

# Pinnacle Awards

## APPLICATION FOR PINNACLE AWARDS:

### AN AWARD WILL BE PRESENTED IN THREE CATEGORIES:

- A. Customer Service
- B. Innovation
- C. Above & Beyond the Call of Duty

Companies may enter one, two or all three categories. Please submit a \$150.00 cheque for each submission. Nominations accepted for individuals as well as for companies for all three pinnacle awards. Indicate choice on application form.

### ELIGIBILITY AND JUDGING

- Property Owner/Management Company or Service/Supplier company
- Entries are to be submitted on a self-nominating basis.
- Judging of the entry will be based on your written submission and meeting of all submission requirements as listed below
- Entrants must be BOMA members
- The company must have won at a local association awards competition in this awards cycle entry year, in order to be eligible to advance to the national level of competition.
- Judging of the entry will be based on your written submission.
- For the Customer Service award, entrants may not have won in the same category during the last 4 years. (Furthermore, no organization shall be eligible to submit an entry in this category if the provider and beneficiary of the exceptional customer service are the same as having previously won).
- For the Innovation award, entrants may not have won in the same category during the last 4 years

### A. Pinnacle Award for 'Customer Service'

The purpose of the Pinnacle Award for Customer Service is to recognize and promote service excellence in the commercial real estate industry.

*Being a customer-focused, high service driven company requires consistency, ingenuity, integrity and dedicated pursuit of excellence. Your company is always first in your customers' mind because you strive to exceed your customers' expectations. As an example, when you receive a service complaint, your corrective action is of greater proportion to what your customer would expect.*

### B. Pinnacle Award for 'Innovation'

The purpose of the Pinnacle award for Innovation is to recognize and promote innovation in the commercial real estate industry; whether it is a uniquely beneficial program, product or service, a better way to solve specific needs or an ingenious way to keep customers happy.

### C. Pinnacle Award for "Above & Beyond the Call of Duty"

The purpose of the Pinnacle Award for Service "Above & Beyond" is to recognize and promote service excellence in the commercial real estate industry. It is about providing a service to a customer that was unexpected, extraordinary, unnecessary, surprising, caring and perhaps even entertaining and outrageous. This performance of service "Above & Beyond" could have come about as a result of a mistake made and then corrected, or it may have been an opportunity seized to show how far the company would go to exceed a client's expectations.

### WRITTEN RESPONSE

See each individual question for its scoring value.  
A maximum point score for the written responses of each award is 100.

### SUMMARY OF JUDGES' SCORING

Refer to Standard Submission Requirements.

Each application must be accompanied by letters of reference on behalf of the individual or company. Letters must include the occupation, address, and telephone number of the reference as well as their relationship to the applicant. There must be a minimum of two letters of reference with each application. References may be contacted during judging.

Submissions must attain a minimum of 70% or 70 points to be eligible for an award.  
Winners in each category will be eligible for National/Regional competition at BOMEX.

## WRITTEN RESPONSES

**NOTE: THREE DIFFERENT PINNACLE AWARDS ARE LISTED BELOW (A, B, C)**

### **A. PINNACLE AWARD FOR ‘CUSTOMER SERVICE’**

1. **Detail any processes, methods and/or practices the company has used in developing company goals and objectives as they relate to customer satisfaction.**
  - Customer service policy and procedures
2. **Once this plan/concept for improving customer service was developed, detail any processes, methods and/or practices, training and/or education that was necessary and carried out to achieve those goals/policies?**
  - How is customer service policy maintained? Verified? Monitored?
  - Demonstrate customer focused complaint resolution process.
  - Describe the “full Circle” customer service plan from “request to resolution”.
  - How is customer input captured to determine new products, services and areas for improvement?
  - Describe enter depth/breadth of company “team” approach to customer service delivery.
  - Describe function of managers’/coordinators’ dedicated to customer service.
3. **Describe the company’s commitment to this process. How is this commitment maintained and improved within all levels of the organization?**
  - Detail regular training programs for staff. (including Incentive & recognition programs)
  - Detail regular customer recognition/appreciation events conducted.
  - Detail a recognition/reward program for employees who excel at customer service.
  - Detail a system that ensures all active customers are visited or phoned on a regular basis.
  - Identify methods of focusing staff on customer service
  - How is the mission statement reinforced with staff on a regular basis?
4. **Identify two key clients where the entrant’s commitment has been applied/implemented and describe how this has benefited those clients (and their clients). Describe the impact it has had on their businesses.**

