For people with the right skill sets, opportunity is everywhere."

Since 2002, Copier Careers® has published an annual survey of copier service technicians, service & operations managers, and sales managers. In 2011, we added a fourth survey for copier sales representatives. The surveys measure a variety of data and provide a year-by-year snapshot of how well industry professionals are compensated, how satisfied they are in their careers, and how well their needs are aligning with the needs of their employers. This year's surveys reveal some fascinating trends.

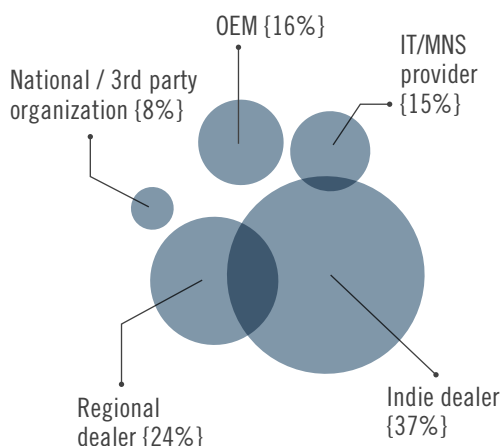


# 4,320

COPIER CHANNEL SERVICE TECHNICIANS PARTICIPATED IN THIS YEAR'S SALARY SURVEY.  
THE AVERAGE TECH IS **35 YEARS OLD** AND HAS WORKED IN THE INDUSTRY FOR **7.5 YEARS**.

## WHO DO YOU WORK FOR?

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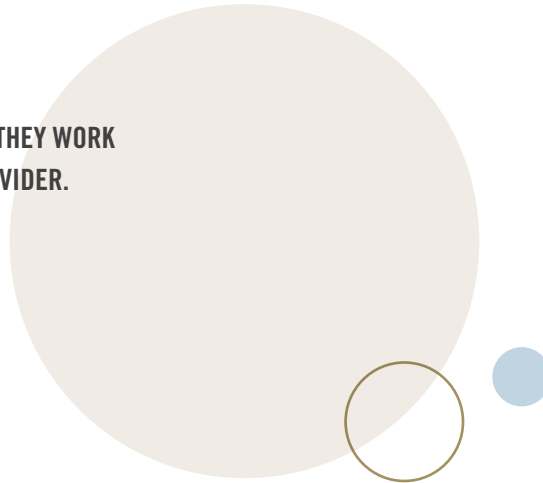
## The 2015 Service Technician Salary Survey

reflects the results of 4,320 service technicians who took our online survey over the past year. These technicians are employed by a wide variety of companies, with 37 percent working for single-location independent copier dealerships, 24 percent for multi-location regional dealerships, 16 percent for an OEM, 8 percent for national sales & service or third-party service organizations, and—most surprisingly—15 percent for an IT or MNS provider.

“There are at least two possible explanations for the number of respondents who say they work for an IT or MNS company,” says Jessica Crowley, Director of Recruiting for Copier Careers®. “One is that they’re working for companies that truly fall outside of the traditional copier channel. The other is that they work for traditional copier employers who have evolved to a point that they now identify as IT or MNS providers. What we know for sure is that the individuals who participate in our survey have a history of working within the copier channel; whether they are still within the channel or whether they have moved into IT is unclear. In any case, the numbers tell us just how much the line between the copier channel and the IT/MNS sector has blurred. It’s becoming much more difficult to know where one ends and the other begins.”

# 15%

**OF RESPONDENTS SAY THEY WORK FOR AN IT OR MNS PROVIDER.**



**The average salary for a copier service technician** increased a thousand dollars over the past year, from \$43,133 to \$44,125, a 2 percent increase. Average bonus amounts also increased, from \$5,968 to \$6,093, and were received for a variety of reasons. Eighty-eight percent of respondents say they received bonuses for certification or training, 70 percent received retention bonuses, and 61 percent received bonuses or cash incentives for personal performance. In the non-cash rewards category, we also saw increases in several areas: the percentage of people who received certification reimbursement (99%), health benefits (94%), further education/training (86%), and company cars (75%) have all increased since 2014.

