

The 2013 HDI Support Center Salary Report



An Extract from the 2013 HDI Support Center Practices & Salary Report

Over 73 percent of the technical service and support industry is hiring, either filling positions as they become open or expanding to create new positions, and compensation is one of the issues organizations must address when seeking new talent.

In 2011, 34 percent of support centers were anticipating increasing salaries within the year. In 2012, this was down slightly to 32 percent, rising four percent in 2013, to 36 percent. Less than one percent of organizations expect to see salary decreases in the next twelve months, and 50 percent plan to stay about the same.

This year's survey results revealed that, on average, salaries increased by about two percent from 2012 levels (based on US data only). The average salaries fall right around the midpoint of the low and high ranges, whereas in 2012 they fell closer to the low end of the range for each position.

In this section, average salaries (US data only)* are listed for each position by size of support center (based on number of customers supported). Consistent with previous years, smaller support centers (fewer than 2,000 customers) are paying more at each staff level, while director-level salaries do not appear to be related to support center size.

Average salaries (again, US data only) have also been broken out by the type of support provided (internal only, external only, or blended) and the region of the United States in which the support center is located. The fifty US states fall into three regions, as follows:

East: Connecticut, Delaware, Florida, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, Washington, DC, and West Virginia

Central: Alabama, Arizona, Arkansas, Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee, Texas, Utah, Wisconsin, and Wyoming

West: Alaska, California, Hawaii, Oregon, and Washington

Consistent with previous years, support staffs located in the western region are typically paid more than those in the central and eastern regions.

The number-one factor that determines salary increases for call screener/dispatch, customer service representatives, and level 1 support is customer service skills. Customer service skills drop to the number-two spot, after quality of work, for level 2 and desktop support technicians. For level 3, customer service skills make the top-five list, but are beaten out by quality of work, increased job responsibilities, and technical knowledge. For team leads and above, management and leadership skills are the top factors influencing salaries.

In 62 percent of support centers, managers receive bonuses, compared to 44 percent for support staffs. In addition, one percent of support centers will be adding bonuses in the next twelve months, while six percent are increasing bonuses and three percent are decreasing or eliminating them. Most organizations (83%) base manager bonuses on company or organization performance, while 60 percent base them on individual performance. Organizations also use department/team performance to determine bonuses for both staff and management, although this is less common (47% and 33%, respectively).



* The data included in this report encompasses all survey responses, except where specific salary amounts are reported. All compensation amounts are reported in US dollars for US data only.

Support Center Job Titles and Definitions

Call Screener/Dispatch: This position collects information from the customer, including contact information and details about the incident or service request, and then routes the ticket to level 1 support or another appropriate contact. Call screeners/dispatchers differ from level 1 support in that they are not expected to resolve problems or answer questions.

Customer Service Representative: The customer support professionals who receive and handle customer inquiries, most often for nontechnical issues. They are expected to provide answers to common questions, perform routine procedures to resolve a high percentage of inquiries, and route more-complex issues to a higher level of support.

Level 1 Support/Support Center Analyst: The frontline technical support professionals who receive and handle tickets. These professionals are responsible for providing customers with information, restoring service, providing specific services, and escalating tickets to a higher level of support. These individuals are typically technical generalists.

Level 2 Support: The technical support professionals who handle tickets that are escalated from level 1. These professionals require greater technical skills and/or access rights than level 1 support personnel. They are typically technical specialists and may also be responsible for participating in root cause analysis of problems. (Does not include desktop support technicians, who are reported on separately in this survey.)

Desktop Support Technician: The technical support professionals who respond to tickets escalated by the support center that are related to customer equipment; additional skills, knowledge, tools, or authority are required. They may resolve incidents remotely, at the user's location, or via equipment returns. Responsibilities may include hardware and software deployments, moves, adds, and changes.

Level 3 Support: The technical support professionals who build, maintain, and/or enhance technical products and services. These professionals are typically "engineer"-level staff. They are involved when the ticket cannot be resolved by either level 1 or level 2, and when there is high business impact or urgency. Level

3 support is commonly either an internal engineering/development team or an external vendor.

Support Center Team Lead: The technical support professionals who oversee the day-to-day activities of a team of support staff. These professionals serve as the communication link between the team and the manager, as a coach or mentor to support staff, and are often the first point of internal escalation within the support center. Other possible titles include coordinator, supervisor, or senior analyst. (Previously referred to as support supervisor.)

