

2021 PINNACLE AWARDS

ABOVE & BEYOND
SUBMISSION GUIDEBOOK

BOMA
New Brunswick • Prince Edward Island

2021 PINNACLE AWARDS – ABOVE & BEYOND

TABLE OF CONTENTS

GENERAL INFORMATION

• Introduction	3
• Important Dates	3
• Terms & Conditions	3
• Registration Information	4
• Eligibility	4
• Procedure	4
• Registration Fees	4

SUBMISSION GUIDELINE

• Requirements	5
----------------------	---

ONSITE / MANDATORY DOCUMENTS

• ‘Above & Beyond’ Interviews	5
• Site Visit	5
• Summary of Judges’ Scoring	5

COMPLETE GUIDEBOOK

• Written Submission & Supporting Attachments	6
• BOMA NB/PEI Pinnacle Awards – Judging Sheet (Above & Beyond).....	7

All questions regarding the 2021 BOMA NB/PEI Awards should be addressed to:
Heather Ferguson at (506) 384-2483 or e-mail:
staff@bomanbpei.com

General Information

Introduction

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.

Important Dates

March 2, 2021	Call for Entries
April 5, 2021	Deadline for submissions at 4p.m.
April 5 to April 15, 2021	Evaluation of submissions and building visits by judges
April 29, 2021	Winners recognition will be announced at our Virtual Awards Ceremony.
April 29, 2021	Winner recognition sent out (via e-notice, LinkedIn, Twitter and Facebook)
July 15, 2021	Deadline for submissions to BOMA Canada
October 21, 2021	National BOMA Awards Gala during the BOMEX 2021 Virtual Event

Terms & Conditions

By applying to the Pinnacle Awards program, you acknowledge and accept the following terms and conditions: Judging results are independently verified by BOMA NB/PEI. All results are final and are not subject to appeal. Judges are industry representatives who volunteer their time and expertise for this program. The BOMA NB/PEI Awards Committee that establishes our criteria is also comprised of industry representatives. Any concerns or issues with regards to the judging of submissions must be made known immediately to the BOMA NB/PEI office prior to the judging audit or the results being provided to the entrant.

General Information (continued)

Registration Information

- The first step is to register online at www.bomanbpei.com
- When your registration is done, you will get the instructions for the next steps
- The applicant must work on completing their full submission in accordance with this guidebook
- Once finished all completed submissions (including applicable attachments) can be sent by email to:
 - Heather Ferguson at staff@bomanbpei.com
- Only the accredited judges and BOMA NB/PEI management will have access to those documents

Procedure

- Carefully read the entry requirements / guidebook
- Compile the required documents and information
- Ensure to proof read your submission for typos and grammar
- Make sure all photos are high resolution
- Respect the deadlines

Eligibility

- Entrants must be BOMA NB/PEI members in good standing
- Property owner/management company or service/supplier company
- Entries are to be submitted on a self-nominating basis
- Year over year eligibility. (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)
- Note the winner of this competition is eligible to enter in the 2021 BOMA Canada national awards competition. Please visit www.bomacanada.ca for more information
- Pinnacle awards are not available at the International level

Registration Fees

- Fee: \$100 + HST
- E-transfer to staff@bomanbpei.com
- Credit Card by calling (506) 384-2483 (processing fee may apply)
- Cheques must be made payable to:

Building Owners and Managers Association of New Brunswick Inc.
P.O. Box 1, Stn Main
Moncton, NB E1C 8R9

Submission Guidelines

Requirements

As a part of the BOMA NB/PEI sustainability initiative, electronic submissions are preferred and encouraged; in PDF format, only. Complete submission can be sent by: email to Heather Ferguson at staff@bomanbpei.com.

The following items will be required as part of your **formal entry package**:

1. A cover sheet stating the following must be included:
 - Name of Property Owner/Management Company or service/supplier company
 - Name
 - Phone number and address of the person who will receive all correspondence.
2. Sections A and B below describe the components to be addressed in writing. Ensure that the **written submission does not exceed the maximum number of pages permitted (five pages)**. 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. Submissions must be made on company letterhead using your company standard issue presentation covers.
4. A digital vector line or high resolution JPG/TIFF copy of your corporate logo must be provided via email to staff@bomanbpei.com

Onsite / Mandatory Documents

“Above & Beyond” Interviews

A survey will be conducted by the judges of your client(s) or employees and contractors.

They survey questions will be based on Sections A & B

- Provide client name(s), position, and contact number
- Provide employee list with names, position and contact number

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 reviewing of supporting documentation(s). Due to COVID 19 and Public Guidelines around social distancing; a virtual site visit can be completed.



Summary of Judges’ Scoring

Judging of the entry will be based on your written submission and meeting all the submission requirements as listed on page five and six.

A minimum of 70% or 70 points must be earned to be eligible. Please refer to the judging sheet on **page 7**.

COMPLETE GUIDEBOOK

Written Submission & Supporting Attachments

SECTION A : WRITTEN SUBMISSION

Your written submission should support the incident or customer service situation that you feel qualifies the company for recognition as going “Above & Beyond” in 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 (**maximum five pages**) 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 perspective of service, customer satisfaction, delivery, safety, moral and environmental considerations. 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).

SECTION B : QUESTIONNAIRE

Please answer the following questions as they apply to your company. Collectively all questions noted below totals a score of 100 points (as indicated in brackets).

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

BOMA NB/PEI 2021 Pinnacle Awards – Judging Sheet (Above & Beyond)

Category: _____ Local: _____

Building Name: _____

CRITERIA		SCORE	SCALE	COMMENTS
A	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	
B	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	
C	Was the client extremely impressed with the activity/service by exceeding his/her expectations?		15	
D	Does the organization recognize and encourage a willingness to respond to "Above & Beyond" the Call of Duty?		15	
E	Has the client's loyalty increased since the activity/service was provided by the nominee?		15	
F	Was the activity or service: <input type="checkbox"/> unexpected or surprising <input type="checkbox"/> caring <input type="checkbox"/> extraordinary <input type="checkbox"/> entertaining <input type="checkbox"/> other		10	
G	Did the activity/service have a significant impact on the outcome of the circumstances surrounding the client?		15	
TOTAL			100	

Judges: _____ Date: _____