

Service orientation and customer service

12th

Skills, knowledge and abilities / Engagement skills / Service orientation and customer service

Global Skills Taxonomy ↗

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%

+55%

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.

Hours 0 34

Data unavailable

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.

Skill taxonomy Skills, knowledge and abilities Attitudes

Analytical thinking	50%
Creative thinking	48%
Resilience, flexibility and agility	44%
AI and big data	44%
Leadership and social influence	44%
Technological literacy	44%
Design and user experience	40%
Curiosity and lifelong learning	38%
Empathy and active listening	34%
Talent management	34%

Simultaneous skill development

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

Skill taxonomy Skills, knowledge and abilities Attitudes

Data unavailable

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)

Above global mean Below global mean

INDUSTRY	RESKILLING FOCUS	SKILL IMPORTANCE	SKILL EVOLUTION
Insurance and pensions management			
Retail and wholesale of consumer goods			
Supply chain and transportation			
Electronics			
Real estate			
Oil and gas			