



## **PINNACLE AWARD: Above & Beyond 2021**

**Contact Name for Entry:**

**Contact's Company:**

**Phone:**

**Email:**

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 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.

- Maximum five pages -

### **Part A – Synopsis**

Provide a summary for the judges that explains why the service situation 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. 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/or environmental considerations. You are encouraged to include additional information that you feel will assist the judges (as long as it does not exceed the maximum number of pages permitted).

### **Part B – Questionnaire**

Please answer the following questions as they apply to your company. Each question is worth a percentage of the total score of 100 (indicated in brackets).

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 since the activity/service was provided by the nominee? (15%)

6. Explain how the activity or service was: (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%)

### Images

Please provide a minimum of three high resolution photos (one showing the employees involved, and the remaining of your choice that relate to your entry), along with a company logo. JPEG files only. Each photo should be no less than 1mb and no more than 8mb. Email to Sarah at [sjones@boma.bc.ca](mailto:sjones@boma.bc.ca) or upload to a free photo sharing site (i.e. Dropbox) then share the folder's link.

### Payment Information

Please provide payment information for awards submission (\$300 + GST fee):

Cheque (payable to BOMA BC)

Credit Card # (Visa, Master card, American Express):

\_\_\_\_\_

Expiry: \_\_\_\_\_ CVV#: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_