

CUSTOMER SATISFACTION INDEX WITH THE IMPLEMENTATION OF A HANDBOOK
IN ENGLISH AS A FOREIGN LANGUAGE IN HOTEL DE LA ÓPERA RESTAURANTS

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Introduction

Hotel de la Opera was born from the restoration and joining of two distinguished and renowned houses next to El Teatro Colón, built during the 19th and 20th centuries. The hotel offers a warm, quiet and unique atmosphere, with generous areas and balconies that look over the cobblestone streets, an unforgettable memory of your stay in the capital city of Colombia. This has two places to eat, La Scala and El Mirador which offer a select combination of Mediterranean, International and local dishes in the Bogotá tradition. In this case, the investigation focuses on the customers and staff members from the Hotel restaurants.

The investigation purpose is to create an expressions handbook with the most common terms and sentences to offer or request service from Spanish to English and English to Spanish to La Scala and El Mirador. Sometimes, reasons like time, availability and economy make it difficult to give English courses for the hotel waiters, or there are some foreigners who are interested to learn some expressions of the country they visit or they want to know some words in order to can express their necessities.

Therefore, the intent of the project is to have at the hand, some useful sentences and words in restaurants to offer the best customer service, causing a positive impact on Customer Satisfaction Index and providing foreigners the opportunity to learn and express some requests in Spanish. Another goal is with the frequent use of

handbook, personnel could adapt to some sentences and they can learn with the use in context through the time.

Justification

Since there is an urgent necessity of training hotel de la Opera restaurants' staff with the purpose of having a good communication with the foreigner customers. It has been thought in a solution that benefits the abroad visitors and staff from the hotel, creating an expressions handbook which contains the most common and necessary expressions and vocabulary related to a restaurant service. This manual shall be useful because it improves the interaction and teach both parts how to make requirements, suggestions, express preferences and general vocabulary used in a restaurant context.

Thus, it is important to take into account that this solution does not imply an expensive investment on behalf of the hotel management due to the staff does not need to attend English courses which takes more time and organization with their schedule. In addition, the handbook implementation in the staff, would make them to have a daily interaction which will give them more confidence at the time to interact with the tourist, also then visitors in a long term will help to increase the number of foreigner customers and the satisfaction rates of the restaurants giving good references not only about the food and the atmosphere of the restaurant but also the customer service because the communication shall not be an obstacle since the staff will have the knowledge of the vocabulary necessary for establish a normal conversation.

With the help of the customer satisfaction index, the client will have the opportunity of evaluate how useful was the implementation of a handbook in

English in the hotel, this tool will allow the hotel to make a comparison with the rates before having the handbook and after it. The major purpose is to increase the rates of the hotel letting the customers to have a better communication with the waiters of the restaurant.

The project has a social and a corporate interest because it will contribute to the development of bilingualism in leisure areas and for Hotel de la Opera it will have a well-known position in the market and it will provide more incomes because the reservations will increase significantly.

The expressions handbook will be an innovation tool in the restaurant because it has been never use in the way that is proposed, since this is not only to be employed for the customer but also it helps to the interchange of cultures. This tool will be didactic and easy to understand in both languages.

Investigation problem

Problem description

Downtown of Bogotá has become one of the most important touristic places in Colombia, for this reason due to the interculturality presented on the city in relation with the number of foreigner visitors in the last years, it has been seen the necessity of a language to communicate with them.

The international tourists generally look for accommodation in hotels located close to the most common places, in this case the majority of them prefer to stay near to “La plaza de Bolivar”, “Monserrate”, “La Casa del Florero”, the museums, etc. Hotel de la Opera is preferred by the visitors due to its colonial architecture and restaurants. Despite of being ranked as a five stars hotel and the staff experience, this team work shows a lack of communication skills in English knowledge, for that reason this issue decreases the satisfaction rates and also the willingness to recommend the place on behalf of the foreign visitors.

Nevertheless, though Colombia has a program to stimulate the bilingualism, as the program of the presidential office "Colombia, very well" (Presidencia de la República, 2014), a great sector of the population is not able to study and to practice the language in order to face it in a real context.

La Candelaria located in the historical center of the city is one of the favorite places for foreigners to visit (El Espectador, 2011). The investigation focuses on Hotel de la Opera, which is five stars ranked, and located next to El Teatro

Colón and in front of the Chancellor's office. It has service in two restaurants, La Scala and El Mirador, with a wide schedule from 6:30 to 22:00 from Monday until Sunday and a varied menu of Mediterranean, Italian and typical Colombian food, making this one of the most crowded places to eat in the neighborhood.

Because of the Hotel's requirement about Customer Satisfaction Index (CSI) in order to offer an excellent quality and service and the strict demand for not Spanish-speaking, Hotel de la Opera has a requirement of English language for restaurants' staff members. However, it is not easy to have whole bilingual personnel by conditions of time availability, budgets or work experience.

In consequence, when customers and hotel workers interact both present problems of understanding due to lack of knowledge of the language. Not only the waiters have frequently difficulties of expressing themselves, but also visitors who want to know the most common expressions in Spanish to be understood in the country they are visiting. Finally, clients are seeing the lack of English as a negative item in their experience of service and this is evident when they fill a survey on restaurants which has a negative impact on CSI percentage.

