

2009  
GUIDEBOOK

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PINNACLE  
AWARD

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ABOVE & BEYOND

## PINNACLE AWARD

### ABOVE AND BEYOND

The Pinnacle Awards and the standard of service excellence which they represent have the proud support of the BOMA Toronto Board of Directors. These standards should be the objective 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 the individuals, who by setting examples carry their companies to even greater accomplishments.

BOMA Toronto 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

- Entries are to be submitted on a self-nominating basis.
- Judging of the entry will be based on your written submission and meeting of all submission requirements as listed in the Submission Guidebook.
- Entrants must be BOMA Toronto members.

### Pinnacle Award (National)

The winner is eligible to enter the 2009 BOMA Canada national awards competition. Visit [www.bomacanada.ca](http://www.bomacanada.ca) for more information.

### Registration

A Pinnacle Award Registration Form and fee of \$300.00 (plus GST) must be received by BOMA Toronto prior to the issuance of this Submissions Guidebook. The registration fee includes one ticket to the Celebration of Excellence dinner to be held April 23, 2009 at The Liberty Grand.

### Submission Deadline

Formal submissions must be received by 4 p.m. February 27, 2009.

### 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. 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. Integrity and dedicated pursuit of excellence. Your company is always first in your customers' mind because you strive to exceed your customer's expectations. As an example, when you receive a service complaint, your corrective action is of greater proportion to what your customer would expect.

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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 must be made on company letterhead using your company standard issue presentation covers and binding format.
4. Submission must be a maximum of 5 pages (single side of a sheet of paper in 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 of 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 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.

## 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%)
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%)
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%)
4. Does the organization recognize and encourage a willingness to respond to "Above & Beyond" the Call of Duty? (15%)
5. Has the client's loyalty increased client since the activity/service was provided by the nominee? (15%)
6. Was the activity or service: (10%)
  - unexpected or surprising?
  - caring?
  - extraordinary?
  - entertaining?
  - other?
7. Did the activity/service have a significant impact on the outcome of the circumstances surrounding the client? (15%)