

CopierCareers®

TWENTY-

SIXTEEN

SERVICE

TECH

SALARY

SURVEY

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# FOR THE LAST SEVERAL YEARS, COPIER SERVICE TECHNICIANS HAVE BENEFITTED FROM AN EXCELLENT JOB OUTLOOK.

Across the nation, the demand for hybrid technicians has well exceeded supply, making it reasonably easy for qualified techs to change jobs if they so choose. And many of them are making that choice: 70 percent of the people who participated in our 2016 Service Technician Salary Survey say they're either actively or "somewhat" looking for a new job—a 10 percent increase since 2015.

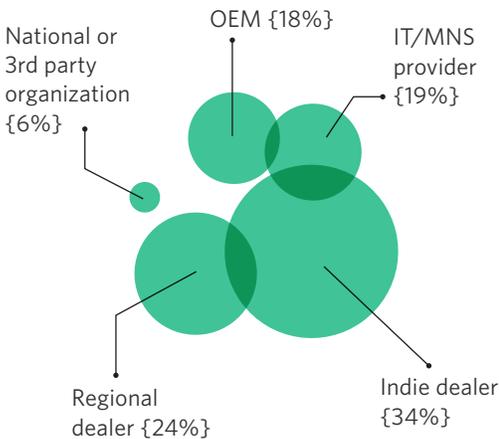
Why are so many techs looking for new employment opportunities? In part, it's money: wage stagnation and better-paying opportunities in IT are prompting techs to seek new jobs both within and outside of the copier industry. It's also generational: as millennials come to dominate the workforce, they bring with them a greater willingness to accept change and embrace the potential risks and rewards of pursuing new employment. Finally, it's circumstantial: there is a strong perception among copier service technicians that current job market opportunities are simply too good to pass up.

"Now is a great time to be a copier service technician," says Paul Schwartz, president of Copier Careers®, the only nationwide recruiting firm dedicated exclusively to the copier channel. "Their job prospects are looking very good. For dealerships, on the other hand, recruiting, retaining, and—for the first time in a long time—knowing how to compensate service technicians has become a significant challenge."

FOUR THOUSAND  
FOUR HUNDRED  
AND TWENTY  
EIGHT COPIER  
CHANNEL SERVICE  
TECHNICIANS  
PARTICIPATED  
IN THIS YEAR'S  
SALARY SURVEY.

4,428

## WHO DO YOU WORK FOR?



## AVERAGE HOURS WORKED PER WEEK

2002	46
2004	50
2006	51
2008	51
2010	52
2012	52
2014	50
2015	51
2016	52

**Since 2002, Copier Careers has published annual surveys of copier service technicians, service and 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 closely their needs are aligning with the needs of their employers.

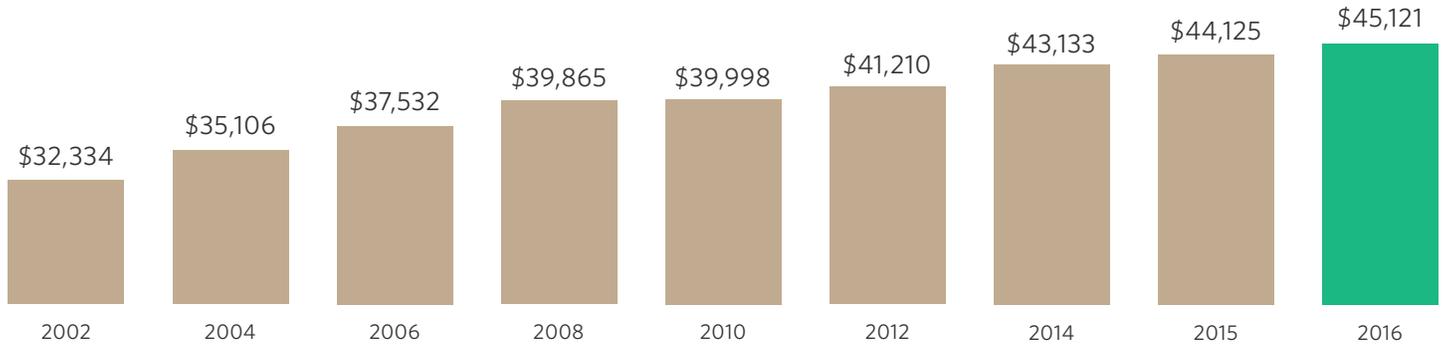
This year's Service Technician Salary Survey reflects the results of 4,428 copier channel service technicians who took our online survey over the past twelve months. The respondents are employed by single-location independent copier dealers (34%), multi-location regional dealers (24%), OEMs (18%), national sales & service and other third-party organizations (6%), and IT/MNS service providers (19%).

The average technician is 34 years old and has worked in the copier channel for 6.8 years. A strong majority—76 percent—are male, but the percentage of women working in technician jobs grows each year, and is up 10 percent since 2010.