Despite these increases, many technicians feel that compensation levels are not where they should be. In a separate poll conducted in March of this year, only 21 percent of 2,700 respondents said they believe copier technicians make enough money.

“Twenty-five years ago, a tech could make a good living wage of \$40-45,000,” said one respondent. “The wage hasn’t changed, but the value of the dollar has.”

“Many companies are hiring students from tech schools and starting them at \$30,000 a year,” said another respondent. “Most of them are under 26, still on their parents’ health insurance, and won’t contribute to a 401(k). With payroll and benefits being any company’s biggest expense, the sad truth is that a veteran technician with a family is a liability.”

## **AVERAGE YEARS IN COPIER INDUSTRY**

2002	6.5
2004	7.1
2006	7.4
2008	7.4
2010	7.8
2012	8.1
2014	8.1
2015	7.5

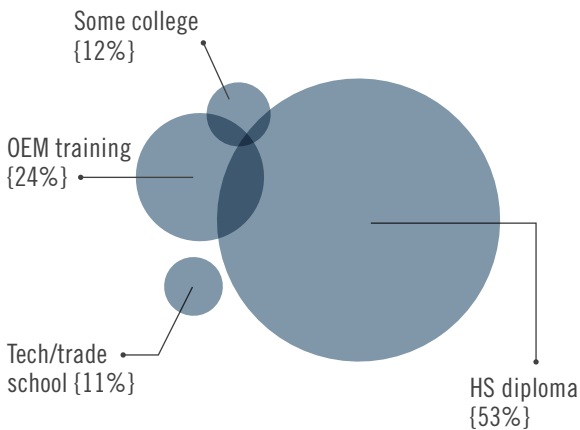
## **AVERAGE YEARS WITH CURRENT EMPLOYER**

2002	5.5
2004	5.5
2006	5.8
2008	5.1
2010	5.8
2012	6
2014	6.5
2015	6.3

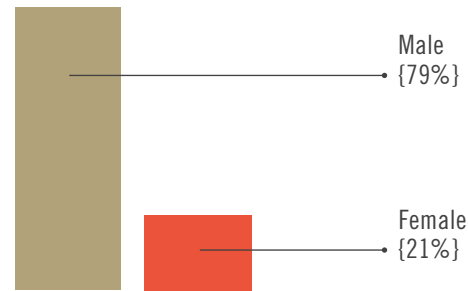
## **AVERAGE HOURS WORKED PER WEEK**

2002	46
2004	50
2006	51
2008	51
2010	52
2012	52
2014	50
2015	51

## EDUCATION LEVEL



## GENDER



**Although many technicians believe** their skill sets merit a more generous wage, the numbers show relatively high satisfaction with compensation levels: 55 percent of copier service technicians surveyed say they are either “satisfied” or “very satisfied” with their compensation. Another 25 percent report that they are neutral on the issue. Overall job satisfaction ranks markedly lower, with only 30 percent of respondents reporting that they are either satisfied or very satisfied with their jobs in general.

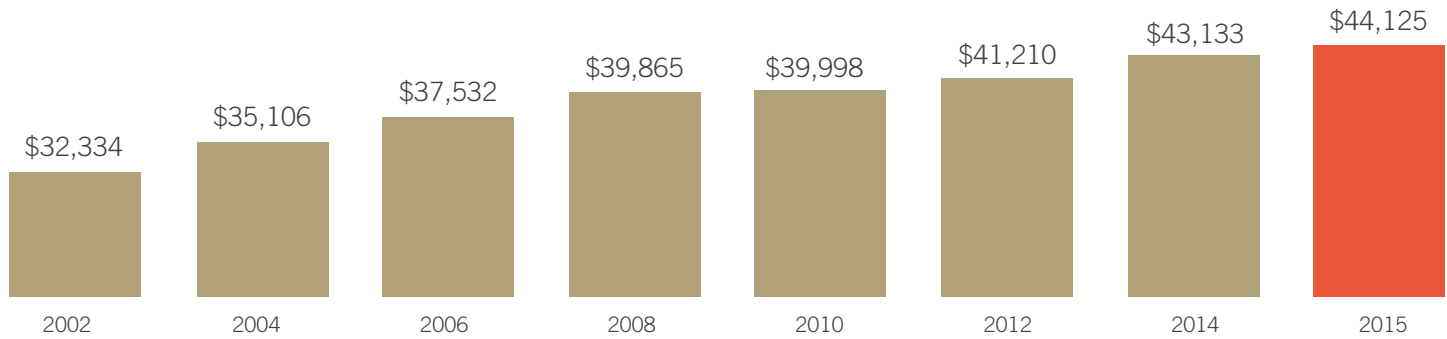
Along with base pay and benefits, the things techs say are most important to them include “having the tools and support to do my job well,” “job stability,” “the ability to work on creating new innovative IT solutions,” “the company’s understanding of the importance of IT,” and the “ability to work with leading edge technology”.

