

Impact Assessment

Today



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

The **Bartender** 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 conventional alcoholic and non-alcoholic beverages** and **facilitate the replenishment of inventory supplies**, enabling the job holder to **prioritise higher value-adding tasks** such as **customer interactions**. Following the adoption and use of digital tools such as automated cocktail 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	M Prepare a variety of alcoholic and non-alcoholic beverages	<ul style="list-style-type: none"> Automated cocktail machines may assist with preparing a variety of conventional alcoholic and non-alcoholic beverages. However, the job holder is still required to conduct quality checks on prepared beverages before serving it to guests to reduce beverage wastage. 	<ul style="list-style-type: none"> Identification of quality assurance parameters Beverage waste reduction Operation of technological solutions 	Automated machineries
Deliver customer experience	M 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. 	<ul style="list-style-type: none"> Positive customer engagement Idea generation for service improvement Operation of technological solutions 	<ul style="list-style-type: none"> Increasing demand for personalised services AI solutions, Mobile technologies








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
<p>Deliver customer experience</p>	<p>M</p> <p>Recommend alcoholic and non-alcoholic beverages and food pairings to customers</p>	<ul style="list-style-type: none"> • Point-of-Sale (POS) and Customer Relationship Management (CRM) Systems may be used to analyse customers' buying habits and beverage preferences, allowing the job holder to better recommend alcoholic beverages and food pairings to customers. • These systems can also analyse customer satisfaction levels and pinpoint areas of service improvement, allowing the job holder to better address customers' feedback and propose strategies to enhance the customer experience. 	<p> Customer analysis to anticipate demand</p> <p> Customer data collation on POS & CRM systems</p> <p> Operation of technological solution</p>	<p> Increasing demand for personalised services</p> <p> Enterprise systems</p>
<p>Support food and beverage operations</p>	<p>H</p> <p>Replenish inventory when supplies run low</p>	<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. 	<p> Operation of technological solutions</p>	<p> Enterprise systems</p>

Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills ¹	Impact Of Trends / Technology
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 execute 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.

Job redesign possibilities for the role can be found on the next page.

Redesign Possibilities	
Vertical Stacking	<ul style="list-style-type: none"> Consolidated with <i>Bartender Supervisor</i> and enlarged to become Bartender Specialist.
Horizontal Stacking	<ul style="list-style-type: none"> Consolidated with <i>Barista</i> and <i>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 pubs and bars and fine-dining restaurants are more likely to have crafted alcoholic and non-alcoholic beverages in their menu, and hence the role of a Bartender. The Bartender may undergo vertical stacking with the Bartender Supervisor to become a Bartender Specialist. This would require the job holder to not only craft beverages, but also promote a service innovation culture that strives to better provide recommendations based on customer preferences. The Bartender may also undergo horizontal stacking with the Barista or Wine Server / Wine Waiter / Commis Sommelier roles in the beverage service function to become Beverage Specialist. This would require the job holder to acquire additional knowledge on crafting and serving of caffeinated beverages or wine. The Bartender may 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. This requires the job holder to not only craft a variety of alcoholic and non-alcoholic beverages, but also handle queries and enhance customer experience by recommending the appropriate food and beverage pairings.
Quick-Service	<ul style="list-style-type: none"> Job redesign possibilities for the Bartender may be less prominent as Quick-Service companies are unlikely to possess the job role.