



## **Pinnacle Award for Customer Service**

### **GOAL**

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

### **ELIGIBILITY AND JUDGING**

The company must have won at a Local Association Awards Competition in this Awards cycle entry year (2007), in order to be eligible to advance to the national level of competition. The entrant may not have won in the same category at the national level during the last five years. If they enter a different category, they may compete after three years. The entrant must be a member in good standing of the local BOMA Association, and of BOMA Canada. Judging of the entry will be based on your written submission.

### **SUBMISSIONS**

Shortly after your win locally, you will receive a letter from BOMA Canada which will include the Registration Form and Fee information.

#### ***Registration Form and Fees:***

If you intend to enter the national awards, you will be asked to complete and correct (if necessary) the Registration Form that will be enclosed in your "Call for Entries" letter, and enclose the Entry Fee.

**Fee:** **\$212.00** Canadian (\$200.00 plus \$12.00 GST-#86325 6863 RT0001)  
made payable to "**BOMA Canada**"

**June 28, 2007** Entry Notification to BOMA Canada with Fee

**July 19, 2007** All requested materials (below) must be received at the BOMA Canada office

#### ***Materials:***

The following items will be required as part of your Entry Package:

- One 11 x 14 Colour Print Photo of your Team. This is used for display purposes at the Awards Gala, and will not be returned. Please ensure that it is of high quality, and do avoid colour laser prints as the inks mottle during mounting on the display boards.
- CD ROM containing the following:
  - The completed MSWord Template (supplied to you by BOMA Canada). This includes a cover page, as well space for you to complete the written portion of your entry.
  - Electronic copy of your "Team Photo"
  - Electronic copy of your Corporate Logo
- One print copy of your submission

#### ***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. However, the format is open and you are encouraged to include any information that you feel will assist the judges:

1. Outline methods, processes and/or practices the company has used in developing company goals and objectives as they relate to customer satisfaction.
2. Once this plan/concept for improving customer service was developed, what training and/or education was necessary and carried out to achieve those goals?
3. Describe the company's commitment to this process. How is this commitment maintained and improved?
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.