Problem formulation

What is the impact on Customer Satisfaction Index of Hotel de la Opera restaurants with the implementation of a handbook in English?

Hypothesis

H1: The implementation of a handbook in English will have a negative impact in the Customer Satisfaction Index in Hotel de la Opera's restaurants because customers think is not necessary for service.

H2: The implementation of a handbook in English will have a positive impact in the Customer Satisfaction Index of Hotel de la Opera's restaurants because customers think with the implementation of a handbook in English the service is better and efficient.

H3: The implementation of a handbook in English will not have an impact in the Customer Satisfaction Index of Hotel de la Opera's restaurants because the handbook is not useful or easy to understand to clients.

H4: Through the implementation of a handbook in English it is significant the variation on the Customer Satisfaction Index.

H5: Already identified the current customer satisfaction index of the restaurants it was able to find out the aspects that affects the place and the customer service.

H6: With the implementation of the handbook with the most common expression, finally these expressions were useful and necessary for the communication with visitors.

H7: With the implementation of a handbook in foreign language was able to measure and identify some changes on the Customer Satisfaction Index of the Hotel de la Opera restaurants.

1. Objectives

1.1. General objective

To compare the Customer Satisfaction Index through the implementation of a handbook in English as a foreign language, to Hotel de la Opera restaurants.

1.2. Specific objectives

- 1.2.1. To analyze the Customer Satisfaction Index from the second half of last year in Hotel de la Opera restaurants.
- 1.2.2. To implement a handbook in foreign language in Hotel de la Opera restaurants with the most common expressions about service and requirements.
- 1.2.3. To measure Customer Satisfaction Index in Hotel de la Opera restaurants with the implementation of a handbook in foreign language.

2. Antecedents

According to last years, the tourism in Colombia and Bogotá has increased, reason why people have seen the necessity of learning English as a foreign language in order to satisfy the high demand of foreigners who are interested to know about Colombian culture and traditions. There are some companies like hotels, restaurants, transport and touristic enterprises which are the main visualizing the importance of communication with a different alternative.

Hence, thesis as “El bilingüismo (inglés-español) en el sector hotelero en Bogotá” (Bilingualism (English - Spanish) in Bogota’s hotel industry) (2013) made by Jose Alejandro Vargas, Lina Maria Salazar and Viviana Rocio Aguilar was about the necessity that the staff from 2 and 3 stars hotels have knowledge about English language. The purpose was to show what is the status that gives to touristic places can communicate with no native people and what is the foreigner’s perception to qualify the customer service. In this case, English knowledge is expected for persons who travel to a different country without Spanish like a mother tongue.

On the other hand, Lucy Andrea Ballen and Deisy Helena Moreno made an investigation about process and significance to use a second language for a relation between client and entrepreneur in the customer service area, called “El uso de una lengua extranjera, en el área de servicio al cliente: un estudio de caso” (The use of a foreign language in customer service area: a case study) (2011). They demonstrated English

is really important anywhere in the company, first because business is globalized, second because another language is a tool to increase the customer satisfaction, eventually because the knowledge of more than one language gives the possibility to interact and to make business with different countries.

Finally, customer satisfaction index is another essential topic to the good renown of a company, for example, on the study “Estado del arte de modelos de medición de la satisfacción del cliente” (State of the art models for measuring customer satisfaction) (2010) by Judith Susana Gelvez which explains different methods to measure the quality of the service and the customer satisfaction, the types have some characteristics in common like expectations, quality and responsibility. In conclusion, there is a variety of methodologies in order to have control with the customer service and the prospect of clients. Always the purpose for companies is to offer the best.

3. Theoretical framework

3.1. Customer satisfaction

The purpose of every company should be to achieve with the customer satisfaction, even though the staff works very hard on the process, requirements, complains and specifications, the most important is a satisfied client because this will be a customer who will continue making business with the enterprise. (Hayes, 2000). This is also a goal every day for Hotel de la Opera, who works to make a difference regarding to give customers the best impression.

According to Hill, Roche and Allen (2007) with the concept, people try to maximize their utility, doing the best for customers. They affirm when users are glad with service, the economy of companies can increase. This is a relation win – win to the market.

Hayes (2000) said that a gratified client could be a way to promote the good reputation, besides they can buy more and frequently. There is a straight relation between sales, service, satisfaction and incomes. The definition is to exceed the expectations and to offer quality.

This expression is one of the main characteristic on the investigation just because for a hotel who has a categorization, like Hotel de la Opera, the ranking on the market it is an important topic which makes someone to choose a place where stays when travel to a different city or country. Sometimes people prefer good service and not a beautiful hotel.

3.2. CSI: customer satisfaction index

Nowadays, there are different methods to measure the satisfaction of the customers in order to have control about client's necessities, therefore its prospects. Some kinds like quantitative investigation, this is a statistics report about some predetermined standard and qualitative investigation, defined like a notion's report about the experience; these are techniques to collect information which can be clearly explained and very useful using a benchmark as the CSI (Customer Satisfaction Index).