Support Center Manager: The management professionals who manage a team of support center analysts and/or team leads while executing the operational and tactical plans of the support center and satisfying customer and business needs. Their responsibilities may include recruiting and hiring, monitoring and managing performance, monitoring and reporting metrics, and ensuring that process are followed and service levels are met. Other possible titles include help desk manager or service desk manager. This position typically reports to the support center director (defined below).

Director of Desktop Support: The management professionals who manage a team of desktop support technicians and/or team leads while executing the operational and tactical plans of desktop support and satisfying customer and business needs. Responsibilities may include recruiting and hiring, monitoring and managing performance, monitoring and reporting metrics, auditing, and approving purchases.

Support Center Director: The management professionals who are responsible for leading the support organization as a whole, rather than a specific support center. Their responsibilities may include overall service delivery, strategic direction, business alignment, financial accountability, and performance reporting. In addition to the support center(s), this person may also oversee other departments involved in technical support, such as desktop support. Other possible titles for this position include senior director, senior manager, or vice president. Support center managers report directly to this individual. (Previously referred to as director of support.)

The top five factors that influence salary increases for each position:

CALL SCREENER/DISPATCH



CUSTOMER SERVICE REPRESENTATIVE



LEVEL 1 SUPPORT



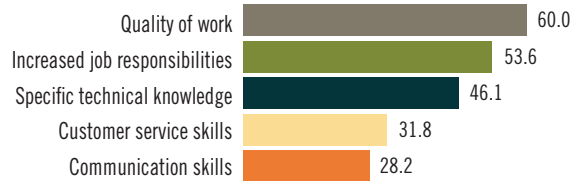
LEVEL 2 SUPPORT



DESKTOP SUPPORT TECHNICIAN



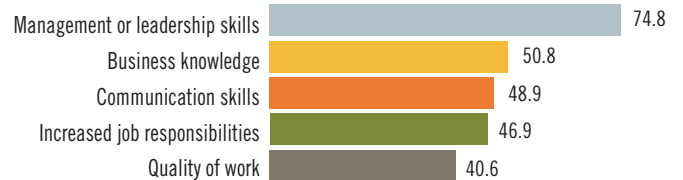
LEVEL 3 SUPPORT



SUPPORT CENTER TEAM LEAD



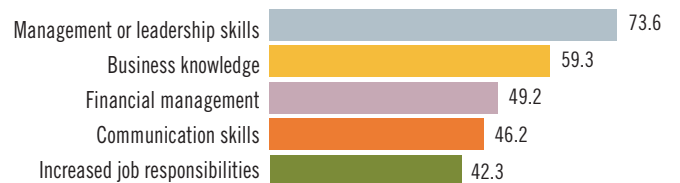
SUPPORT CENTER MANAGER



DESKTOP SUPPORT MANAGER

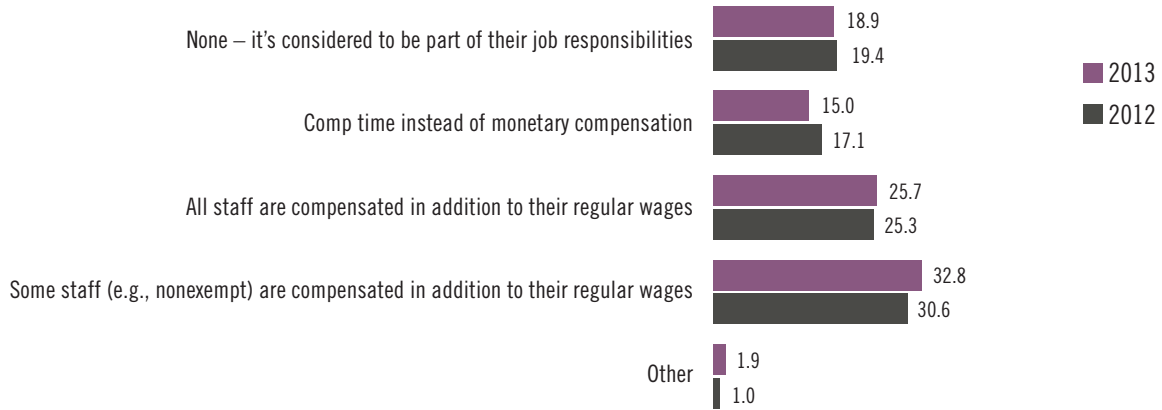


SUPPORT CENTER DIRECTOR



Percentage that selected each factor

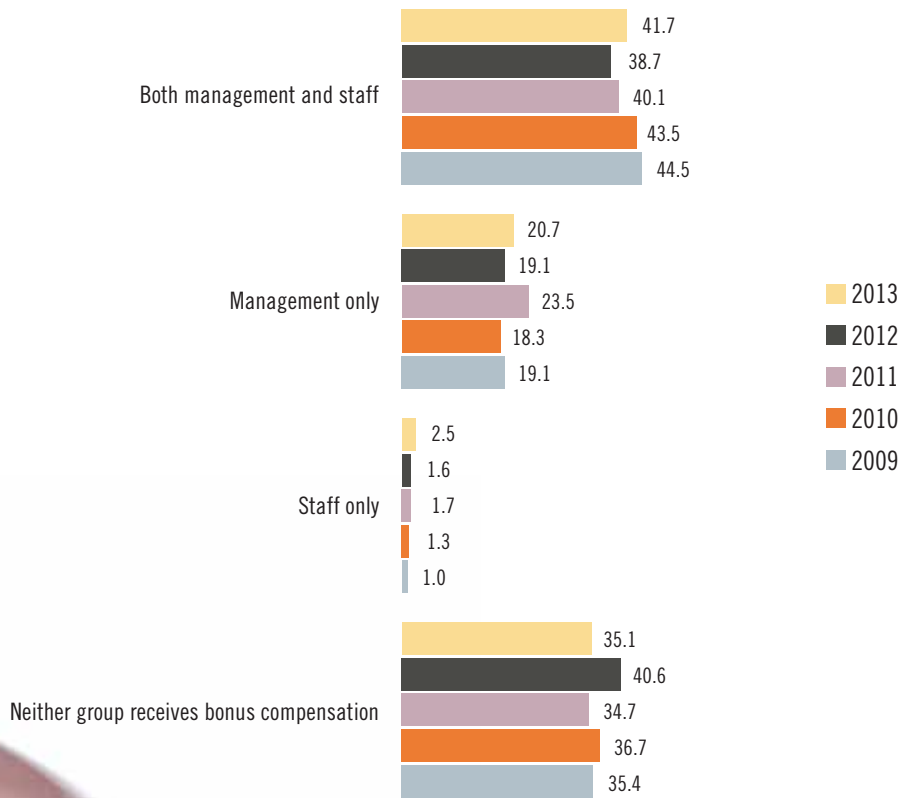
Overtime compensation:



Percentage of organizations that provide monetary compensation for work performed outside of an employee's normally scheduled working hours (e.g., on-call coverage, holiday coverage, etc.)



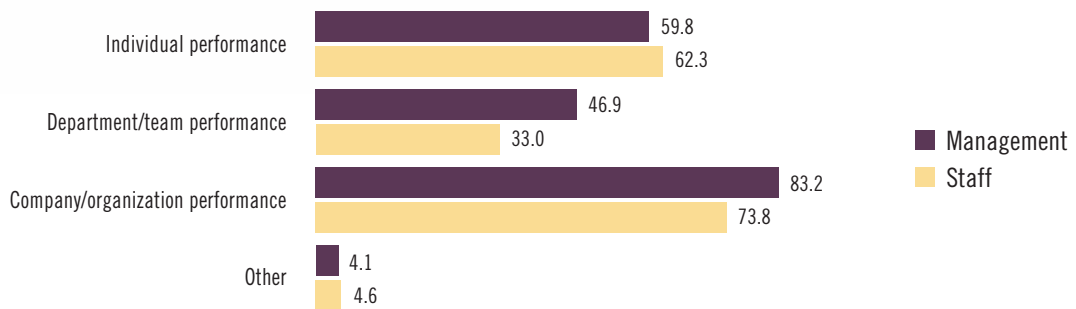
Bonuses:



Percentage of organizations that issue bonuses to each level

Of those organizations that offer them, bonuses are based on:

(Respondents were allowed to select all applicable options.)



