

**BOMA CALGARY EXCELLENCE AWARDS
2025**

PINNACLE AWARDS
ABOVE & BEYOND GUIDEBOOK



PINNACLE AWARDS | ABOVE & BEYOND

BOMA Calgary is actively involved in recognizing companies and individuals for their efforts to instill excellence in our industry. The purpose of the Pinnacle Awards is to recognize and promote service excellence by BOMA Calgary members in the commercial industry.

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. As an example, when you receive a service complaint, your corrective action is of greater proportion to what your customer would expect.

MANDATORY REQUIREMENTS & ELIGIBILITY CRITERIA

- Pinnacle Awards are now open to all BOMA members (property owner/management company or service/supplier company)
- Entrants must be a BOMA Calgary member in good standing
- Entries are to be submitted on a self-nominating basis
- No organization shall be eligible to submit an entry for consideration if they have previously won an award for the same set of events/circumstances.
- Entrants must follow the “Written Submission Requirements” outlined below
- Entrants must forward the submission prior to the submission deadline outlined below

FORMAL ENTRY REQUIREMENTS

1. A cover sheet stating the following must be included:
 - Name of company submitting for the award
 - contact information (name, phone number and address of the person who will receive all correspondence relating to the award)
2. Sections A through C below outline what to include in your written submission (**submission responses and answers must not exceed five (5) pages, single sided, 12-point type.** All additional material will not be considered. You are encouraged to include any additional information that you feel will assist the judges (as long as it does not exceed the maximum number of pages permitted.)
3. A digital vector line or high-resolution JPG/TIFF copy (300 dpi minimum) of your corporate logo must be provided.
4. Submissions must be made on company letterhead using your company standard issue presentation covers.
5. An electronic copy of your Team Photo must be provided (where applicable).

SUBMISSION GUIDELINES

Registration must be made online at [the BOMA awards page](#) and must be received by 4:00pm. on February 14th, 2025. Fee: \$325.00 (plus GST) made payable to BOMA Calgary (Suite 225, 550 11th Ave SW Calgary, AB T2R 1M7)

Full submissions are due by 4:00 pm on February 28th, 2025. Electronic submissions are preferred and encouraged; in PDF format only (Complete Submission can be uploaded to the submission link shared with your main contact, sent by email to Jay at Jay.Islam@boma.ca. or mail USB to the BOMA Calgary office).

For questions, please contact Jay Islam at Jay.Islam@boma.ca.

ABOVE AND BEYOND INTERVIEWS

Along with your written application, your judging team will be conducting short follow up interviews with the parties below. The survey questions will be based on your written submission and any follow up questions the judges may have based on their review of your written submission.

1. Provide 2 clients names, position and contact number.
2. Provide at least 2 employee names, position and contact number that have worked with your clients directly.

Judges will conduct interviews at random if more than 2 names are provided.

SUMMARY OF JUDGES' SCORING

A minimum of 70% or 70 points must be earned to be eligible for an award.

NATIONAL PINNACLE AWARD

The winner will be eligible to enter the 2025 BOMA Canada national awards competition.

Visit www.bomacanada.ca for more information.

SECTION A: SYNOPSIS

Your written submission should detail a customer service incident that demonstrates why your company deserves recognition for going “Above & Beyond.” In an era where everyone is “doing more with less,” it is essential to showcase how your service exceeded the customer service standards of recent years to remain competitive.

The written submission including the questionnaire responses should be brief (**maximum five pages, single sided, 12-point type**) and describe the circumstances that require 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 and safety, moral and environmental considerations. **Additional information is permissible as long as the total entry does not exceed the maximum number of pages permitted.**

**Clients including employees and contractors.*

SECTION B: QUESTIONNAIRE

Please answer the following questions as they apply to your company:

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 points)
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 points)
3. Was the client extremely impressed with the activity/service by exceeding their expectations? Define what your organization considers a “normal” response to this circumstance. (15 points)
4. Does the organization recognize and encourage a willingness to respond to “Above & Beyond” the call of duty? (15 points)
5. Has the client’s loyalty increased since the activity/service was provided by the nominee? (15 points)
6. Was the activity or service: (10 points)
 - Unexpected or surprising
 - Caring
 - Extraordinary
 - Entertaining
 - Other
7. Did the activity/service have a significant impact on the outcome of the circumstance surrounding the client? (15 points)

SECTION C: “ABOVE AND BEYOND” INTERVIEWS

Interviews will be conducted by the Judges of your Client(s). A number of questions will be posed that related to the following:

- Client Service Perception
- Client Loyalty

SECTION D: SITE VISIT

A mandatory site visit will be coordinated with the judges to visit your location and/or corporate head office to verify your submission, including a viewing of the supporting documentation.

BOMA Calgary 2025 Pinnacle Awards – Judging Sheet (Above & Beyond)

Applicant Name: _____

CRITERIA		SCORE	SCALE	COMMENTS
Q1			15	
Q2			15	
Q3			15	
Q4			15	
Q5			15	
Q6			10	
Q7			15	
			100	

Judge: _____ Date: _____