“The copier service industry has historically been heavily male dominated,” says Jessica Crowley, Business Development Manager and Senior Recruiter for Copier Careers. “In the past few years, however, women have been entering the field in greater numbers, and now hold 1 in 4 copier service technician positions. It’s definitely a step in the right direction.”

The average copier tech spends 52 hours per week on the job, plus an additional 5 hours on call after hours. This figure has remained relatively stable over the past decade.

## AVERAGE SERVICE TECHNICIAN SALARY, 2002-2016



***This year, the average salary for a copier service technician was \$45,121, a modest increase of 2.26 percent over the previous year.***

In addition to base salary, techs also received an average of \$6,068 in cash rewards for certification and training bonuses, retention bonuses, performance bonuses, signing bonuses, and project milestone completion. On the non-cash compensation front, 98 percent of respondents received health insurance benefits, 98 percent were reimbursed for the cost of obtaining certifications, 88 percent received employer-sponsored education or training, and 73 percent were given company cars or car allowances.

Although satisfaction with compensation is fairly high—79 percent say they’re very satisfied, satisfied, or neutral when it comes to their pay—among the 70 percent of techs who say they’re looking for a new job, many list “seeking higher compensation” as an important motivator.

“I am approaching my two year anniversary and I have not received a review or a pay increase,” said one online commentator in response to a recent Copier Careers poll question about performance reviews. “I am angry about that and am debating leaving the company.”

“Great company, good people, no reviews or raises,” said another. “What you agree to coming in is what you get stuck with, no matter how good a job you do.”

### AVERAGE YEARS WITH CURRENT EMPLOYER

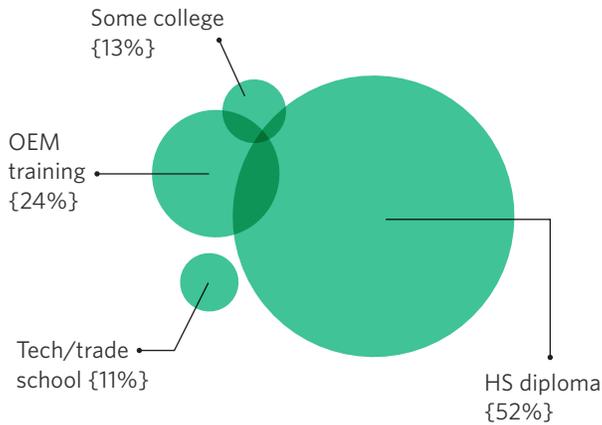
2002	5.5
2004	5.5
2006	5.8
2008	5.1
2010	5.8
2012	6.0
2014	6.5
2015	6.3
2016	6.3

### 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
2016	6.8

"GREAT COMPANY,  
GOOD PEOPLE,  
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## EDUCATION LEVEL



## GENDER



***For the past several years, salaries for copier technicians have remained essentially flat, even as the skill set required for hybrid technicians has expanded to include sophisticated networking and IT abilities.*** As a result, we've begun to see an exodus of network trained technicians out of the copier industry and into higher-paying IT jobs.

"Ten years ago, a break/fix copier tech was a break/fix copier tech—moving to another industry without retraining was not really an option," says Schwartz. "Today, if half of your training is focused around networking and solutions, your certifications are highly transferrable to other IT industries, and we are seeing some technicians beginning to move that way."

For employers used to paying break/fix salaries, recruiting and retaining the new generation of techs has become a serious challenge. To confront this challenge, copier industry employers will have to seriously consider raising base salaries and exploring new approaches to technician compensation.

"Five years ago, copier dealerships went through a very rough period where they were trying to figure out how to compensate their salespeople for MPS and MNS sales. I think the issue of technician compensation today is similar to that," says Crowley. "It's become essential for dealerships to compensate techs for their IT skills by offering some additional compensation based on performance. But measuring that performance in a meaningful way and developing compensation programs that are mutually beneficial for the techs and for the company is still a struggle for most dealerships."

"It's a tough balance," adds Schwartz. "The dealership has to establish measurable benchmarks for tech performance, while at the same time taking into account that it can't become a numbers game—technicians play a huge role in keeping customers happy and maintaining relationships, so a lot of their value is unquantifiable. In addition, whether technicians can hit their benchmarks depends on how well the service department is run. Are parts available when technicians need them? Are the techs being dispatched efficiently? There's a lot of sorting out to do—but it's essential that dealerships begin to figure it out, or they risk losing their people to other companies in the IT space."

# *"TECHNICIANS PLAY A HUGE ROLE IN KEEPING CUSTOMERS HAPPY AND MAINTAINING RELATIONSHIPS."*

## **TOP NON-CASH/ INDIRECT CASH REWARDS**

1. Health benefits
2. Certification reimbursement
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. Project milestone completion

***When asked which job-related issues are most important to them, technicians frequently answer in terms of technology.*** Working for a company that understands the importance of IT, having the ability to work on innovative IT solutions, working with leading-edge tech, and having continued opportunities to learn new skills are significant factors in job satisfaction.

