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PINNACLE  
AWARD

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ABOVE & BEYOND



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## PINNACLE AWARD ABOVE & BEYOND

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 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.

### Eligibility

- Entrants must meet requirements as listed in the Submission Guidebook.
- Entrants must be BOMA Calgary Associate members in good standing

### Pinnacle Award (National)

The winner is eligible to enter the 2012 BOMA Canada national awards competition. Visit [www.bomacanada.ca](http://www.bomacanada.ca) for more information

### Submission Deadline

Formal submissions must be received by 4 p.m. March 2, 2012.

### Submission Requirements

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.

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### Written Submission (see Sections A - B for details)

1. A cover sheet stating the following must be included:
  - Name of 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 answers should be made directly on this application (beginning on page 3) and those questions and answers must be no more than five (5) pages, single sided, 12-point type. Additional material will not be considered.

### Logo

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

### Verification

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

### Summary of Judges' Scoring

The points from Section A and B are combined for a total potential score of 100 points. A minimum of 70% or 70 points must be earned to be eligible.

## Section A Synopsis

Your written submission should support the incident or situation of customer service that you feel qualifies the company for recognition as going ‘Above & Beyond’. These days when we are all ‘doing more with less’ and exceeding the customer service norms of just a few years ago in order to remain competitive.

The written submission including the questionnaire responses should be brief and 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.

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## 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%)

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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%)

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3. Was the client extremely impressed with the activity/service by exceeding his/her expectations? Define what your organization considers a “normal” response to this circumstance. (15%)

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4. Does the organization recognize and encourage willingness to respond to “Above & Beyond” the Call of Duty? (15%)

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5. Has the client's loyalty increased client since the activity/service was provided by the nominee? (15%)

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6. Was the activity or service: (10%)

- Unexpected or surprising?
- Caring?
- Extraordinary?
- Entertaining?
- Other?

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7. Did the activity/service have a significant impact on the outcome of the circumstances surrounding the client? (15%)

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