

Service salaries are still being impacted by the recession

The following tables provide additional data from *Customer Service Newsletter's* 2010 Salary and Incentives Survey. Table 1 includes data on regional base salary differences for eight customer service management and frontline positions. Table 2 reports on the perceived effectiveness of motivational tools often used in service organizations.

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	\$81.8	\$62.4	\$46.2	\$41.6	\$36.0	\$30.1	NA	NA
Mid-Atlantic	\$107.0	\$69.9	\$53.6	\$41.2	\$35.6	\$30.9	\$27.3	\$41.0
South Atlantic	\$105.3	\$67.6	\$43.2	\$38.5	\$31.5	\$27.4	\$24.0	\$35.0
East North Central	\$91.2	\$61.0	\$46.0	\$37.1	\$31.8	\$27.0	\$22.5	\$33.9
West North Central	\$101.4	\$70.4	\$47.9	\$39.7	\$33.1	\$29.1	\$25.5	\$42.1
South Central	\$81.2	\$58.5	\$40.0	\$35.5	\$30.8	\$27.3	\$26.0	\$40.6
Mountain	\$87.3	\$62.0	\$45.6	\$33.5	\$30.3	\$27.1	\$26.0	\$33.5
Pacific	NA	\$74.1	\$51.9	\$41.4	\$34.5	\$27.6	NA	NA
Canada	\$67.5	\$52.5	\$46.2	\$34.5	\$34.0	\$29.0	\$26.0	\$31.0

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	25
No response/None of the above	18
Management-delivered "spot" rewards	17
Group celebrations	13
Formal recognition programs	12
Informal management recognition	12
Formal merchandise/travel award program	3
Peer-to-peer reward/recognition programs	2

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