

# *Certification of Customer Service Excellence*

## **APPLICATION FOR CERTIFICATION INVOLVES TWO COMPONENTS:**

Winners of this award can only be applied for every 3 years.

### **APPLICANT INTERVIEW**

Each applicant will have a scheduled interview with the judges in March.  
A maximum point score for the interview is 50.

### **WRITTEN RESPONSE**

Section 1-9 below describes the components to be addressed in writing.  
A maximum point score for the written responses is 90.  
It is beneficial to have at least one reference letter included in your submission.

### **SUMMARY OF JUDGES' SCORING**

Refer to Standard Submission Requirements.

The points from Section A and Sections 1-9 are combined for a total potential score of 140 points.  
A minimum of 70% or 98 points must be earned to be certified.

### **SECTION CRITERIA**

### **POINT SCALE**

Verbal Response	
A. Applicant Interview	0-50
Written Response	
1. Specific Services	0-10
2. Target Customers	0-10
3. Service Standards - Procedural Mechanics	0-10
4. Service Standards - Personnel Mechanics	0-10
5. Customer Service Audits	0-10
6. Customer Feedback Mechanism	0-10
7. Employee Feedback Mechanism	0-10
8. Reward and Recognition Programs	0-10
9. Exceeding Expectation	<u>0-10</u>
a. <b>TOTAL</b>	140

## **VERBAL RESPONSE**

### **A. APPLICANT INTERVIEW**

(50 points)

The interview will include questions in the following areas and should involve a manager and one or more representatives that are considered senior customer service representatives for your company:

- Your company's goals and objectives for customer satisfaction.
- Your company's system to track customer service issues
- Your company's method of determining customer service requirements
- Examples of customer service successes [up to 3 examples]
- Recent improvements that have been made to keep customer service current
- Testimonies from customer service representatives outlining up to 3 recent changes to customer service that received positive feedback from customers.

## WRITTEN RESPONSE

### 1. SERVICES

*(10 points)*

Describe the specific services offered by your company. This should outline and identify the specific product or service niche you have identified for your company.

### 2. SERVICE PROGRAM

*(10 points)*

Describe the customers your service program is directed towards. Include the nature and scope of your target market. Outline and identify the specific customer or client niche you have identified for your company.

### 3. PROCEDURAL SERVICE STANDARD

*(10 points)*

Describe your company's procedural service standard. Summarize the established goals or targets that your service team directs their efforts. This refers to the ultimate objective in qualitative or quantitative results. Identify the mechanics your company employs to ensure all customers' needs are met and that they all receive the same excellence of service. Standards will be judged on clarity, ability to be measured, practicality and realism.

### 4. PERSONAL SERVICE STANDARD

*(10 points)*

Describe personal service standards within your company. Summarize the established goals or targets that your service team directs their efforts. This refers to the human side of service that addresses customers "expectations" and how your service goals or objectives meet the expectations of your customers. Identify the mechanics your company employs to ensure all customers' needs are met and that they all receive the same excellence of service by all employees. Standards will be judged on clarity, ability to be measured, practicality and realism.

### 5. CUSTOMER SERVICE AUDITS

*(10 points)*

Describe the customer service audits your company employs. Include information on the validity of key indicators or quality standards and the frequency of the audits. Describe how you evaluate the effectiveness of staff. You might mention the performance appraisal criteria that refers to customer service and/or the support or training your staff can access.

### 6. CUSTOMER FEEDBACK

*(10 points)*

Describe the methods your company uses to gain customer feedback. Include the frequency with which they are utilized and the mechanism your company employs to track and communicate the results to your service team. Indicate how you actively seek involvement in evaluating your service standards, to determine new services or products and to seek areas for improvement.

### 7. EMPLOYEE FEEDBACK

*(10 points)*

Describe the employee feedback mechanism your company employs to ensure your staff is effectively delivering excellence in customer service. You might mention the methods you employ to encourage team input to your customer service program and how you encourage your service team to enter into the problem solving process for customer service issues.

### 8. REWARD & RECOGNITION PROGRAMS

*(10 points)*

Describe the methods you employ to demonstrate customer appreciation and encourage customer loyalty. As well, mention your programs that recognize and reward employees that are delivering excellence in customer service.

### 9. UNIQUE STANDARD

*(10 points)*

Describe how you and/or your company have implemented an idea, concept or process that has achieved a unique service standard and exceeded your customers' expectations.

*Certification of Customer Service Excellence*  
*application*

Step 1: Application - Due Feb 14

- Fill out the application form on this page and email to Jeannette Mensink [jmensink@bomaedm.ca](mailto:jmensink@bomaedm.ca)
- Indicate below if a payment of \$150 is sent by mail or if you'd like to be invoiced.

Step 2: Full Submission - Due Mar 14

- Respond to the questions included in this submission package

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COMPANY NAME

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COMPANY ADDRESS

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COMPANY OWNER

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CONTACT NAME

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ADDRESS

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PHONE / EMAIL ADDRESS

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FAX

Please submit either one digital picture or 5x7 photograph or of your customer service team and/or logo with your application. Digital file preferred – .jpeg or .tiff format ([jmensink@bomaedm.ca](mailto:jmensink@bomaedm.ca)). Submissions must be received by March 14<sup>th</sup>

We are forwarding our \$150 application fee as follows:

- Cheque enclosed (send to: BOMA Edmonton #870, 10423 -101 street, T5H 0E7)
- Invoice
- Credit Card #      Type (circle one)    VISA    MasterCard    American Express
- \_\_\_\_\_ Expiry Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Signed \_\_\_\_\_

Print Name: \_\_\_\_\_