On 1989 began the Customer Satisfaction Index with a measure system in Sweden called SCSB (Swede Barometer of the Customer Service), then on 1994 the ACSI (American Customer Satisfaction Index), finally on 1999 the ECSI (European Customer Satisfaction Index), these were the basis to have a percentage in order to perceive the clients' preferences.

The ACSI (American Customer Satisfaction Index) is a technique employed to measure the level of customer satisfaction with goods and services of US companies through a variety of components as expectations, quality, cost, complaint, and loyalty. The ACSI uses the personal or telephone interview to collect information. (Gelvez, 2010)

The ECSI (European Customer Satisfaction Index) is a tool to measure and explain the customer satisfaction joined with a business background. This model consists of two components: structural model and measurement model, studying different aspects about the customer perception. (Gelvez, 2010)

Currently, the CSI (Customer Satisfaction Index) is a measure of how products and services supplied by a company can surpass customer expectation, it is show in percentage. This is a term frequently used in marketing and it is a key of business strategy (University of South Australia, 2014). The purpose is to achieve the major satisfaction of the customers when they acquire a service from a company, in this case Hotel de la Opera restaurants.

3.3. Foreign language

There are different terms to use when we talk about languages. A language can be considered as a first, second or a foreign language depending in the person, country, culture and even family. In the case of foreign language term, many definitions agree that it is regarded a foreign language when someone is an outsider to a certain culture.

For instance in the publication made by Giancarlo Fantechi about Foreign language and second language concepts the author shows that to define when a language is foreign it is important to take into account the situations where the person learn it. It means, if it is learnt in a country where the language is not official nor native it is called foreign language. (2013) in the same way Subhashinie Punchihetti from the university of Sri Jayawardenapura says that it does not have direct link with the person's immediate social or personal environment. (2013)

To sum up, if a person feels far and distant with the speakers of a particular language and culture and does not feel it as their own, it is probably it is a foreign language.

This term is important in the development of the project due to the handbook is created in English which is considered as a foreign language in Colombia and it helps to have a better communication between employers and foreigners in the hotel.

3.4. Communicative ability

When a language is learnt, there are many skills people have to work in, such as writing, reading, listening and speaking. The last two can be developed with the continued improvement of the communicative ability because according to the Common European Framework by Cambridge University, it is not only related a range and quality of knowledge but also the way the knowledge is stored and its accessibility. This means, when a person is capable of understanding, expressing, having ideas, learn new words and use them in different contexts in a foreign language they have a communicative ability which facilitates the learning process.

The Common European Framework also states that this ability when the vocabulary is organized and the expressions are stored, depends on cultural features if the communities in where the person is learning a language and also where the person has been socialized.

An improvement of the communicative ability in Hotel de la Opera waiters will let these employers to be more open minded about learning and practicing a foreign language since it will make for them much easier to keep in their minds new words and to express themselves with the international visitors who speak English.

3.5. “Colombia very well” program published on July 14, 2014 by “Ministerio de Educación y Turismo”

The services sector in Colombia has grown in the last ten years. Based on the last report of “Ministerio de Industria y Turismo” 2015. In January 2015, Bogotá was the most important city in arrivals of foreign non-residents with 48.9 % of visitors. Consequently, with the purpose to have an advantage of the growth of the number of visits to the important hotels in Bogotá and the urgent necessity to develop high level of English knowledge. “El Ministerio de Educación” has designed the English National Program “Colombia Very well” 2015-2025 as a strategy for all the sectors with a long term goal which collect the experiences of the Project for Strengthening Skills Development in Foreign Languages in order to resize its components with interventions on a larger scale and higher investment; the program includes new components such as social mobilization and alliance management.

The importance of this new program is that it was created based on the needs identified from the touristic, economic and educational sectors. The project has the support of entities aimed to develop English skills in the country as “la Presidencia de la República”, “ Departamento Nacional de Planeación (DNP)”, “SENA”, “el Ministerio de Comercio, Industria y Turismo,” “el ICFES” and “el Consejo Privado de

Competitividad”. According to researching made to launch “Colombia very well” program in Bogota Service businesses like hotels and restaurants require a high number of people with English skills to estimate a percentage of these companies, it requires more than 20% of its employees have English skills. Counting DANE figures which show that there are currently 110 thousand employees in the tourism sector that require English, but the majority do not have the appropriate level, money, opportunities to travel abroad or study.

Service sectors and tourism mainly require employees with B2 level and academic level of bachelor, technician or technologist but based on inform published by “El Ministerio de Educación” 2015. It was found that there is not a culture develop by employers around the subject of English learning, starting businesses, which has not been integrated efficiently to selection processes checking the level of English and it companies are few with proposals or projects to improve the standard of English of their employees.

As a result of all information mentioned one strategy of the “Colombia very well” project is to have a program and intensive English classroom with the support of information technology for targeted programs and directed by SENA with a final purpose to improve results with increased potential in professional graduates of higher education institutions well prepared to work in the touristic and service sector. Finally the program launched by “El Ministerio de Educación” seeks to provide subsidies and financing training in English as motivation for each student and employee reaches the English level required.

