

**BOMA CALGARY EXCELLENCE AWARDS  
2025**

**PINNACLE AWARDS**  
**CUSTOMER SERVICE GUIDEBOOK**



# PINNACLE AWARDS | CUSTOMER SERVICE

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 Customer Service is to recognize and promote service excellence in the commercial real estate industry.

Being a customer-focused, high service driven company requires consistency, ingenuity, integrity and dedicated pursuit of excellence. Your company is always first in your customers' mind because you strive to exceed your customer'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
- The entrant may not have won in the same category at the local level during the 3 years previous to this year's competition.
- Entrants must follow the "Written Submission Requirements" outlined below
- Entrants must forward the submission prior to the submission deadline outlined below
- A minimum of 70% or 70 points must be earned to be eligible for an award
- Entries are to be submitted on a self-nominating basis
- Documents which MUST be available for review during the formal interview:
  - Customer Service Policy and Procedures
  - Employee Training Matrix
  - Employee Incentive and Recognition Program

## FORMAL ENTRY REQUIREMENTS

1. A cover sheet stating the following must be included:
  - Name of company submitting for the award
  - Contact Information - the name, phone number and address of the person who will receive all correspondence relating to the award
2. All submission responses/answers should be included directly on the application (**The submission responses/answers must not exceed five (5) pages, single sided, 12-point type. All additional material will not be considered.** Details are provided in Section A below.
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 4:00 pm. on February 14<sup>th</sup>, 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 28<sup>th</sup>, 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](mailto:Jay.Islam@boma.ca). or mail USB to the BOMA Calgary office).

For questions, please contact Jay Islam at [Jay.Islam@boma.ca](mailto:Jay.Islam@boma.ca).

## 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 viewing of the mandatory documentation. Please note that supporting documents should be made available to the judges during the on-site visit. If possible, please have digital and/or printed versions of your written submission available at the time of the visit.

## NATIONAL PINNACLE AWARDS

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

Visit [www.bomacanada.ca](http://www.bomacanada.ca) for more information.

## SECTION A: 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. **Additional information is permissible as long as the total entry does not exceed the maximum number of pages permitted (5 pages).**

1. Detail any processes, methods and/or practices the company has used in developing company goals and objectives as they relate to customer satisfaction.
  - Customer Service Policy and related procedures

Copies must be made available for the judges during the site visit. Failure to provide them will result in immediate disqualification and loss of entry fee.

2. Once this plan/concept for improving customer service was developed, detail any processes, methods and/or practices, training and/or education that was necessary and carried out to achieve those goals/policies?
  - How is the 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 customer input captured to determine new products, services and areas for improvement?
  - Describe entire depth/breadth of company team approach to customer service delivery.
  - Describe function of managers/coordinators dedicated to customer service.

3. Describe the corporate commitment to this process. How is this commitment maintained and improved within all levels of the organization?
  - Detail regular training programs for staff
  - Detail regular customer recognition/appreciation events conducted
  - Detail recognition/reward program for employees who excel at customer service
  - Detail a system that ensures all active customers are visited/called on a regular basis
  - Identify methods of focusing staff on customer service
  - How is the mission statement reinforced with staff on a regular basis
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.

## SECTION B: CUSTOMER SERVICE 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 Section A above 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.

## SECTION C: SITE VISIT

Please note there are a number of mandatory documents that must be made available to the judges during the onsite inspection. Failure to comply will result in immediate disqualification and loss of entry fee.

Mandatory Documentation:

- Customer Service Policy
- Environmental Stewardship
- Customer Service Procedures documentation
- Employee Training, Incentive & Recognition program

# BOMA Calgary 2025 Pinnacle Awards – Judging Sheet (Customer Service)

Applicant Name: \_\_\_\_\_

CRITERIA		SCORE	SCALE	COMMENTS
A	Clear outline of company policy		10	
B	Development of company goals and objectives as they relate to customer satisfaction		20	
C	Company commitment to this process		10	
D	Good maintenance of this commitment to customers		10	
E	Training and education provided for their goals and objectives		20	
F	Client impact/results (2 samples)		20	
G	Program is unique / industry impact		10	
<b>TOTAL</b>			<b>100</b>	

Judge: \_\_\_\_\_ Date: \_\_\_\_\_

