

### Impact Assessment

### Today



**HIGH**  
degree of change in tasks

The job will require **EXTENSIVE JOB REDESIGN**

Job role will likely be enlarged, reconfigured or enriched. As such, there will be a need to reskill job holders with new skills to maintain their employability

The **Server / Service Crew / Runner** is responsible for delivering service and operations excellence. The job holder sets the tables, takes orders, and delivers the correct food to the corresponding tables. He/She is able to operate Point of Sales (POS) systems when managing orders. He/She follows hygiene, safety and other standards, and carries out food and beverage operational tasks. The job holder may also suggest areas for continuous improvement within own work area.












### Responsibilities of the role in the future





Technologies will **automate routine tasks** such as **food ordering** and the **monitoring of inventory supply**, enabling the job holder to undertake **higher value-added tasks** such as **customer interactions**. Following the adoption and use of digital tools such as Point-of-Sale (POS) and Customer Relationship Systems, focus should be on upskilling on the **handling** and **application of technology tools**. With decreasing need for manual intervention, it is likely that this role will converge with the **Host / Hostess / Crew Leader**.

Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills <sup>1</sup>	Impact Of Trends / Technology
Deliver customer experience	Suggest food and beverages to customers	<ul style="list-style-type: none"> <li><b>Point-of-Sale (POS) and Customer Relationship Management (CRM) systems</b> help to analyse customer's buying habits and food and beverages preferences, allowing the job holder to better recommend menu items to customers.</li> </ul>	<ul style="list-style-type: none"> <li>Identification of target customers' preferences</li> <li>Customer data collation on POS &amp; CRM systems</li> <li>Operation of technological solution</li> </ul>	<ul style="list-style-type: none"> <li>Increasing demand for personalised services</li> <li>Enterprise systems</li> </ul>
	Address customers' queries on food and beverages	<ul style="list-style-type: none"> <li><b>AI-enabled chatbots and mobile apps</b> may be used to clarify 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.</li> </ul>	<ul style="list-style-type: none"> <li>Positive customer engagement</li> <li>Operation of technological solutions</li> </ul>	<ul style="list-style-type: none"> <li>Increasing demand for personalised services</li> <li>AI solutions, Mobile technologies</li> </ul>

**Note:**






<sup>1</sup> 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 <sup>1</sup>	Impact Of Trends / Technology
Deliver customer experience	Provide customers with estimated waiting time by monitoring the guest waiting list	<ul style="list-style-type: none"> <li>• <b>Table Management Systems</b> integrated with <b>Reservation Systems</b> assign customers to an empty table once available. <b>Service robots</b> may also assist customers to their allocated, reserved or available seats based on information gathered from the system. However, the job holder may still be required to serve VIP guests and provide high standards of service. The job holder is also required to manage customer expectations during long waiting time.</li> </ul>	<ul style="list-style-type: none"> <li> Customisation of service to meet customer needs</li> <li> Idea generation for service improvement</li> <li> Operation of technological solutions</li> </ul>	<ul style="list-style-type: none"> <li> High service standards</li> <li> AI solutions, Enterprise systems</li> </ul>
	Escalate customers' feedback	<ul style="list-style-type: none"> <li>• <b>Customer Relationship Management (CRM) Systems</b> collect customer feedback from various channels and pass on important feedback to the department or team in-charge. The job holder is still required to handle complex customer feedback and ensure customer satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li> Positive customer service</li> <li> Operation of technological solutions</li> </ul>	<ul style="list-style-type: none"> <li> Increasing demand for personalised services</li> <li> Enterprise systems</li> </ul>
Perform food and beverage services	Serve food and beverages and ensure dishes served are matched to the order tickets at the tables	<ul style="list-style-type: none"> <li>• A combination of <b>Smart Central Kitchen Management Systems</b> and <b>Point-of-Sale (POS) Systems</b> 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 manually or with the help of service robots.</li> </ul>	<ul style="list-style-type: none"> <li> Operation of technological solutions</li> </ul>	<ul style="list-style-type: none"> <li> Enterprise systems</li> </ul>

Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills <sup>1</sup>	Impact Of Trends / Technology
Perform food and beverage services	Operate Point of Sales (POS) Systems when managing beverage orders	<ul style="list-style-type: none"> <li>• <b>Mobile apps and QR Code Ordering Systems</b> simplify the ordering process, allowing customers to access digital menus and place food and beverage orders directly from their mobile devices instead of going through the job holder. The job holder will focus on customer interactions and assist customers in navigating the mobile ordering system.</li> </ul>	 Operation of technological solutions	 Enterprise systems
Support food and beverage operations	Replenish inventory at service stations	<ul style="list-style-type: none"> <li>• A combination of <b>Smart Inventory Management Systems</b> and <b>RFID sensors</b> track and monitor inventory and supply levels in real-time and automatically place stock orders through the <b>e-Procurement System</b> when supplies are low.</li> <li>• 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.</li> </ul>	 Operation of technological solutions	 Enterprise systems
Contribute to continuous improvement	Escalate feedback on current work processes and procedure	<ul style="list-style-type: none"> <li>• The job holder will continue to suggest and implement continuous improvement activities within workstation, contribute ideas for new recipes and operate emerging technology and tools to improve work productivity.</li> </ul>	Current skills remain as impact at task-level is low	N/A

Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills <sup>1</sup>	Impact Of Trends / Technology
Maintain hygiene, safety and standards	L Monitor team's adherence with the organisation's Workplace Safety and Health (WSH) policies and procedures	<ul style="list-style-type: none"> <li>The job holder is still required to follow the organisation's food waste management Standard Operating Procedures (SOPs), food and beverage hygiene standards, Workplace Safety and Health (WSH) policies and procedures and follow legislative requirements relating to the handling and consumption of alcoholic beverages.</li> </ul>	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	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

- Consolidated with *Host / Hostess / Crew Leader* and enlarged to become **Service Ambassador**.

Horizontal Stacking

- Consolidated with *Cook / Kitchen Assistant* and enlarged to become **Food and Beverage Operations Associate**.

Possible Archetype Differences for Job Redesign

Full-Service Archetype

- Companies within the Full-Service archetype prioritise service quality including meeting demand for personalised services.
- A Server / Service Crew / Runner role in this archetype is hence more likely to undergo **vertical stacking** with the **Host / Hostess / Crew Leader** role to be a **Service Ambassador** who contributes to greater customer experience.
- The redesigned role will not only require the job holder to be well-versed in delivering excellent service, but also in operating enterprise systems such as CRM systems to analyse customer satisfaction levels, understand customer needs, and propose suitable service recovery strategies.

Quick-Service Archetype

- Companies within the Quick-Service archetype place more emphasis on meeting demands for speed and convenience. As such, much of the FOH processes such as order taking and serving are digitalised, and manpower in the FOH is lean relative to the BOH.
- There is hence greater opportunity for the Server / Service Crew / Runner role in this archetype is to undergo **horizontal stacking** with a BOH role such as the **Cook / Kitchen Assistant** to become **Food and Beverage Operations Associate**.
- The redesigned role will require the job holder to not only serve customers food, but to also be proficient in the basic food preparation and take on BOH duties when required.