For the investigation is important to mention this program in order to mention the progress and current progress related to bilingualism in the service sector in this case in restaurant in which is necessary that workers who interact with tourists and visitor without knowledge of Spanish language, regrettably much of restaurant workers have not reached the A1 level and the ones who have the B2 level do not have a fair payment for their knowledge for that reason is necessary to implement a different strategy apart of the existing program without the support of the Colombian government as an example an internal handbook in English and Spanish designed base on the communicative necessity of the hotel de la Opera restaurant.

3.6. Handbook

Nowadays handbooks are frequently used for many companies and businesses in order that the employees can read all the information which is needed to know about their work and workplace. Another aspect is that a handbook brings in uniformity across the organization because it set guidelines for everyone to follow. In a company is necessary to develop this tool avoid to need not explain the same policies words, process every time to a new employee or visitor, client or costumer. Handbooks may deal with any topic, and are designed to be easily consulted and provide quick answers.

Cambridge dictionary defined handbook literally as a book that contains instructions or advice about how to do something or the most important and useful information about a subject. Another definition is given by Oxford dictionary that

said that it is a book giving information such as facts on a particular subject or instructions for operating a machine.

Robert J. Connors 1983 on his publication called handbook: History of a genre defined handbook as composition, a compendium of rules, models, and exercises covering aspects of formal and syntactic convention. Robert said that “the handbooks appearance in the late nineteenth century marks an important transition in rhetorical instruction, a transition from emphasis on style and communicative effectiveness to primary emphasis on rule-governed mechanical correctness”. Also Robert Connors mentioned that the handbooks were the products of cultural rather than of pedagogical needs. “From the 840's through the 1890's, handbooks and manuals of usage, politesse, and manners became increasingly popular as the social equalitarianism of the Jefferson-Jackson period receded in America. These handbooks differed from their modern counterparts in a number of ways; most importantly.

In this century Handbooks according to reference for business encyclopedia are “used in training programs, often in the form of tutorial or instructional guides. Here the object is not merely to document a process or procedure, but to actively teach something”.

Brusaw, Charles T. on his publication called Handbook of Technical Writing 1997 argument that “must be written clearly, concisely, consistently, and accurately. If they are not, the audience for whom they are intended will ignore them, which can lead to problems”. Brusaw explain that handbook must define three things before

they write a manual or handbook: audience, purpose, and scope and to have Illustrations. Illustrations are important components of handbooks and it can be made in many forms as ranging from simple hand-drawn charts and graphs to three-dimensional computer-generated designs.

The implementation of a handbook in the investigation is an essential tool to teach and generate an diary habit for the waiter of the Opera restaurant and also the visitor in case that they want to speak in Spanish they most use the handbook to find the necessary expression to ask for help or something for that reason waiter have to be prepare and use it every day in order to learn and apply the necessary expression and vocabulary in English already established with the main purpose of keep a natural conversation with foreign visitor that every day visit the place. The handbook proposed contain communicative instructions created to use it in restaurant environment which helps how to ask or respond to a question in an easy and understandable way for both, visitor and workers of the restaurant.

4. Investigation methodology

In order to know the precise data and results for this project, it is appropriate to work with the quantitative methodology because it is an investigation which involves the manipulation of numbers to provide evidence, describe phenomenon, and determine relationships or causations. This type of research can be used to make predictions about what is studied, opinions or experiments (Colby, 2010). Besides, this study used an experimental research and a pretest-posttest design with control groups. At last, the satisfaction survey and the direct observation are the instruments to collect the information.

In the second instance, Hotel de la Opera has 19 years on the market and it is recognized because is the only qualified as 5 stars hotel in the historic center of the city. Frequently, its restaurants La Scala and El Mirador are visited by foreign people who are interested in culture, customs, traditional food, places and sometimes to learn Spanish as a foreign language.

Furthermore, the tourist expect to interact and communicate their needs in their own or local language. Although, it is evident that the restaurant's staff has a lack of English skills, as an effect of that, there are difficulties with the clients' requests and it can be considered as bad customer service. Consequently, it affects in a negative way the customer satisfaction index (CSI).

Based on this issue, the purpose is to create a handbook with the most common expressions in Spanish and English, in order to make the interaction easier between visitors and waiters, as well, to increase the customer satisfaction index (CSI) percentage.

Now, according to Sibanda (2009), the quantitative methodology works with numerical data based on groups of people. It could be used to predict future results or investigate causal relationships. The information is showed with numbers and statistics. This kind of investigation has hypothesis, which can be proved or not.

Besides, there are some considerations in order to develop a quantitative research, first the study designs are essential to prove the results, second the data collection to make the implementation of study designs, where is necessary to choose variables to emphasize the study. And the last, to report the results which interpret the statistics, hypothesis and the effect of the investigation. (Sibanda, 2009)

With the goal to prove the efficacy of the handbook implementation, the experimental method is suitable. This method is a systematic research in which it is possible to manipulate one or more variables and measure or control any change in other variables. In this case the variables are focus on the customer satisfaction index (CSI) percentage, as independent variable and they are a group with handbook and another without it, like dependent variables.