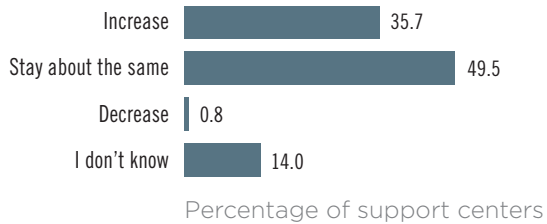
Percentage of organizations



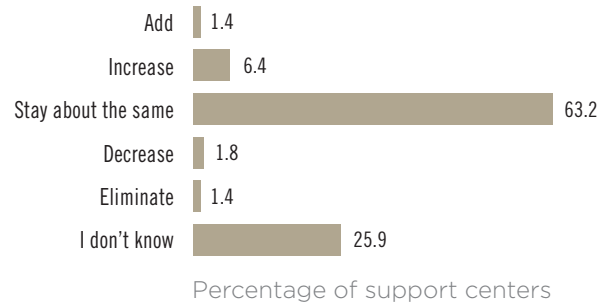


Support center compensation plans for the next twelve months:

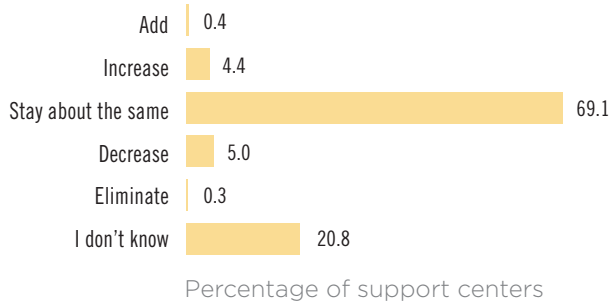
SALARIES



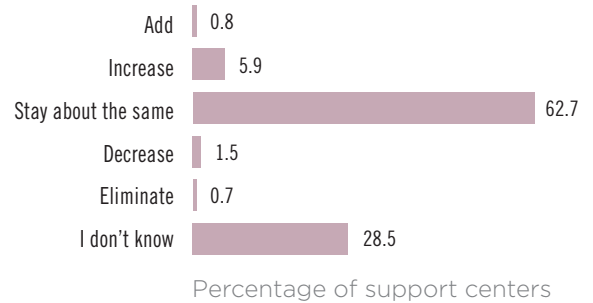
BONUSES



BENEFITS



PAY DIFFERENTIALS





Average annual salaries (US data only):

JOB LEVEL	NUMBER OF RESPONSES	Average Annual Salary Range		CURRENT AVERAGE SALARY
		LOW	HIGH	
Call Screener/Dispatch	54	\$31,066	\$40,393	\$35,758
Customer Service Representative	61	\$31,732	\$43,064	\$36,192
Level 1 Support	420	\$35,590	\$49,111	\$41,635
Level 2 Support	307	\$42,566	\$58,481	\$50,130
Desktop Support Technician	287	\$42,308	\$58,585	\$49,834
Level 3 Support	175	\$53,678	\$77,602	\$64,715
Support Center Team Lead	279	\$51,574	\$68,217	\$59,487
Support Center Manager	345	\$69,450	\$92,054	\$81,165
Desktop Support Manager	100	\$70,964	\$91,920	\$81,398
Support Center Director	196	\$91,657	\$121,551	\$107,415

Average salary by region (US data only):

	East	Central	West
NUMBER OF RESPONSES	132	234	50
Level 1 Support	\$40,994	\$40,931	\$47,680
Level 2 Support	\$50,206	\$48,895	\$56,570
Desktop Support Technician	\$50,454	\$48,930	limited data
Level 3 Support	\$66,892	\$62,933	limited data
Support Center Team Lead	\$57,316	\$58,666	\$69,567
Support Center Manager	\$84,161	\$78,131	\$87,603
Desktop Support Manager	\$83,103	\$78,328	limited data
Support Center Director	\$108,717	\$104,389	limited data

Average salary by size of customer base (US data only):

