2026 ENTRY REQUIREMENTS

Pinnacle Award – Customer Service

GOAL

The Pinnacle Award for Customer Service recognizes and promotes service excellence in the commercial real estate industry. A customer-focused, service-driven company demonstrates consistency, ingenuity, integrity and a dedicated pursuit of excellence. Your company remains top-of-mind for customers by consistently exceeding expectations.

ELIGIBILITY AND JUDGING

- Open to Property Owners/Management Companies or Service/Supplier Companies
- Entries are to be submitted on a self-nominating basis.
- Entrants must be BOMA Manitoba members in good standing
- The service described must have occurred within the past 12-24 months
- Entrants may not have won in the same category during the last 3 years
- Judging is based on the written submission and fulfillment of all formal entry requirements

SUBMISSIONS

Local award winners will be eligible to compete in BOMA Canada's national awards competition. National awards will be presented at BOMEX 2026, September 22-24 in Ottawa, ON.

Registration Form and Fee:

Fee:	**$100.00** plus GST **To be invoiced upon registration**
March 27, 2026	Registration deadline (i.e. Register by emailing the BOMA office to confirm your intent)
April 28, 2026	Formal Entry materials (below) must be received at the BOMA Manitoba 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. Completion of criteria sections A-F below. **We require the submission in PDF format.**
4. A high-resolution electronic copy of your corporate logo must be provided.
5. An electronic copy of your team photo must be provided.

Criteria:

A. Define Your Customer Service Policy (15 points) (Maximum 300 words)

- Explain the foundation and principles of your customer service approach.

B. Outline Goals/Objectives of the Policy (15 points) (Maximum 300 words)

- Describe the intended outcomes and strategic goals of your customer service policy.

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C. Implementation & Practices (20 points) (Maximum 300 words)

- Detail the processes, methods, and practices used to develop and implement customer satisfaction goals, Include:
  - "Full Circle" customer service plan from request to resolution
  - How customer input informs new products/services
  - Depth and breadth of your team's approach to service delivery
  - Role of employees dedicated to customer service

D. Organization Commitment (20 points) (Maximum 300 words)

- Describe how the company's commitment to customer service is maintained and improved across all levels. Include:
  - Staff training programs (including incentives & recognition)
  - Customer appreciation events
  - Employee recognition/reward programs
  - Systems for regular customer outreach
  - Staff engagement strategies
  - Reinforcement of mission statement

E. Policy Monitoring & Verification (15 points) (Maximum 300 words)

- Explain how customer service policies are maintained, verified, and monitored. Include:
  - Satisfaction surveys or client feedback samples
  - Completed action plans for resolution
  - Communication plans
  - Results from the last two surveys

F. Client Impact (15 points) (Maximum 300 words)

- Identify key clients or stakeholders where this customer service policy is applied and implemented and provide at least 1 client* testimonial (**Note: "Clients" may also include employees and/or contractors*)