In addition, to develop the investigation is useful to apply this method with a pretest-posttest design with control groups, which allows to compare participants groups and measure the changes when there is an intervention. This is useful to monitor different effects. The design uses identical groups of people, randomly chosen, with the purpose to apply an experiment of an investigation. It is important to the study, that the control and experimental sessions will be simultaneous in order to have more precise results.

To the present research the sketch is:

R O1 X O2

R O3 O4

R: Control group

O1 and O2: Observation (groups with handbook)

O3 and O4: Observation (groups without handbook)

X: Experiment

Based on this, the data collection instrument for the development of the project is direct observation. This can show the expectations, impact and acceptance from the customers relating to the handbook, its assistance for good service

and as a tool to improve the communication on a foreign language. Then, this kind of observation has direct contact with the elements or characters in which the phenomenon to be investigated is presented, and the results obtained are considered original statistical data.

Finally, the satisfaction survey is another tool used in the investigation; it is a set of questions aimed at some representatives of the population (Colby, 2010). With this instrument it is possible to determine if there is or not a positive or negative impact on clients, good service and communication skills with the purpose of increase the customer satisfaction index (CSI) from hotel de la Opera restaurants.

5. Data analysis

In this chapter the results of the data analysis are presented.

The data were collected and then processed in response of the necessity of increase the customer satisfaction index in the hotel de la Opera restaurants with the implementation of a handbook in English. Data were obtained of surveys and a direct observation of a group of customer with handbook and another without the tool.

The established goals were achieved and the findings presented in this chapter demonstrate that with the implementation of a handbook the customer can express in a better way their thoughts and necessities when they interact with the waiter of the place. A relevant aspect of the showed this data recollections is that was evident the different between the satisfaction index of the group with handbook representing the 96%, this percentage was result of the improvement of the service and help of customer which demonstrate interest and an better communications in the moment of request or ask their food to the waiters.

In order to know the levels of satisfaction of the customer service from the last year in Hotel de la Opera, it is important to identify it in the customer satisfaction index, which is a statistics report about some predetermined standard and qualitative investigation, defined like a notion´s report about the experience of the visitors in the restaurants. According to the last semester of 2015 taking the CSI results it shows an average of 77% of satisfaction in the time of answer and service.

This CSI can show which are the factors that make decrease the satisfaction in the guests. According to that during the last semester some of the commentaries mentioned that the staff needed to be trained in English language also that it is needed a person who talks in English in the restaurants.

Not only the customer satisfaction index allows the Hotel to identify the factors that make decrease it, but also some Webpages popular among travelers where they can leave some comments and recommendations for future visitors. One of these is Tripadvisor that according to a review posted in the last year between some good comments about the hotel; it warns the readers that there is not staff that talks in English in the restaurants.

As a result of these comments and reviews the hotel makes a report with the willing of improve the service; they concluded that the personal from the restaurants does not talk in English. Therefore, with the previous observations of customer that diary visit the Hotel de la Opera restaurants, it is implemented a handbook in a foreign language with the most common expressions about service and requirements.

As mentioned by Giancarlo Fantechi a language is foreign when it is neither official nor native in the country where the person is. Although Colombia receives a variety of foreigners who speak different languages in this case English is the foreign language chooses for the handbook since it is one of the most used by tourist in this country.

In respect of the handbook, in these restaurants it is aimed to improve the communicative effectiveness, this is one of the uses of this tool according to Robert J. Connors. That is why it is taken for the most common expressions used in this type of environment which includes different ways of greetings, in some cases very informal or extremely formal thus many aspects as age, personality and social level.

To ensure that all the expressions were covered the organization of the phrases by categories was essential. The handbook was divided into parts as greetings, welcome, requests, the bill, complains, farewell and vocabulary. In each category was identified the most used expressions for example: in case of make a request: A table for... two / three / four, Could I see the menu? I would like to make a reservation for this evening, I would like to order now, and what do you recommend?

In case of complains there are expressions as Excuse me this steak is overdone, this isn't what I ordered, We've been waiting a long time, this food is cold. Another example of expressions when the customer's requests the bill is Can I pay by card? Could you charge the bill to my room account? Is service included? And finally to express gratitude or say goodbye the relevant expressions used are everything was great, I will recommend this restaurant, thanks that was delicious.

When the customer explored the handbook with the expressions already mentioned, clearly helped to understand faster what they wanted to express their own needs and concerns also the most important aspect is the convenience of

have a handy tool that helps to maintain a fluid communications or environment in the place.

Consequently, after the implementation of the handbook in a foreign language as a tool for guests and staff, it is measure how this influenced the current rates of the CSI with the help of surveys and observation sheets. According to them, when the guests did not use the handbook the customer satisfaction index rated 64% while when the guest used it the CSI increased to 96%.

It has been found some similarities between the surveys and the observation sheet that may be comparable in order to know which role had the implementation of the handbook in the increase of the customer satisfaction index. Both elements in the collection of data showed an increase in the level of satisfaction when the customer used the handbook, from twenty five people who did not use the tool sixteen were satisfied, while those who did it, all of them were happy with the service. It can be deduced that not only the customer service, the time of answer and the environment influences the result of satisfaction, but also the tools the speakers of foreign languages get to learn the one used in the country.