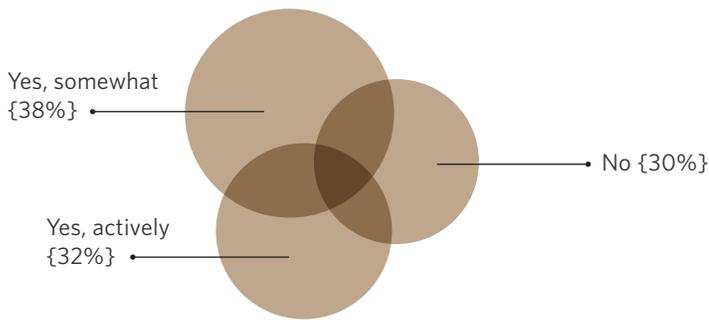
For the tenured techs who have failed to keep their skill sets up to date, these survey responses should serve as a warning to shape up or ship out. While break/fix copier skills will always be required, they are no longer enough: understanding the software and keeping up with its rapid progress are essential to maintaining your relevance in this industry.

For employers, this should serve as an imperative to embrace technology and invest in continued education as a recruiting and retention strategy.

“While learning new skills can be stressful for some types of employees, for the younger generation of hybrid technicians, 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. They will also leave employers who can’t or won’t provide ongoing training, because they realize how important it is to stay on top of their game.”

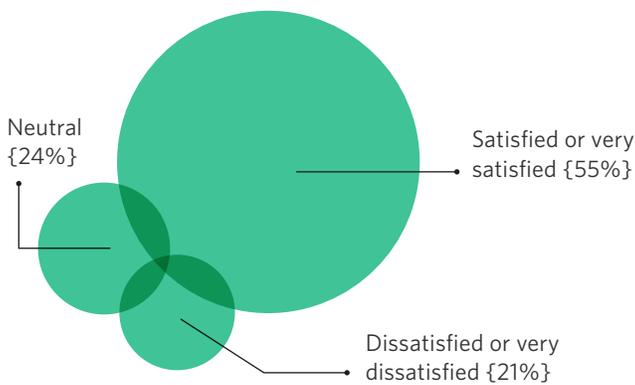
## ARE YOU LOOKING FOR A NEW JOB?

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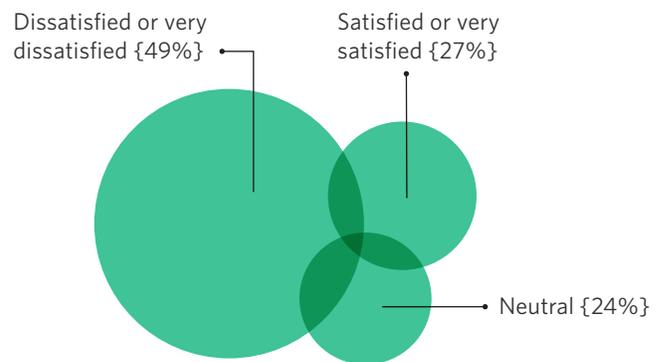
## SATISFACTION WITH COMPENSATION PACKAGE

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## OVERALL SATISFACTION

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

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1. Benefits
  2. Base pay
  3. Company understands the importance of IT
  4. Job stability
  5. Ability to work on innovative IT solutions
  6. Having tools and support to do my job well
  7. Ability to work with leading-edge technology
  8. Company-provided computer
  9. Skill development/education/training opportunities
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## WHY ARE YOU LOOKING FOR A NEW JOB?

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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
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# *"RECRUITING, RETAINING, AND COMPETITIVELY COMPENSATING TECHNICIANS HAS NEVER BEEN MORE DIFFICULT."*

***While it may seem as though the most recent shakeup in the copier channel—the transition to the MPS/MNS business model—is now behind us, in the service department the growing pains may only just be getting started.***

Although it remains an exciting time to be a copier service technician, the dealerships that employ these highly-skilled professionals have many challenges to overcome. Recruiting, retaining, and competitively compensating technicians has never been more difficult than it is today. To keep their service departments running at full strength, dealerships will have to consider making some big, bold changes to attract good technical talent.

"Change is never comfortable," says Schwartz. "But it is always unavoidable. Over the past decade, we've seen this industry weather enormous changes, most significantly the economic crash and the switch to the MPS/MNS business model. Through it all, independent dealerships have managed to evolve, survive, and thrive. Even though new recruiting, hiring, and retention challenges are beginning to arise, we feel confident that dealerships of all types and sizes will continue to innovate and build upon their successes throughout 2016 and beyond." -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.