

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 **Wine Server / Wine Waiter / Commis Sommelier** is responsible for serving wine and guiding customers on ordering wine beverages according to organisation's recipes and procedures. The job holder 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. He/She 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 **menu ordering** and the **monitoring of inventory supply levels**, enabling the job holder prioritise customer interactions and deliver personalised services. Some human intervention may still be required to address complex queries and perform service recovery to ensure customer satisfaction. Following the adoption and use of digital tools such as Point-of-Sale and Customer Relationship Management Systems, focus should be on upskilling in the **use of technology tools** and **basic data analytical capabilities** to propose areas for improvement.

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 Operate Point-of-Sale (POS) Systems when managing beverage order	<ul style="list-style-type: none"> • Mobile apps and QR Code Ordering Systems may be used to streamline the ordering process, allowing customers to access digital menus and place orders directly from their mobile devices. • The job holder has more time to enhance the customer experience by focusing on customer interactions and personalising beverage recommendations (e.g. recommending wine options that are based on the customer's preferences). The job holder should also be mindful of beverage wastage and reduce disposal whenever possible. 	<ul style="list-style-type: none"> Identification of quality assurance parameters Beverage waste reduction Operation of technological solutions 	<ul style="list-style-type: none"> Mobile technologies Increasing demand for seamless service








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>Recommend wine 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 wine 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>Identification of target customer preferences </p> <p>Customer data collation on POS & CRM systems </p> <p>Operation of technological solutions </p>	<p>Increasing demand for personalised services </p> <p>Enterprise systems </p>
<p>Deliver customer experience</p>	<p>M Address customers' queries on different types of beverages</p>	<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. • Point-of-Sale (POS) and Customer Relationship Management (CRM) Systems may be used to assess customer satisfaction levels and areas of service improvement, allowing the job holder to better address customers' feedback and propose suitable service recovery strategies. However, the job holder is still required to handle complex queries and provide personalised services to customers to ensure customer satisfaction. 	<p>Positive customer engagement </p> <p>Idea generation for service improvement </p> <p>Operation of technological solutions </p>	<p>Increasing demand for personalised services </p> <p>AI solutions, Mobile technologies, 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
Support food and beverage operations	<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>
Contribute to continuous improvement	<p>L</p> <p>Execute continuous improvement activities within work area</p>	<ul style="list-style-type: none"> • The job holder will continue to suggest and execute continuous improvement activities within their workstations. 	<p>Current skills remain as impact at task-level is low</p>	<p>N/A</p>
Maintain hygiene, safety and standards	<p>L</p> <p>Follow the organisation's food waste management Standard Operating Procedures (SOPs)</p>	<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. 	<p>Current skills remain as impact at task-level is low</p>	<p>N/A</p>

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

- Consolidated with *Wine Specialist / Demi Sommelier* and enlarged to become **Wine Specialist**.

Horizontal Stacking

- Consolidated with *Barista* and *Bartender* and enlarged to become **Beverage Specialist**.
- Consolidated with *Host / Hostess / Crew Leader* and enlarged to become **Food and Beverage Associate**.

Possible Archetype Differences for Job Redesign

Full-Service

- Companies within the Full-Service archetype such as mid-scale, fine-dining restaurants, as well as pubs and bars are more likely to have wine offerings and the role of the Wine Server / Wine Waiter / Commis Sommelier.
- The Wine Server / Wine Waiter / Commis Sommelier could undergo **vertical stacking** with the Wine Specialist / Demi Sommelier to become a **Wine Specialist**. This will the job holder to not only recommend customers wine, but also assess their preferences and pair wine options with food dishes.
- The Wine Server / Wine Waiter / Commis Sommelier may also undergo **horizontal stacking** with other roles in the function such as the Barista and Bartender to become a **Beverage Specialist**. This would then require the job holder to have knowledge on preparing a wider range of beverages, such as coffee and cocktails, and recommend drinks based on customer preferences.
- As the Wine Server / Wine Waiter / Commis Sommelier is a service role, it may also undergo **horizontal stacking** with the Host / Hostess / Crew Lead role from the food and beverage service function to become a **Food and Beverage Associate**. The redesigned role will only offer recommendations, but also handle complex queries and manage customer experience.

Quick-Service

- Job redesign for the Wine Server / Wine Waiter / Commis Sommelier role will be less prominent for companies in Quick-Service archetype as these companies typically do not provide wine offerings.