

AWARDS
2018
GUIDEBOOK

PINNACLE AWARD
ABOVE AND BEYOND

AWARDS OF
EXCELLENCE

Pinnacle Award – Above & Beyond

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. As an example, when you receive a service complaint, your corrective action is of greater proportion to what your customer would expect.

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 2018 BOMA Canada national awards competition. For more information, please visit www.bomacanada.com

Submission Deadline

Formal submission must be received by 4 p.m. on Thursday, March 31, 2018.

Written Submission (see Section A for details)

1. A cover sheet stating the following must be included:
Name of Property Owner/Management Company or Service/Supplier 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 CD, flash drive, or via email.

Photographs

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

Section A: Written Submission

Your written submission should support the incident or customer service situation that you feel qualifies 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 or service from 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).

Section B: Questionnaire

Please answer the following questions as they apply to your company. Collectively all questions noted below totals a score of 100 points (as indicated in brackets).

1. Did the company show expediency in meeting the client’s need(s) by going considerably out 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 expectation? 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 & Beyond” the Call of Duty? **(15 points)**
5. Has the client’s loyalty increased since the activity/service was provided by the nominee? **(15 points)**
6. Was the activity or service: **(10 points)**
 - Unexpected or surprising
 - Caring
 - Extraordinary
 - Entertaining
 - Other
7. Did the activity/service have a significant impact on the outcome of the circumstances surrounding the client? **(15 points)**

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 A through G 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	Did the company show expediency in meeting the client's need(s) by going considerably out of its way to accomplish the task at hand or perceiving the client's urgency at the time of the event?	/ 15
B	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
C	Was the client extremely impressed with the activity/service by exceeding his/her expectations?	/ 15
D	Does the organization recognize and encourage a willingness to respond to "Above & Beyond" the Call of Duty?	/ 15
F	Was the activity or service: <input type="checkbox"/> unexpected or surprising <input type="checkbox"/> caring <input type="checkbox"/> extraordinary <input type="checkbox"/> entertaining <input type="checkbox"/> other	/ 10
G	Did the activity/service have a significant impact on the outcome of the circumstances surrounding the client?	/ 15
	TOTAL	/ 100

Judges: _____ Date: _____