As Crowley confirms, IT and networking are key motivators for today’s up-and-coming technicians. Curiosity about new technology is a character trait shared by many copier technicians, and the opportunity to work on the newest hardware and software contributes to higher levels of job satisfaction. “While learning new skills can be stressful for some types of employees, for the younger generation of hybrid technicians, it isn’t stressful: it’s exciting,” Crowley explains. “They find it rewarding to work with emerging technologies, and they’ll seek out employers who can give them the opportunity to do that.”

While salary and benefits will always be major factors in any company’s recruitment success, providing a tech-forward work environment has become a requirement for companies hoping to attract the next generation of technical talent. The make-or-break factor in this equation is often the company’s service manager.

“One of the things techs say is increasingly important to them is the effectiveness of their immediate supervision,” says Schwartz. “So the quality of service management is a key factor when it comes to recruitment. If your service manager is running his department the same way he was running it 10 or 15 years ago, that’s a problem. When service management is behind the times, it becomes very difficult to recruit and retain people who are motivated by the opportunity to work with new technology.”

## AVERAGE SALARY, 2002–2015



### TOP NON-CASH/ INDIRECT CASH REWARDS

1. Certification reimbursement
2. Health benefits
3. Further education/training
4. Company car/car allowance
5. Tuition reimbursement

### TOP REASONS FOR EARNING BONUSES

1. Certification/training
2. Retention bonus
3. Personal performance
4. Signing bonus
5. Hot skill premium

**In addition to providing competitive compensation** and benefits, many copier channel employers have found that updating their incentive plans improves their ability to attract and retain technicians. Techs are the day-to-day face of the organization, and many independent copier dealers have become better about rewarding techs for providing referrals to the sales department. In this environment, individuals who excel at break/fix and networking and who also possess great communication skills are poised for real success.

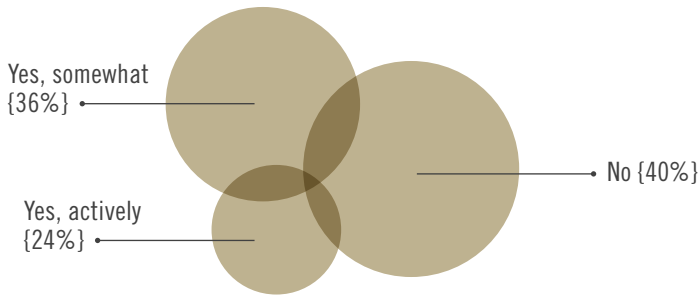
“Over the past year or so, we’ve found that many employers have gotten better at listening to their techs and understanding how integral they are from a customer-service and customer-retention standpoint,” says Crowley. “As a result, many of our clients have begun re-tooling their management and compensation strategies to reward techs and help them be better ambassadors for the company. In a recruitment environment as tough as this one, it’s essential that dealerships work hard to keep the techs they already have.”

This improvement is part of the larger trend of sales and service departments collaborating more successfully than they have in the past, a change that’s been prompted by the opportunities and demands of the managed services business model.

