



# 2004 BOMA Canada Awards

## Pinnacle Award: Above & Beyond Entry Requirements

### GOAL

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.

### 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 and correct (if necessary) the Registration Form (see attached)
- Enclose a cheque or money order in the amount of **\$200.00 Canadian** made payable to "**BOMA CANADA**"
- Mail to the BOMA Canada office in the enclosed self-addressed envelope to be received no later than **July 02, 2004**.

#### *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 23, 2004**.

#### *Written Submission:*

##### *Part A - Synopsis*

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 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 the perspective of service, customer satisfaction, delivery, safety, moral and environmental considerations.

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### *Part B - Questionnaire*

Please answer the following questions as they apply to your company. Each question is worth a percentage of the total score of 100 (indicated in brackets). Handwritten or typed answers are acceptable.

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%)
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%)
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%)
4. Does the organization recognize and encourage a willingness to respond to "Above & Beyond" the Call of Duty? (15%)
5. Has the client's loyalty increased client since the activity/service was provided by the nominee? (15%)
6. Was the activity or service: (10%)
  - unexpected or surprising?
  - entertaining?
  - caring?
  - other
  - extraordinary?
7. Did the activity/service have a significant impact on the outcome of the circumstances surrounding the client? (15%)

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