



2025 ENTRY REQUIREMENTS

Pinnacle Award - Customer Service

GOAL

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.

ELIGIBILITY AND JUDGING

- Property Owner/Management Company
- 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 3 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).
- Judging of the entry will be based on your written submission and meeting of all submission requirements as listed below.
- Entrants must be BOMA members
- The company must have won at a local association awards competition in this awards cycle entry year (2025), in order to be eligible to advance to the national level of competition.
- Judging of the entry will be based on your written submission.

SUBMISSIONS

Shortly after your win locally, you will receive an email from BOMA Canada which will include the registration form and fee information.

Registration Form and Fee:

Fee: **\$995.00** Canadian, plus HST - #86325 6863 RT0001
via credit card online (link will be provided)

July 15, 2025 Registration/Entry Fee & Formal Entry materials (below) must be received at the BOMA Canada office

Formal Entry:

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 as well as the Name, Phone Number and Address of the person who will receive all correspondence.
2. Written submission not exceeding the maximum number of pages permitted (5 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 high resolution electronic copy of your corporate logo must be provided.
5. An electronic copy of your "Team photo" must be provided.



2025 PINNACLE Awards



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. Detail 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
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 businesses.