



**GSA Public Buildings Service**



pbs national  
accounts program

# Conducting business from our customer's point of view.

In understanding that each customer has unique business requirements, our Account Management Program was established to develop and leverage relationships to support our customers' missions and help them achieve their business objectives for the mutual benefit of our customers and GSA.

In today's dynamic business environment, organizations need to have an Account Management approach centered on the account and their business objectives. Our strategic, multi-dimensional, team-based and proactive Account Management approach enables us to become the trusted advisor to our customers so that they rely on PBS solutions for their business needs. Our goal is to consistently deliver value-based workplace solutions to our customers that enable them to achieve their business objectives.

Each national and regional account is supported by a dedicated account team of National Account Managers and Regional Account Managers working in conjunction with a network of internal team members in various business lines, advocating our customers' strategic business needs and objectives within GSA. Through internal teamwork and trusted partnerships with our customers, we continue to:

- Develop strategic relationships with our national and regional account customers to identify their business needs and objectives,
- Align our services to better support our customers' missions and business objectives,
- Integrate our customers' business needs and real estate requirements into PBS' business processes,
- Educate our customers on our policies, processes procedures, and regulations to enhance the customer knowledge needed for effective strategic planning and decision-making,
- Develop national Customer Business Plans and Regional Customer Action Plans with mutually-agreed upon strategies consistent across PBS that help customers meet their business objectives and real estate requirements,
- Facilitate internal and external communication to ensure prompt, efficient, and consistent delivery of our real estate services, and
- Obtain customer feedback allowing PBS to make the necessary changes and improve our services to better satisfy their needs.

We recognize and understand that customers drive our business. They are in the forefront of defining how we successfully provide the best value to them and to the American taxpayers. Our Account Management Program is the catalyst in bringing the voice of the customer into organizational alignment within our agency mission and corporate culture.

## Our National Accounts Program's Success is Based on Our Customers' Success

Establishing strategic customer relationships at the national and regional level enables us to learn about our customers' changing business needs. Filtering this information and insight into all aspects of our business allows us to be a more customer-centric, strategic and pro-active real estate organization, balancing our customers' business needs with our portfolio. Our true success is only measurable through our customers' success.

For more information on our programs, visit our website at [www.gsa.gov](http://www.gsa.gov).





*Smarter Solutions*



National Accounts Division

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