



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 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

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: **\$214.00** Canadian (\$200.00 plus \$14.00 GST-#86325 6863 RT0001)
made payable to "**BOMA Canada**"

June 17, 2005 Entry Notification to BOMA Canada with Fee

July 08, 2005 All requested materials must be received at the BOMA Canada office

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 the material submission deadline date above. Please provide a cover page that includes full contact details: contact person, exact company name, mailing address, phone/fax, and email.

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.