



# 2003 BOMA Canada Awards

## Pinnacle Award for Customer Service Entry Requirements

### 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 the local level to proceed to the BOMA Canada national competition, and must be a member in good standing of the local BOMA Association, and of BOMA Canada and International. Judging of the entry will be based on your written submission.

### SUBMISSIONS

#### *Registration Form and Fees:*

If you intend to enter the national awards, please complete the enclosed registration form, and fax **BOMA Canada: Fax (613) 782-2228** or by mail to the address below, to be received by **June 20, 2003**. Your entry fee of **\$ 200 CDN**, payable to **BOMA Canada** is to be received at the BOMA Canada office by June 20, 2003.

BOMA Canada  
Suite 200  
440 Laurier Ave West  
Ottawa, Ontario K1R 7X6

#### *Materials:*

An electronic copy of your corporate logo or identity for use during the Awards presentation should accompany the written submission (as described below) and must be received in the BOMA Canada Office by **July 18, 2003**.

#### *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.

**Please provide a cover page that includes full contact details:  
contact person, exact company name, mailing address, phone/fax, email.**