

Impact Assessment

MEDIUM
degree of change in tasks

The job will potentially **require MODERATE REDESIGN**

A fair proportion of the job tasks will be substituted by technology, with human intervention required for high value-adding tasks as against routine, repetitive tasks

Today










The **Barista** is responsible for preparing beverages according to organisation's recipes and procedures. The job holder prepares and promotes menu-based standard beverages. He/She adheres to high standards for customer experience by continuously building rapport with customers. He/She carries out daily operational tasks according to the staff roster and suggests areas for continuous improvement. The job holder also takes initiatives to maintain, food hygiene, health and safety standards.



Responsibilities of the role in the future








Technologies will automate **routine tasks** such as the **preparation of coffee-based beverages and teas** and facilitate the **replenishment of inventory supplies**, enabling the job holder to **prioritise higher value-adding tasks** such as **customer interactions**. Some human intervention is still required to handle complex customer queries, perform service recovery and ensure customer satisfaction. Following the adoption and use of digital tools such as automated coffee machines, focus should be on upskilling on **digital fluency** and **interpersonal skills** to build and maintain relationships with customers.

Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills ¹	Impact Of Trends / Technology
Prepare beverages	<div>M</div> <div>Prepare a variety of coffee-based beverages and teas</div>	<ul style="list-style-type: none"> Mobile apps and QR Code Ordering Systems may be used to simplify the ordering process, allowing customers to access digital menus and place orders directly from their mobile devices. Automated coffee machines may be used to assist with preparing a variety of coffee-based beverages and teas. However, the job holder is still required to conduct quality checks on prepared beverages before serving it to guests to reduce beverage wastage. 	<div> Identification of quality assurance parameters </div> <div> Food waste reduction </div> <div> Operation of technological solutions </div>	<div> Mobile technologies, Automated machineries </div>

Note:
¹ This column lists skills that the job holder is expected to utilise to a greater degree to excel at the job. They can be mapped to the in-demand SFw Technical Skills and Competencies for the role.

Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills ¹	Impact Of Trends / Technology
Deliver customer experience	M Address customers' feedback	<ul style="list-style-type: none">• Point-of-Sale (POS) and Customer Relationship Management (CRM) Systems may be used to analyse customer' buying habits and beverage preferences, allowing the job holder to customise their beverage recommendations to the customer's preferences.• These systems can also analyse customer satisfaction levels and identify areas of service improvement, allowing the job holder to better address customers' feedback and propose strategies to enhance the customer experience.	<div> Customer analysis to anticipate demand</div> <div> Customer data collation on POS & CRM systems</div> <div> Operation of technological solutions</div>	<div> Increasing demand for personalised services</div> <div> Enterprise systems</div>
	Address customers' queries on different types of beverages	<ul style="list-style-type: none">• AI-enabled chatbots and mobile apps may be used to answer simple customer queries on menu items and provide recommendations to customers. However, the job holder is still required to provide personalised services and clarify complex customer queries to ensure customer satisfaction.	<div> Positive customer engagement</div> <div> Idea generation for service improvement</div> <div> Operation of technological solutions</div>	<div> AI solutions, Mobile technologies</div>

Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills ¹	Impact Of Trends / Technology
Support food and beverage operations	H Replenish inventory when supplies run low	<ul style="list-style-type: none">• Smart Inventory Management Systems and RFID sensors may be used to track inventory levels in real-time and automatically place stock orders through the e-Procurement System when supplies are low.• The job holder will still be required to monitor these digital systems and adjust inventory levels in response to emergency scenarios (e.g. supply disruptions) or inaccurate stock ordering.	 Operation of technological solutions	 Enterprise systems
Contribute to continuous improvement	L Execute continuous improvement activities within work area	<ul style="list-style-type: none">• The job holder will continue to suggest and carry out continuous improvement activities within their workstations. The job holder should continue to contribute ideas for new recipes and operate emerging technology/ tools to improve work productivity.	Current skills remain as impact at task-level is low	N/A
Maintain hygiene, safety and standards	L Follow the organisation's food waste management Standard Operating Procedures (SOPs)	<ul style="list-style-type: none">• The job holder is still required to follow the organisation's food waste management Standard Operating Procedures (SOPs), food and beverage hygiene standards and the organisation's Workplace Safety and Health (WSH) policies and procedures.	Current skills remain as impact at task-level is low	N/A

In-demand Technical Skills and Competencies (TSCs) Required					
Customer Acquisition and Relationship Management*		Customer Data Analysis		Customer Service Excellence	
Food Waste Disposal and Reduction		Quality Assurance Management		Service Innovation Management*	
Technology Application and Implementation					

In-demand Critical Core Skills (CCSs) Required		
Adaptability	Digital Fluency	Learning Agility
Problem Solving	Self Management	

- Skills denoted by an asterisk (*) are available in SFw for Food Services but are currently not tagged to this job role.
- Skills that are not marked are available in SFw for Food Services and tagged to this job role.

Redesign Possibilities	
Vertical Stacking	<ul style="list-style-type: none">Consolidated with <i>Barista Supervisor / Senior Barista</i> and enlarged to become Barista & Latte Artist / Specialist.
Horizontal Stacking	<ul style="list-style-type: none">Consolidated with <i>Bartender and Wine Server / Wine Waiter / Commis Sommelier</i> and enlarged to become Beverage Specialist.
	<ul style="list-style-type: none">Consolidated with <i>Host / Hostess / Crew Leader</i> and enlarged to become Food and Beverage Associate.

Possible Archetype Differences for Job Redesign	
Full-Service	<ul style="list-style-type: none">Companies within the Full-Service archetype such as cafes and coffeehouses as well as mid-scale restaurants tend to focus on customer experience and are more likely to have Baristas to craft quality coffee-based beverages and tea.The Barista could also undergo vertical stacking with the Barista Supervisor / Senior Barista to become a Barista & Latte Artist / Specialist. The redesigned job role requires the job holder to be proficient in using automated beverage machines, as well as the ability to create artistic beverage designs to improve customer dining experience.The Barista could undergo horizontal stacking with the Bartender or Wine Server / Wine Waiter / Commis Sommelier roles in the beverage service function to become a Beverage Specialist. The redesigned job role requires the job holder to acquire additional knowledge to craft and serve alcoholic/non-alcoholic beverages and wine.The Barista could also undergo horizontal stacking with the Host / Hostess / Crew Leader role in the food and beverage service function to become a Food and Beverage Associate. The redesigned job role would require the job to engage with customers to not only find out their beverage preference but also provide recommendations on appropriate food and beverage pairings.
Quick-Service	<ul style="list-style-type: none">Companies within the Quick-Service archetype can explore job stacking for the Barista role to achieve better process and manpower efficiency.As in the full-service archetype, the Barista in the Quick-Service archetype could also undergo vertical stacking with the Barista Supervisor / Senior Barista role to become Barista & Latte Artist / Specialist. The Barista may also undergo horizontal stacking with the Host / Hostess / Crew Leader to become a Food and Beverage Associate.The stacking of the Barista role with the Bartender and Wine Server / Wine Waiter / Commis Sommelier roles are however not likely as companies in the quick-service archetype typically do not provide wine offerings or bartending services.