

Survey data show evidence of service salary compression

The following tables offer data from *Customer Service Newsletter's* 2009 Salary & Incentives Survey. Table 1 offers data on regional salary differences for eight different service management and frontline positions. Table 2 reports on the perceived effectiveness of certain motivational tools often used in service operations.

Table 1: Regional differences in base pay for customer service personnel (in thousands of US\$)

	Customer Service VP/Director	Customer Service Manager	Supervisor	Senior CSR	CSR	Entry-level CSR	Data Entry Clerk	Technical Support Rep
New England	\$74.0	\$63.5	\$46.6	\$37.7	\$33.5	\$27.9	NA	\$46.7
Mid-Atlantic	\$99.8	\$63.7	\$47.3	\$41.5	\$34.6	\$27.9	\$26.6	\$39.0
South Atlantic	\$90.0	\$62.3	\$46.9	\$33.5	\$30.6	\$25.8	\$26.0	\$35.7
East North Central	\$81.5	\$56.2	\$41.3	\$36.0	\$30.5	\$26.1	\$26.3	\$32.4
West North Central	\$77.0	\$48.3	\$39.0	\$33.0	\$28.8	\$24.5	\$24.3	NA
South Central	\$72.6	\$55.8	\$44.4	\$35.4	\$30.7	\$28.7	NA	NA
Mountain	NA	\$56.1	\$41.8	\$30.7	\$25.8	\$23.9	NA	NA
Pacific	\$91.7	\$71.0	\$46.7	\$37.6	\$31.2	\$27.7	\$24.0	\$38.3

NA = Insufficient data available to report.

Table 2: Most useful rewards for motivating reps

Type of reward program	% of companies that find this approach useful in improving rep performance
Cash awards/bonuses tied to compensation	17%
Management-delivered "spot" rewards	16%
Informal management recognition	16%
Group celebrations	15%
Formal recognition programs	10%
No response/None of the above	15%
Peer-to-peer reward/recognition programs	8%