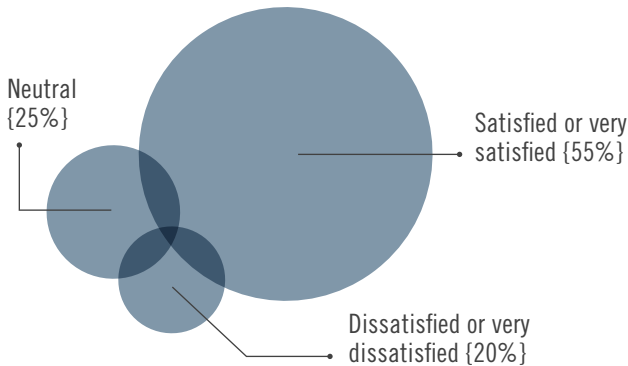
“Sales reps are understandably eager to sell as many solutions and sign up as many devices as they can,” says Schwartz. “But if the service department can’t properly implement a solution or service a device, the deal falls apart. Consequently, salespeople have become more tech-savvy, service technicians have become more sales-savvy, and both departments have learned to collaborate more closely than they ever did in the pre-services era.”



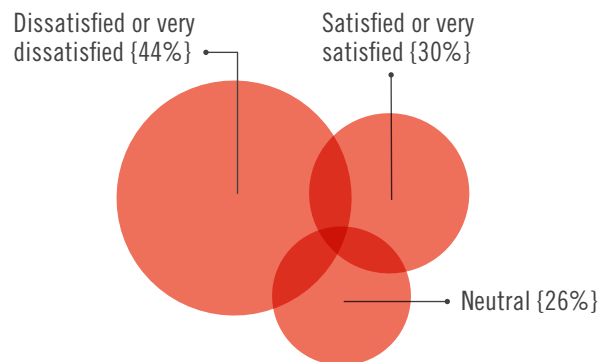
## ARE YOU LOOKING FOR A NEW JOB?



## SATISFACTION WITH COMPENSATION PACKAGE



## OVERALL SATISFACTION

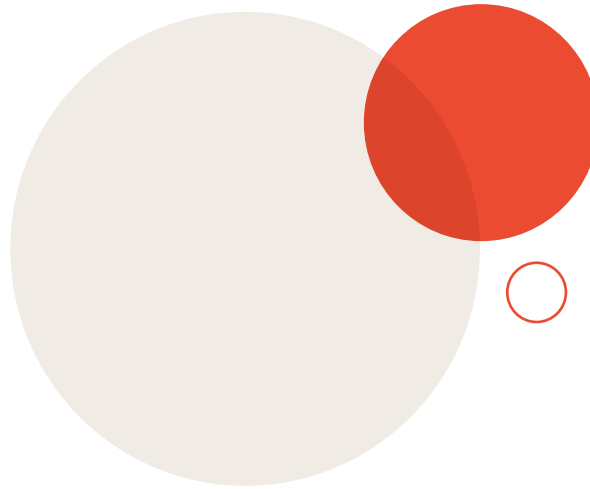


## WHICH JOB-RELATED ISSUES MATTER MOST TO YOU?

1. Base pay
2. Benefits
3. Having the tools and support to do my job well
4. Job stability
5. Ability to work on creating innovative IT solutions
6. My company understands the importance of IT
7. Ability to work with leading-edge technology

## WHY ARE YOU LOOKING FOR A NEW JOB?

1. Want higher compensation
2. Job market opportunities are too good to pass up
3. Seeking less stress
4. Want greater job stability
5. I don't like my current company's management or culture



**All in all, it's been a good year** for dealerships—many of whom are experiencing double- and even triple-digit growth—as well as for copier technicians. For techs who have mastered break/fix, networking, and communication skills, the job market has never been hotter. And there is no end in sight.



“This industry is a bellwether,” says Schwartz. “When times are bad—as they were in the years following the crash of '08—this industry doesn't typically get set back as badly as other industries. When times are good, in contrast, this industry does great. And right now, it is doing extraordinarily well. Candidates have a huge amount of optimism and confidence in the job market, and rightly so. The challenge today is for employers to keep up with their growth through strategic, ongoing recruitment and retention efforts.” -CC



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## ABOUT US

*Copier Careers® is a recruiting firm dedicated exclusively to helping copier channel employers find experienced service techs, copier sales reps, sales managers, service & operations managers, controllers, back office staff, and MPS/MNS experts. Learn more about our commitment to the copier channel at [www.CopierCareers.com](http://www.CopierCareers.com) or call 888-733-4868 to talk to a recruiter.*

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