	Small (fewer than 2,000 customers)	Medium (2,000–10,000 customers)	Large (more than 10,000 customers)
NUMBER OF RESPONSES	121	147	153
Level 1 Support	\$43,540	\$42,364	\$39,388
Level 2 Support	\$53,109	\$49,473	\$48,213
Desktop Support Technician	\$51,375	\$51,512	\$46,080
Level 3 Support	\$66,379	\$63,344	\$63,886
Support Center Team Lead	\$63,216	\$60,377	\$56,543
Support Center Manager	\$80,665	\$83,277	\$79,744
Desktop Support Manager	limited data	\$84,862	\$77,935
Support Center Director	\$107,018	\$105,802	\$109,066

Average salary by type of support (US data only):

	Internal only	External only	Blended
NUMBER OF RESPONSES	162	36	219
Level 1 Support	\$36,586	\$39,678	\$40,485
Level 2 Support	\$51,729	\$50,032	\$49,189
Desktop Support Technician	\$50,920	limited data	\$49,086
Level 3 Support	\$68,158	limited data	\$63,039
Support Center Team Lead	\$62,298	\$57,561	\$57,536
Support Center Manager	\$83,777	\$79,979	\$79,300
Desktop Support Manager	\$80,538	limited data	\$81,647
Support Center Director	\$109,598	limited data	\$105,008



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LOCAL CHAPTER MEMBERSHIP

*(formerly
Bronze): \$75*

A place to find out who's who in the local support community, giving you access to local chapter meetings and face-to-face opportunities with your peers.

STUDENT MEMBERSHIP

\$35

An outstanding value for actively enrolled students looking to expand their industry involvement and get a jump-start on their careers.

LEADERSHIP CONNECTION MEMBERSHIP

(formerly the HDI Forum membership): \$4,500 - \$6,500

A top-of-the-line membership that brings an elite group of senior-level professionals together to meet face to face multiple times per year. (Contact HDI for details.)

TEAM PACKAGE MEMBERSHIP

(formerly Platinum Plus): \$1,995

A value-packed membership experience exclusively designed for you and your team, offering the most bang for your budget!

PROFESSIONAL PLUS MEMBERSHIP

(formerly Platinum): \$795

Join at the Professional Plus level and your workplace can reap some of the rewards of HDI membership!

PROFESSIONAL MEMBERSHIP

(formerly Gold): \$495

Get all the benefits of the Resources level and grow your career with access to the ultimate professional development library.

RESOURCES MEMBERSHIP

(formerly Silver): \$165

Gain access to all of the latest industry resources online and attend local chapter meetings to meet your peers.

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Get Involved with HDI at the **Local** Level!



HDI supports an extensive community of local chapters across the United States and Canada. HDI local chapter events provide attendees with opportunities to network with their peers, learn from guest speakers and industry experts, and make connections that benefit their careers!

No HDI local chapter near you? No problem!

The HDI vChapter, a new virtual chapter, provides the same value as the traditional HDI local chapters, but allows you to attend meetings from anywhere in the world! Visit www.ThinkHDI.com/vChapter to learn more.

Find Your Local Chapter

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About HDI

HDI is the worldwide professional association and certification body for the technical service and support industry. Facilitating collaboration and networking, HDI hosts acclaimed conferences and events, produces renowned publications and research, and certifies and trains thousands of professionals each year.

HDI also connects solution providers with practitioners through industry partnerships and marketing services. Guided by an international panel of industry experts and practitioners, HDI is the premier resource for best practices and emerging trends.

We empower technical support professionals to create excellent customer experiences, optimize business productivity, and realize financial success.

- **Grow your career through collaboration.** Conferences like FUSION and the HDI Annual Conference & Expo, and special events like webcasts, the Power of Quality Tour, the HDI Connect & Inspire Tour, and HDI Forum meetings, offer opportunities to learn, collaborate with peers, and gain inspiration.

- **Expand your knowledge with the best of the best in the industry.** HDI offers opportunities for you to earn individual certifications for your role at your organization or attend professional development training, helping you stay current on industry-related topics and trends.
- **Connect with your industry peers.** Membership provides access to local chapter meetings and HDI Forums, which give you plenty of chances to make connections, build your network, and develop your professional skills. You'll also have opportunities to participate in the HDI vChapter and in online blog and discussion sites like HDIConnect!
- **Stay current on industry trends.** Stay up to date with an online library of white papers, research, benchmarking studies, *SupportWorld* articles, and an archive of past webcasts.



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