In the observation sheet from the people who had the handbook 96% used it as a main tool to communicate with the waiters, those who did not use the tool did not have another tool or only their mobile the rest of them in a big minority used dictionaries and books. The time of answer on those who did not have the handbook

was slow in its majority which shows how it affects the communication between the customer and waiter.

The foreigner visitors who did not speak Spanish and used the handbook, between their comments the most common showed it was really helpful for them to learn some Spanish due to their busy schedule during the day, some of them had some business meetings, others were all the day visiting touristic places and it does not let them time to know some of Spanish.

With this data analysis the results showed how important was it to implement a handbook in a foreign language in Hotel de la Opera restaurants increasing the CSI rates in a 19% compared with those from the last semester of the last year. The improvement of the customer satisfaction index with the use implementation of the handbook showed that the willingness to recommend the restaurant is increasing because one of the most repetitive comments or feedback was that the tool is useful not only when they order their food but also when they need to find answers to many questions by their own without ask.

6. Conclusions

“Customer Satisfaction Index with the implementation of a handbook in English as a foreign language in hotel de la Opera restaurants” was a project focused in to find how the implementation of a tool, in this case a handbook in the hotel influenced in the customer satisfaction rates.

Each one of the objectives were relevant to make a final conclusion of the project, the CSI from the last semester of 2015 allowed to identify the lacks of communication between staff and customers, it also helped to think about what kind of content the handbook should have.

After the completion of the investigation and prove that a handbook is an effective tool to give employees and customer a source of information to consult when questions arise which can be easily answered. With the implementation of the handbook with the most commons expressions used in a restaurant by the customer and waiters and the observations of the changes in the percentage of the customer satisfaction index of la Scala and el Mirador, hotel de la Opera restaurants, it is important mention that the author of the publications called handbook: History of a genre defined Robert J. Connors, is totally related with the results of the process.

First, the restaurant's staff and customer were involved with the tool as a communicative strategy, as Robert theory mentioned that “the handbooks were

products of cultural rather than of pedagogical needs and its use has been in improvement during the last centuries.

Second, Hotel de la Opera decided to implement the tool as daily training programs with the observation of the growth of 19%, never achieved before in a short time. The implementation of the precise expressions showed that a handbook can increase the customer satisfaction index with its current use and practice.

Third, all customer feedback about the tool were positives with comments like great strategy, excellent and easy guide to know another language and the staff of the place generated a diary habit that will be reflected in visitors and keep the main purpose of establishing a natural conversation with foreign visitors who every day visit the place.

Taking into account the hypotheses made before the development of the project, the results were really positive:

H2: The implementation of a handbook in English will have a positive impact in the Customer Satisfaction Index of Hotel de la Opera's restaurants because customers think with the implementation of a handbook in English the service is better and efficient.

It did have a positive impact, since as mentioned before in the observation sheet most of the customers said that it was really helpful for them to learn some Spanish, besides the survey showed the time of answer with those who had the handbook was in its majority immediate.

H4: Through the implementation of a handbook in English, it is significant the variation on the Customer Satisfaction Index.

According to the CSI the guests that did not use the handbook were not so much satisfied since the rate was 64% while those who used the handbook seemed really satisfied with a rate of 96%. The variation was significant; it had a 32% of difference.

H5: Already identified the current customer satisfaction index of the restaurants it was able to find out the aspects that affect the place and the customer service.

Among the aspects that affect the customer service it was identified the lack of English knowledge in the waiters, this made decrease in a big percentage the satisfaction in the time of answer and service.

H6: With the implementation of the handbook with the most common expression, finally these expressions were useful and necessary for the communication with visitors.

Based in the experience and with the opinions took from the customers that used the handbook, it was observed that the expressions in this specific context were helpful for them.

7. Projections

The idea of create a handbook with some common expressions about service or requests to the Hotel de la Opera restaurants came up by the necessity of communication between customers and staff, as an alternative to improve the Customer Satisfaction Index, also to make a good impression in every client. The tool was presented to people printed in paper, with flashy colors and divided by topics in order to be easy to use.

However, through the ages, the technology gives us numerous devices in which we can have much information, in less time. A very good and practice idea will be to design the handbook like an application to install in some tablets, which waiters can provide to the customers and they can look for the specific word or sentence that they need it at the moment. The app could retrench time and paper and to accelerate the research.

It is not a surprise that the business world is growing faster and not only American tourists or English speaker but also tourist percentage of Italy, Germany and France increased, based on that information is planned to translate the expressions that the handbook includes in those languages Italian, German and French in order to cover other kind of culture and visitors.

Besides, in this occasion the handbook had expressions and vocabulary based in a restaurant context, it is important to expand it to the hotel context

with expressions such as asking for a reservation, for clean towels, for another dorm, a big variety of them that could be really useful for the guests and the staff who does not speak any foreign language.

