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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 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

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.

### 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 answers should be made directly on this application (beginning on page 4) and those questions and answers must be no more than eight (8) 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.

### 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

A mandatory interview 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. (See Section E for details).

### 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.

CRITERIA	POINT SCALE
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

**Note:** 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. Possible questions to be addressed:

- 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? Possible questions to be addressed:

- 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 relates to the following:

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

## Section E Interview on Site

Mandatory Documentation

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

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