

2024 PINNACLE AWARDS

CUSTOMER SERVICE
SUBMISSION GUIDEBOOK

BOMA
New Brunswick • Prince Edward Island

2024 PINNACLE AWARDS – CUSTOMER SERVICE

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All questions regarding the 2024 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 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 customers' 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

January 9, 2024	Call for Entries
March 22, 2024	Deadline for submissions at 5p.m.
March 25 to April 5, 2024	Evaluation of submissions and building visits by judges
April 25, 2024	Winners recognition will be announced at our 2024 Awards Breakfast- Moncton, NB
April 26, 2024	Winner recognition sent out (via e-notice, LinkedIn, Twitter and Facebook)
July 15, 2024	Deadline for submissions to BOMA Canada
September 26, 2024	National BOMA Awards Gala during BOMEX 2024 in Vancouver, BC.

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 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
- Entrants may not have won in the same category during the last three years. (Furthermore, no organization shall be eligible to submit an entry in this category if the provider and beneficiary of the exceptional customer service are the same as having previously won).
- Note the winner of this competition is eligible to enter in the 2024 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: \$150 + HST
- E-transfer to staff@bomanbpei.com
- Credit card by calling (506) 384-2483 (process 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 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:
 - a. Name of Property Owner/Management Company or service/supplier company
 - b. Name
 - c. Phone number and address of the person who will receive all correspondence.
2. Section A describes 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

“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 (i.e. customers and employees) that relate to the following:

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

Ensure to:

- Provide two 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 the mandatory documentation(s): Customer service policy, customer service procedures documentation, employee training, incentive & recognition program.

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

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 seven.



COMPLETE GUIDEBOOK

Written Submission & Supporting Attachments

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. Details 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 procedures document (*copies must be made available for the judges during the site visit*)
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 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 enter depth/breadth of company "team" approach to customer service delivery
 - Describe function of managers'/coordinators' dedicated to customer service.
3. Describe the company's commitment to this process. How is this commitment maintained and improved within all levels of the organization?
 - Detail regular training programs for staff (including incentive & recognition programs)
 - 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?
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 business.

BOMA NB/PEI 2024 Pinnacle Awards – Judging Sheet (Customer Service)

Category: _____ Local: _____

Building 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	
	TOTAL		100	

Judges: _____ Date: _____