


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 **Host / Hostess / Crew Leader** is responsible for supervising staff working the floor, assigning workstations, resolving escalated customer-related issues, and managing reservations. The job holder also needs to manage multiple tasks and perform food and beverage operations. He/She may suggest areas for continuous improvement. He/She is also capable of providing excellent customer services, with a focus on crisis response and service recovery activities in accordance with business continuity policies.



Responsibilities of the role in the future






Technologies will increasingly augment front-of-house operations, enabling the job holder to prioritise higher value-adding tasks such as customer interactions. However, **human judgement** and **expertise** is still required to **handle complex queries, special requests, and special food preparation**. Following the adoption and use of digital tools such as AI-enabled chatbots and mobile apps, the job holder will need to be **adept in the handling** and **application of technologies** to improve work performance. Additionally, **customer orientation** and **interpersonal skills** remain crucial in this role to ensure guest satisfaction.

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	<div>M</div> Address customers' queries on food and beverages	<ul style="list-style-type: none">AI-enabled chatbots and mobile apps may be used to answer simple customer queries on menu items, capture guest dietary preferences and provide recommendations to customers. However, the job holder is still required to handle tasks that cannot be automated (e.g. complex queries, special requests and special food preparation)	<div>Positive customer engagement</div> <div>Idea generation for service improvement</div> <div>Operation of technological solutions</div>	<div>Increasing demand for personalised services</div> <div>AI solutions, Mobile technologies</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	Monitor the guest waiting list from time to time to manage customers' waiting time	<ul style="list-style-type: none">• Table Management Systems integrated with Reservation Systems may be used to assign guests to empty tables once available. However, the job holder is still required to manage customer expectations during long waiting periods and make changes to the seating assignments for exceptional cases.	<div> Customisation of service to meet customer needs</div> <div> Idea generation for service improvement</div> <div> Operation of technological solutions</div>	<div> High service standards</div> <div> AI solutions, Enterprise systems</div>
	Recommend food and beverages to customers	<ul style="list-style-type: none">• Point-of-Sale (POS) and Customer Relationship Management (CRM) Systems may be used to analyse customer purchasing patterns, allowing the job holder to customize their menu recommendations to the customer's preferences. 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.	<div> Identification of target customers' preferences</div> <div> Customer data collation on POS & CRM systems</div> <div> Operation of technological solution</div>	<div> Increasing demand for personalised services</div> <div> Enterprise systems</div>
Perform food and beverage services	Serve food and beverages to ensure all dishes match the order ticket to the corresponding tables	<ul style="list-style-type: none">• Smart Central Kitchen Management Systems and Point-of-Sale (POS) Systems may be used to track and monitor real-time food orders. The job holder is still required to oversee customer service and ensure that dishes are served to the right tables, either through manual means or by service robots.	<div> Operation of technological solutions</div>	<div> Enterprise systems</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	<div>H</div> Maintain records of inventory replenishing at service stations	<ul style="list-style-type: none">• Smart Inventory Management and e-Procurement Systems may be used to track and keep records of inventory replenishment at service stations, freeing up the job holder to prioritise other tasks such as customer interactions.	<div> Operation of technological solutions</div>	<div> Enterprise systems</div>
Contribute to continuous improvement	<div>L</div> 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 workstation. The job holder should continue contributing 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	<div>L</div> Support staff's compliance with the organisation's personal, food and beverage hygiene standards	<ul style="list-style-type: none">• The job holder should support staff's compliance with the organisation's food and beverage hygiene standards, Workplace Safety and Health (WSH) policies and procedures, food waste management Standard Operating Procedures (SOPs) and legislative rules relating to the handling and consumption of alcoholic beverages.	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	
Service Innovation Management*		Technology Application and Implementation			

In-demand Critical Core Skills (CCSs) Required		
Adaptability	Developing People	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>Server / Service Crew / Runner</i> and enlarged to become Service Ambassador.
Horizontal Stacking	<ul style="list-style-type: none">Consolidated with <i>Barista</i> and enlarged to become Food and Beverage Associate.
	<ul style="list-style-type: none">Consolidated with <i>Bartender</i> and enlarged to become Food and Beverage Associate.
	<ul style="list-style-type: none">Consolidated with <i>Wine Server / Wine Waiter / Commis Sommelier</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 prioritise meeting demands for service quality and personalised services. There is opportunity for the role expand their knowledge and expertise through vertical and horizontal stacking to provide better services for their customers.The Host / Hostess / Crew Leader in this archetype may undergo vertical stacking with the <i>Server / Service Crew / Runner</i> to become Service Ambassador. The Service ambassador will be well-versed in providing excellent customer service and be proficient in the use of enterprise systems such as CRM systems to analyse customer satisfaction levels, understand customer needs, and propose service improvement strategies.The Host / Hostess / Crew Leader may also undergo horizontal stacking with roles in the beverage service function such as the <i>Barista, Bartender or Wine Server / Wine Waiter / Commis Sommelier</i> to become a Food and Beverage Associate. The redesigned role will require the job holder to not only manage customers but also learn the craft of various beverages and make personalised recommendations.
Quick-Service	<ul style="list-style-type: none">Companies within the Quick-Service archetype can explore job stacking for the Host / Hostess / Crew Leader role to achieve better process and manpower efficiency.As in the full-service archetype, the Host / Hostess / Crew leader in the quick service archetype may undergo vertical stacking with the <i>Server / Service Crew / Runner</i> to become a Service Ambassador. The Host / Hostess / Crew leader may also undergo horizontal stacking with the <i>Barista</i> to become a Food and Beverage associate.The stacking of the Host / Hostess / Crew leader role with the <i>Bartender and Wine Server / Wine Waiter / Commis Sommelier</i> roles are however not likely as companies in the quick-service archetype typically do not provide wine offerings or bartending services.