

AWARDS
2017
GUIDEBOOK

PINNACLE AWARD
CUSTOMER SERVICE

AWARDS OF
EXCELLENCE

Pinnacle Award for Customer Service

The Pinnacle Award for Customer Service recognizes and promotes service excellence in the commercial real estate industry.

Eligibility and Judging

- 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 in the Submission Guidebook. Telephone interviews with your client or employee references will also be conducted by our judging team;
- Entrants must be BOMA Manitoba members in a good standing.

Pinnacle Award (National)

The winner is eligible to enter the 2017 BOMA Canada national awards competition. For more information, please visit www.bomacanada.ca

Submission Deadline

Formal submission must be received by 4 p.m. on Friday, March 31, 2017.

Written Submission (see Section A for details)

1. A cover sheet stating the following must be included:
Name of Service/Supplier Company or Property Owner/Management Company as well as the name, phone number, and address of the person who will receive all correspondence.
2. The written portion of the submission must be maximum of 5 pages (single side of a sheet of paper in Arial 10 point type). Additional material/appendices may be considered. **We require 3 printed copies of submissions, spiral bound or presented in a binder**

Logo

A high-resolution JPG/TIFF copy of your corporate logo must be provided on USB flash drive, or via email.

Photographs

A high-resolution JPG/TIFF copy of your team photos(s) must be provided on USB flash drive or via email.

Section A - Written Submission

Your written submission should support your firm's positive customer service attributes that you want to impress upon the judges, and it should make note of specific details that deserve merit.

The written submission should be brief (maximum five pages) and address the following (below).

However, the format is open and you are encouraged to include any information – as appendices – that you feel will assist the judges:

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, what processes, methods and/or practices, training and/or education was necessary and carried out to achieve those goals?
 - How is customer service policy maintained? Monitored?
 - Demonstrate customer-focused complaint resolution process
 - How is customer input captured to determine new products, services and areas for improvement?
 - Describe depth/breadth of company “team” approach to customer service delivery
 - Describe function of managers’/coordinators’ dedication to customer service

3. Describe the company's commitment to this process. How is this commitment maintained and improved?
 - Detail regular training programs for staff (including incentive and recognition programs, if applicable)
 - 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, where applicable). Describe the impact it has had on their businesses.

Section B – Interviews

A survey will be conducted by the judges of your client(s) or employees and contractors. The survey questions will be based on the answers provided in Section A, Question #4 (above).

1. Provide client name(s), position, and contact number.
2. Provide employee list with names, positions and contact numbers.

Section C - Site Visit

A mandatory site visit will be coordinated in order for the judges to visit your location and/or corporate head office.

Please provide the judges with a board room/meeting space at your business location, where they may review the submissions and any other supporting documentation that you wish to provide. Please also have a member of your team available for questions as needed. The site visit will be limited to one hour.

Summary of Judges' Scoring

The points from Sections A through C are combined for a total potential score of 100 points. A minimum of 70% or 70 points must be earned to be eligible to win.

	<u>CRITERIA</u>	<u>POINT SCALE</u>
A	Written Submission <ul style="list-style-type: none"> • Clear outline of company policy (10) • Development of company goals and objectives as they relate to customer satisfaction (20) • Company commitment to this process (10) • Good maintenance of this commitment to customers (10) • Training and education provided for their goals and objectives (20) • 2 samples of client impact / results (10) • Program is unique / industry impact (5) 	/ 85
B	Interviews <ul style="list-style-type: none"> • Confirmation of customer service excellence by clients (10) 	/ 10
C	Site Visit <ul style="list-style-type: none"> • Entrant has accommodated the judging team and is able to answer any remaining questions and provide any additional documentation, if applicable (5) 	/ 5
	TOTAL	/ 100