

# 2010

GUIDEBOOK

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PINNACLE  
AWARD

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CUSTOMER SERVICE

# PINNACLE AWARD

## CUSTOMER SERVICE

The Pinnacle Awards and the standard of service excellence which they represent have the proud support of the BOMA Calgary Board of Directors. These standards should be the objective of all BOMA members. The Pinnacle Awards allow us to celebrate the company and individual successes of our members. These successes establish members as leaders in their industries and the individuals, who by setting examples, carry their companies to even greater accomplishments.

BOMA Calgary is actively involved in recognizing companies for their efforts to instill excellence in our industry. Presented below are points of information, selection criteria and the process pertaining to your submission for this prestigious award.

### Award Categories

- Property Owner/Management Company
- Service/Supplier Company

### Eligibility

- Entries are to be submitted on a self-nominating basis.
- Judging of the entry will be based on your written submission and meeting of all submission requirements as listed in the Submission Guidebook.
- Entrants must be BOMA Calgary members.

### Pinnacle Award (National)

The winner is eligible to enter the 2010 BOMA Canada national awards competition. Visit [www.bomacanada.ca](http://www.bomacanada.ca) for more information.

### Registration

A Pinnacle Award Registration Form must be received by BOMA Calgary prior to the issuance of the Submissions Guidebook.

### Submission Deadline

Formal submissions must be received by 4 p.m. March 12, 2010.

## Submission Requirements

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.

### **Written Submission** (see Sections A – D for details)

1. A cover sheet stating the following must be included:  
Name of property owner/management company or service/supplier company as well as the name, phone number and address of the person who will receive all correspondence.
2. Sections A through D below describe the components to be addressed in writing.
3. Submissions must be made on company letterhead using your company standard issue presentation covers and binding format.
4. Submission must be a minimum of 8 pages (single side of a sheet of paper in 12-point type) to a maximum of 10 pages. Additional material will not be considered.

### **Customer Service Interviews**

A random sample survey will be conducted by the judges of your customers and employees. The survey questions will be based on Criteria A-C.

1. Provide six client names, positions and contact numbers.
2. Provide employee list with names, position and contact number.

### **Site Visit** (see Section E for details)

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 there are a number of mandatory documents that must be made available to the judges during the on site visit.**

### **Logo**

A digital vector line or high resolution JPG/TIFF copy of your corporate logo must be provided on disk or via E-mail.

PINNACLE AWARD  
CUSTOMER SERVICE**Summary of Judges' Scoring**

The points from Sections A through D are combined for a total potential score of 100 points. A minimum of 70% or 70 points must be earned to be eligible.

<b>CRITERIA</b>	<b>POINT SCALE</b>
A. Customer Service Policy	0-14
B. Customer Service Procedures	0-24
C. Corporate Customer Service Commitment	0-36
D. "Customer Service" Interviews	0-26
E. Site Visit for verification	
<b>Total</b>	<b>0-100</b>

**Section A Customer Service Policy**

Identify company goals and objectives as they relate to customer satisfaction:

- Customer Service Policy
- Customer Service Procedures document
- Environmental Stewardship

Copies must be made available for the judges during the site visit.

**Section B Customer Service Procedures**

Detail any processes, methods and/or practices used to achieve the stated customer service policies.

- 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 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.

## Section C

### **Corporate Customer Service Commitment**

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 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?

## Section D

### **Customer Service Interviews**

A random sample survey will be conducted by the Judges of your Customers and Employees. A number of questions will be posed to those selected from each group that relate to the following:

- Customer Service (full circle process)
- Follow-up process
- Customer appreciation/recognition process

## Section E

### **Site Visit**

Mandatory Documentation

**Please note there are a number of mandatory documents that must be made available to the judges during the on site inspection.**

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