



**BOMA
Regina
2018
Submission
Guidelines:**

**Pinnacle
Award
*for Service
Excellence***

Your completed submission and application fee of \$150 (+ GST) must be received by March 31, 2018:

**BOMA Regina
Box 20013, 2102 11th Ave.
Regina SK S4P 4J7
events@bomaregina.ca**

**BOMA Regina Awards presentation
will be held the
evening of May 10, 2018.**

**Local winners will be eligible to
enter the BOMA Canada National
Awards provided national entrance
criteria are met.**



Pinnacle Awards recognize companies for their efforts to instill excellence in our industry in 3 categories:

- **Above & Beyond** - Service to a customer that was unexpected and required extraordinary response and resulted in a benefit to the client and high level of customer satisfaction
- **Customer Service** – Company demonstrates a high level of customer service while working in the commercial real estate industry
- **Innovation** – A uniquely beneficial program, product or service, a better way to solve specific needs or an ingenious way to keep customers happy

Eligibility:

- Open to Principal 1 or Principal 2 members
- Entries are to be submitted on a self-nominating basis accompanied by the \$150+GST application fee.
- Judging of the entry will be based on your written submission and meeting of all requirements
- Entrants must be BOMA Regina members; either Principal 1 or Principal 2.

Submission Requirements:

- Submission must be a maximum of five (5) pages (single side of a sheet of paper in 12-point type). Additional material will not be considered.
- Guidelines for written submission are outlined below for each category
- **A cover sheet stating the following must be included:**
 - Name of Property Owner/Management company or Service/Supplier Company
 - Primary contact name & contact information for all correspondence.
 - If your company has a mission statement, please include that as well.
- A JPG copy of your logo and digital picture of the service team must be provided on disk or via e-mail.

Verification:

Entrants will be contacted by the judges to verify the information provided in the written submission.

Summary of Judges Scoring:

Each category has a total potential score of 100 points. A minimum of 70% or 70 points must be earned to be eligible.

***By applying, applicants acknowledge and accept the following terms & conditions:
Judging results are verified by BOMA Regina. All results are final and are not subject to appeal.
BOMA Awards Committees & Judges are industry representatives who volunteer their time & expertise for this program. Photographs may be used in awards program materials & media.***

SPECIFIC WRITTEN SUBMISSION REQUIREMENTS BY CATEGORY

Please apply for one category only:

Option I - ABOVE & BEYOND

<p>Provide a written synopsis supporting the incident of the customer service situation that you feel qualifies the company for recognition as going “Above & Beyond” in these days when we are all exceeding the customer service norms to remain competitive. Your submission should 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.</p> <p>Provide answers to the following questions as they apply to your company:</p>	<p>Potential Points</p>
<p>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?</p>	<p>15 points</p>
<p>Did the client perceive the service to be extraordinary and of high value? By your estimate, how much was this worth to the client?</p>	<p>15 points</p>
<p>Was the client extremely impressed with the activity/service that exceeded his/her expectations? Define what your organization considers a “normal” response to this circumstance.</p>	<p>15 points</p>
<p>Does the organization recognize and encourage a willingness to respond to “Above & Beyond” the Call of Duty?</p>	<p>15 points</p>
<p>Has the client’s loyalty increased since the activity/service was provided by the nominee?</p>	<p>15 points</p>
<p>Was the activity or service:</p> <ul style="list-style-type: none"> • Unexpected or surprising? • Caring? • Extraordinary? • Entertaining? • Other? 	<p>10 points</p>
<p>Did the activity/service have a significant impact on the outcome of the circumstances surrounding the client?</p>	<p>15 points</p>
<p>TOTAL POINTS OF ALL SECTIONS: 100</p>	

Option 2 - CUSTOMER SERVICE

Your written submission	Potential Points
<p>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.</p> <p>Provide the following details:</p> <p>Detail any processes, methods and/or practices the company has used in developing company goals and objectives as they relate to customer satisfaction.</p>	20 points
<p>Once this plan/concept for improving customer service was developed, detail the processes, methods and/or practices used to achieve the stated customer service policies.</p> <ul style="list-style-type: none"> • How is customer service policy maintained? Verified? Monitored? • Demonstrate customer-focused complaint resolution process. • Describe the “full circle” customer service plan from “request to resolution”. • How is the customer input captured to determine new products, services and areas for improvement? • Describe function of managers’/coordinators’ dedicated to customer service. 	10 points
<p>Describe the company’s commitment to this process. How is this commitment maintained and improved within all levels of the organization?</p> <ul style="list-style-type: none"> • Detail regular training programs for staff (including incentive & recognition programs) <p>-----</p> <ul style="list-style-type: none"> • Detail regular customer recognition/appreciation events conducted • Detail a recognition/reward program for employees who excel at customer service • Detail a system that ensures all active customers are visited or phoned on a regular basis • Identify methods of focusing staff on customer service • How is the mission statement reinforced with staff on a regular basis? 	20 points 20 points
<p>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.</p>	20 points
<p>Identify why your customer service program is unique and any impact it has on the industry.</p>	10 points
TOTAL POINTS OF ALL SECTIONS: 100	

Option 3 - INNOVATION

Written Submission Topic	Potential Points
Describe programs in place to encourage development and incorporation of innovative ideas. <ul style="list-style-type: none"> • Is the innovation unique, and is it applicable to more than one real estate discipline such as Property Managers, Leasing, Sales and/or Development? • How does the innovation clearly make the building owner/managers' job easier, less stressful, more productive and/or safer? • How has the innovation increased the customer's efficiency, productivity and/or revenue? 	25 points
Unless someone is extraordinarily lucky, an innovation created without input from customers is useful only to the innovator. How did the applicant utilize customer input and involve customers at all stages of implementation?	25 points
How were customers consulted for their opinion on the effectiveness of the innovation?	25 points
Describe the level of customer benefit/satisfaction from the innovation.	25 points
TOTAL POINTS OF ALL SECTIONS: 100	