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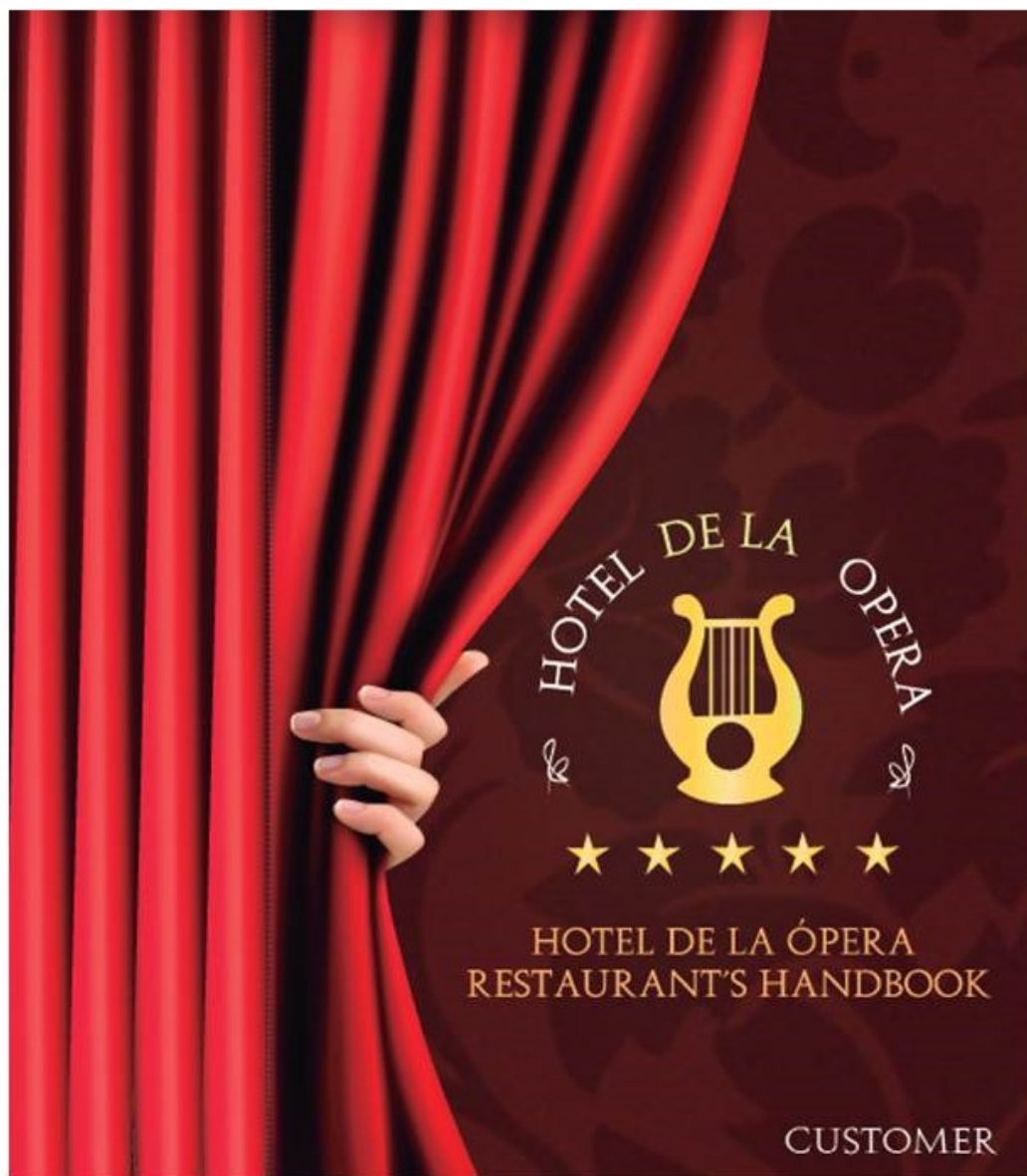
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Appendix A. Hotel de la Opera restaurant's handbook Staff



Appendix B. Hotel de la Opera restaurant's handbook Customer



Appendix C. Satisfaction survey

Your comments give us the opportunity to improve our service
 RESTAURANT La Scala ____ El Mirador ____

We appreciate you take a few minutes to evaluate the quality of the
 services of our restaurants according with the next items:

	Satisfied	Not Satisfied
Quality of the food		
Temperature		
Flavor		
Menu presentation		
Variety of the menu		
Time of attention and answer		
Decoration of the restaurant		
Service and hospitality		

How did you know about us?

Name of the person who attended you _____

Comments and suggestions

Name _____ Gender _____ M: ___ F: ___
 Email _____ Country _____
 Telephone _____ Date _____

Thanks!

Appendix D. Filled Satisfaction survey

 No 09

Your comments give us the opportunity to improve our service
RESTAURANT La Scala El Mirador

We appreciate you take a few minutes to evaluate the quality of the services of our restaurants according with the next items:

	Satisfied	Not Satisfied
Quality of the food	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Temperature	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Flavor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Menu presentation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variety of the menu	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Time of attention and answer	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Decoration of the restaurant	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Service and hospitality	<input checked="" type="checkbox"/>	<input type="checkbox"/>

How did you know about us? staying at the hotel
Name of the person who attended you Sandra

Comments and suggestions
keep it up! absolutely amazing!
the service, the quality and the
atmosphere was lovely.

Name David R. Kaku Gender M F:
Email davidr.kaku@outlook.com Country USA
Telephone (904) 5533217 Date 03/08/16

Thanks!