## B. Pinnacle Award for ‘Innovation’

Your written submission should support the company's approach to innovation and it should make note of specific details that deserve merit.

The written submission should be brief (maximum five pages) and address the following. You are encouraged to include any additional information that you feel will assist the judges (as long as it does not exceed the maximum number of pages permitted.)

Describe how innovation is encouraged and rewarded in your company

1. Describe the innovative program, product of service, how it is unique, and how it benefits the commercial real estate industry.
2. Describe how this has benefited your company and/or your clients, and the impact it has on business. How does the innovation make the building owner/manager's or customer's job easier, less stressful or more productive? Has it increased our company's or your client's efficiency, productivity and/or revenue?
3. Describe how you included employee and /or customer input into the development of the innovation?
4. Identify key clients where this innovation is applied or implemented.

## C. AWARD FOR ‘ABOVE & BEYOND THE CALL OF DUTY’

*Part A – Synopsis*

*Your written submission should support the incident or customer service situation that you feel qualified the company for recognition as going “Above & Beyond” in these days when we are all “doing more with less” and exceeding the customer service norms of just a few years ago in order to remain competitive.*

*The written submission including the questionnaire responses should be brief (maximum five pages) and describe the circumstances that required extraordinary action, detailing resources and commitments used to meet the client's needs. Describe the benefits of the activity of service from the perspective of service, customer satisfaction, delivery, safety, moral and environmental considerations. You are encouraged to include any additional information that you feel will assist the judges (as long as it does not exceed the maximum number of pages permitted).*

*(15 points)*

1. Did the company show expediency in meeting the client's needs by going considerably of its way to accomplish the task at hand or perceiving the client's urgency at the time of the event?

*(15 points)*

2. Did the client perceive the service to be extraordinary and of high value? By your estimate, how much was this worth to the client?

*(15 points)*

3. Was the client extremely impressed with the activity/service by exceeding his/her expectations? Define what your organization considers a “normal” response to this circumstance.

*(15 points)*

4. Does the organization recognize and encourage a willingness to respond to “Above and Beyond” the Call of Duty?

*(15 points)*

5. Has the client's loyalty increased since the activity/service was provided by the nominee?

*(10 points)*

6. Was the activity of Service:

- a. Unexpected or surprising?
- b. Caring?
- c. Extraordinary?
- d. Entertaining?
- e. Other?

*(15 points)*

7. Did the activity/service have a significant impact on the outcome of the circumstances surrounding the client?

# *Pinnacle Award application*

## Step 1: Application - Due Feb 13

- 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 10

- Respond to the questions included in this submission package

Please select the category that you are entering:

- |  |   |
|--|---|
| <input type="checkbox"/> Individual: Customer Service                | <input type="checkbox"/> Company: Customer Service                |
| <input type="checkbox"/> Individual: Innovation                      | <input type="checkbox"/> Company: Innovation                      |
| <input type="checkbox"/> Individual: Above & Beyond the Call of Duty | <input type="checkbox"/> Company: Above & Beyond the Call of Duty |

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COMPANY NAME

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COMPANY ADDRESS

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PHONE

FAX

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INDIVIDUAL / TEAM MEMBERS

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CONTACT NAME / EMAIL ADDRESS

PHONE

Submissions must be received by March 10

We are forwarding our \$100 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: \_\_\_\_\_