



8TH ANNUAL
CustomerInsight™
HOME
AWARDS
2018

CELEBRATING THE LEADERS
IN CUSTOMER EXPERIENCE

REGISTER TODAY!
REGISTRATION DEADLINE JANUARY 15TH, 2018

CustomerInsight™
Trusted Intelligent Customer-Led

customerinsight.ca
403-614-8860
ctummers@customerinsight.ca

one platform™

HOME™
HOME OWNER MARK OF EXCELLENCE



ELIGIBILITY BEST CUSTOMER EXPERIENCE AND BUILDER OF CHOICE

Eligible companies may participate in the H.O.M.E. Awards if they are members of a local homebuilder association in good standing and submit all customer closings (between January 1st, 2016 and January 15th, 2018). Each customer will be sent a short 5 question review covering their overall experience.

Note: H.O.M.E. Awards are based on the overall satisfaction on 2 touch-points. 1 month and 13-month post-possession. Information required: customer name(s), phone number and email address.

(Information supplied to CustomerInsight is for the purpose of the awards only and will NOT be distributed or used in any other manner).



BEST CUSTOMER EXPERIENCE



BUILDER OF CHOICE

ELIGIBILITY BEST TRADE/SUPPLY PARTNER

Eligible trades and suppliers are members of a local homebuilder association and in good standing. Company agrees to submit to CustomerInsight, a list of builder clients including company name, contact name, number, email. (Information supplied to CustomerInsight is for the purpose of the awards only and not for distribution or used in any other manner). Each builder client will be sent a short five question review covering their overall satisfaction with registering company including, customer service, overall quality, quality of engagement, continuous improvement, and referral potential. Information must be submitted to CustomerInsight no later than January 15th, 2018 to be eligible for 2018 awards.



BEST TRADE/SUPPLY PARTNER



ELIGIBILITY INDUSTRY AMBASSADOR OF THE YEAR

CustomerInsight has created a new award which will single out an individual for their achievement in customer experience within the residential homebuilding Industry. The recognition is designed to acknowledge and celebrate the achievements and success of our colleagues which reflect and support our values.

The Industry Ambassador Award will focus on key criteria for those who wish to register or be nominated including:

1. **Societal impact:** In the areas of advocacy, communication, outreach, policy, and/or public service, individual has advanced the role, understanding, and recognition of customer experience.
2. **Service to the community:** Individual has immeasurably aided the community through volunteering.
3. **Leadership:** By fostering a customer-centric approach that positively impacts the company and/or residential homebuilding industry and the perceptions people have of the building community.
4. **Promotion of talent/education:** Individual have enriched the residential homebuilding community through their excellence in educating, mentoring, coaching and/or fostering collaboratively with others that directly or indirectly impact overall customer experiences.

Participants/Nominees for the industry Ambassador Award are required to submit the registration information directly to CustomerInsight by January 31st, 2018. The above key criteria can be submitted in essay form (maximum 750 words), directly to CustomerInsight. The H.O.M.E. Awards steering committee will judge all participating entries and a list of finalists will be announced in February.



**INDUSTRY AMBASSADOR
OF THE YEAR**



CONDITIONS OF ENTRY

1. Entering Company shall designate, by providing to CustomerInsight, each residential customer closing from January 1st, 2016 – January 15th, 2018. Each customer must include the name(s), phone number and email address.
2. The Entering Company warrants that their company has read, understood and is eligible to be entered in accordance with the rules and regulations, as contained herein.
3. The Entering Company represents and warrants to CustomerInsight that:
 - (a) the Entering Company has obtained all necessary rights and permissions required to administer the reviews, (survey), to their customers; and abide by all Anti-Spam rules and regulations holding CustomerInsight harmless of any liability.
 - (b) there is no litigation, claim, proceeding or dispute pending or threatened against the Entering Company or the Entry, the adverse determination of which might adversely affect CustomerInsight or impair CustomerInsight's ability to exploit its rights hereunder.
4. The Entering Company hereby does transfer to CustomerInsight, the right, in perpetuity, in any and all media now or hereafter devised, throughout the world, to:
 - (a) incorporate one or more pictures of the Entry(s) into one or more social media and/or other print media for exploitation/promotion of Entering Company's brand;
 - (b) show any portion of the Entry(s) to CustomerInsight members as considered necessary by CustomerInsight in its sole discretion;
 - (c) show any portion of this Entry(s) during Awards presentations;
 - (d) archive logos of the Entry(s) to an interactive storage device, to CustomerInsight web site and/or the World Wide Web;
 - (e) otherwise use one or more pictures of the Entry(s) for promotional purposes for future Awards and/or enhancement of the image of CustomerInsight content;



(f) reproduce, reformat, modify and/or edit any such pictures for any of the foregoing purposes;

(g) transfer any or all of the above-mentioned rights to one or more third parties for the aforesaid purposes.

5. The Entering Company agrees that CustomerInsight will rule on any dispute in matters relating to the Entry, Eligibility, Gaming, Fixing or Rigging submissions for their own benefit. The Entering Company acknowledges that CustomerInsight's decision shall be final.
6. The Entering Company agrees that in the matter of dispute in regards to entries, CustomerInsights' decision shall be final. The Entering Company acknowledges that CustomerInsight and the H.O.M.E. Awards will retain a copy of each award-winning company logo and score for its archives.