

The following tables from *Customer Service Newsletter's* 2004-2005 Salary Survey cover regional pay differences for customer service positions and the most useful rewards for motivating customer service reps.

— **Editor**
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Customer Service

NEWSLETTER

Regional differences in pay for customer service personnel (in thousands of US\$)

	VP, Customer Service	Customer Service Director	Customer Service Manager	Supervisor	Senior CSR	CSR	Entry- level CSR	Data Entry Clerk	Technical Support Rep
New England	NA	NA	\$55.7	\$45.6	\$39.4	\$36.9	\$28.1	NA	NA
Mid-Atlantic	NA	\$69.9	\$45.9	\$36.4	\$33.4	\$29.0	\$24.1	\$24.6	\$43.0
South Atlantic	\$95.0	\$81.1	\$52.4	\$37.9	\$35.3	\$29.2	\$24.1	\$19.0	NA
East North Central	\$130.0	\$66.0	\$58.0	\$46.1	\$33.9	\$29.2	\$26.2	\$23.9	\$32.9
West North Central	\$94.5	\$84.8	\$56.0	\$40.1	\$31.9	\$28.1	\$24.3	\$24.4	\$35.3
South Central	\$77.5	\$72.0	\$60.0	\$37.9	\$32.1	\$25.6	\$22.0	\$20.4	\$35.3
Mountain	\$80.0	\$64.8	\$47.4	\$33.0	\$29.7	\$29.5	\$27.5	NA	\$41.7
Pacific	NA	\$76.2	\$61.9	\$43.7	\$38.0	\$29.7	\$23.5	NA	\$39.0
Canada	\$130.0	\$82.5	\$64.2	\$37.2	\$31.7	\$30.3	\$22.7	\$24.0	\$29.0

Most useful rewards for motivating reps

Type of reward program	Percentage of companies that find this approach useful in improving rep performance
Cash awards/bonuses	32%
Recognition programs	18%
Merchandise programs	5%
Combination of recognition and rewards	38%
None of these work	7%

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