 No 21

Your comments give us the opportunity to improve our service
RESTAURANT La Scala El Mirador

We appreciate you take a few minutes to evaluate the quality of the services of our restaurants according with the next items:


	Satisfied	Not Satisfied
Quality of the food	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Temperature	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Flavor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Menu presentation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variety of the menu	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Time of attention and answer	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Decoration of the restaurant	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Service and hospitality	<input checked="" type="checkbox"/>	<input type="checkbox"/>

How did you know about us? _____
Name of the person who attended you _____

Comments and suggestions
handbook is a great idea!

Name Maxe Mengin Gender M F:
Email _____ Country _____
Telephone _____ Date _____

Thanks!

 No 38

Your comments give us the opportunity to improve our service
RESTAURANT La Scala El Mirador

We appreciate you take a few minutes to evaluate the quality of the services of our restaurants according with the next items:

	Satisfied	Not Satisfied
Quality of the food	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Temperature	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Flavor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Menu presentation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variety of the menu	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Time of attention and answer	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Decoration of the restaurant	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Service and hospitality	<input checked="" type="checkbox"/>	<input type="checkbox"/>

How did you know about us? _____
Name of the person who attended you Diego

Comments and suggestions
Great, eaturo delicious

Name _____ Gender _____ M: F:
Email _____ Country _____
Telephone _____ Date _____

Thanks!

OBSERVATION SHEET
With Without (Handbook)

Index	Subject 1	Subject 2	Subject 3	Subject 4	Subject 5	Subject 6	Subject 7	Subject 8	Subject 9	Subject 10
Non-verbal language	none	Gesture	Pointing	gesture	Gesture	Gesture	Hand Signals	Hand Signals	None	Gesture
Support tools	Basic Spanish	None	None	Actions of mobile	None	None	None	None	Basic Spanish	basic Spanish
Time of answer	immediate	Slow	Slow	Slow	Slow	immediate	immediate	Slow	immediate	immediate
Service / Hospitality	Satisfied	no satisfaction	no satisfied	Satisfied	Satisfied	no satisfied	Satisfied	no satisfied	Satisfied	1-0 satisfied
Observations									She doesn't have the time to use the handbook. She wanted to rest	

OBSERVATION SHEET
With Without (Handbook)

Index	Subject 1	Subject 2	Subject 3	Subject 4	Subject 5	Subject 6	Subject 7	Subject 8	Subject 9	Subject 10
Non-verbal language	Hand Signals	Gesture Pointing	Pointing the menu	Pointing	Pointing the words	Gesture	Pointing	Gesture	Gesture hand signal	Pointing
Support tools	Basic Spanish Handbook	handbook	handbook Mobile Translator	handbook Mobile	handbook	handbook	handbook	handbook	handbook Basic Spanish	handbook person who speaks spanish
Time of answer	immediate	immediate	Slow	immediate	immediate	immediate	immediate	immediate	immediate	immediate
Service / Hospitality	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied
Observations		Try to use some expressions from the handbook	"very useful and simple"	"keep it up, absolutely amazing, the service and quality were lovely"			Tried to pronounce some expressions	They asked if they could keep the handbook, they took it to their room	"very good" They asked for a copy	"Great"

Appendix F. Survey tabulation with handbook

QUESTIONS		
NUMBER	CONSECUTIVE	1.8
1	01	1
2	02	1
3	07	1
4	09	1
5	11	0
6	16	1
7	17	1
8	18	1
9	19	1
10	21	1
11	22	1
12	36	1
13	37	1
14	39	1
15	41	1
16	42	1
17	44	1
18	45	1
19	46	1
20	47	1
21	49	1
22	30	1
23	28	1
24	27	1
25	25	1

SATISFIED	24
NOT SATISFIED	0
TOTAL	24

SATISFIED	96%
NOT SATISFIED	0%
TOTAL	96%

SATISFACTION SURVEY'S RESULTS		
SATISFIED	96%	24
NOT SATISFIED	0%	0
TOTAL	96%	24

CUSTOMER SATISFACTION INDEX
96%

Appendix F. Survey tabulation without handbook

QUESTIONS		
NUMBER	CONSECUTIVE	1.8
1	03	1
2	04	1
3	05	1
4	06	4
5	08	0
6	10	1
7	14	4
8	15	0
9	20	1
10	32	4
11	33	1
12	34	4
13	35	1
14	36	1
15	40	1
16	43	1
17	48	1
18	50	1
19	29	4
20	26	4
21	24	1
22	23	1
23	13	1
24	12	1
25	31	4

SATISFIED	16
NOT SATISFIED	7
TOTAL	23

SATISFIED	64%
NOT SATISFIED	28%
TOTAL	92%

SATISFACTION SURVEY'S RESULTS		
SATISFIED	64%	16
NOT SATISFIED	28%	7
TOTAL	92%	23

CUSTOMER SATISFACTION INDEX
64%

Appendix F. Customer satisfaction index results of half of the last year

CUSTOMER SATISFACTION INDEX (HALF OF 2015)							
MONTH	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
CSI	84%	76%	81%	77%	74%	70%	77%