Service orientation and customer service

Skills, knowledge and abilities

/ Engagement skills

Service orientation and customer service

Five year trend

Learning hours spent pursuing assessments and credentials in Service orientation and customer service from 2017 to 2022 (share of total learning hours). Source: Coursera

Reskilling focus

Companies for which Service orientation and customer service is a priority in their upskilling and reskilling programmes for 2023-2027 (share of companies surveyed)

Skill importance

Companies for which Service orientation and customer service is a core skill for workers (share of companies surveyed)

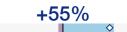
Skill evolution

Share of companies for which Service orientation and customer service is increasing or decreasing in importance at work. White diamond and label represent net share.

Data unavailable

24%

33%



Jobs in focus

Roles where organizations surveyed report Service orientation and customer service to be increasing in importance fastest, alongside estimates of the net job growth (percent) from 2023 to 2027.

ROLES	NET GROWTH
1. Shop Salespersons	-11%
2. Business Development Professionals	21%
3. Accounting, Bookkeeping and Payroll Clerks	-27%
4. Sales Representatives, Wholesale and Manufacturing, Technical	0%
5. Managing Directors and Chief Executives	-2%
6. Assembly and Factory Workers	-6%
7. General and Operations Managers	0%

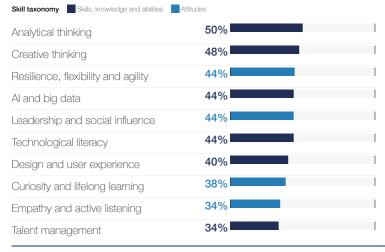
Time to skill

Learning hours required to achieve a credential in Service orientation and customer service at beginner, intermediate or advanced proficiency as a function of the learner's level of formal education.



Strategically adjacent skills

Probability that a company which will prioritise skills training in Service orientation and customer service from 2023 to 2027 will also prioritise other skills.



Simultaneous skill development

Probability that courses in Service orientation and customer service also teach other skills. Source:



Industry trends

Industry-by-industry variations in reskilling focus, current and future importance, forecast evolution in importance, and strategic focus companies will place on Service orientation and customer service from 2023 to 2027 for the industries which assign the highest and lowest reskilling focus to this skill (share of companies surveyed)

