



PCE

Perfect Customer Experience



Why Strive to Create a PCE?

It's the right thing to do and,

“The American public and all of the federal customers GSA serves deserve service that is:

Competent
Efficient
Responsive”*

*Executive Order 13571 Streamlining Service Delivery and Improving Customer Service (April 27, 2011)



How does PCE Apply to GSA and You?

Creating perfect experiences for federal customers addresses the need “to improve its services to the Government entities to which [GSA] directly provides significant services.”

*Executive Order 13571 Streamlining Service Delivery and Improving Customer Service (April 27, 2011)



Customer Service Standards of Behavior

- As ambassadors of GSA, we ask you demonstrate these behaviors in all of your interactions with each and every one of our federal customers.
- These standards are reflected in 5 key principles.
- These 5 key principles position you to create perfect customer experiences.



The Five Key Principles of GSA's Customer Service Standards of Behavior

- RESPECT
- VALUE
- EASE
- EXPERTISE
- SERVICE RECOVERY when needed



RESPECT

- Treat customers honestly and fairly;
- Value customers' unique perspectives;
- Value customers' expertise;
- Value customers' contributions; and
- Value the relationship with customers.



VALUE

- Take ownership of your customers' business needs;
- Set and manage customers' expectations;
- Deliver as promised; AND
- Exceed your customers' expectations.



EASE

- Demonstrate a friendly, open demeanor;
- Focus on positive problem-solving;
- Make it easy for people to work with you;
- Make yourself available to your customer; and
- Give communicating effectively a high priority.



EXPERTISE

- Willingly share your knowledge, skills, talents and best practices;
- Foster and deepen your technical expertise; and,
- Stay at the forefront of advances in your industry.



SERVICE RECOVERY when needed

- Take ownership of customers' problems;
- Take responsibility to immediately address and resolve problems;
- Maintain strong communications; and,
- Enhance the relationship with the customer.



Summary

- The 5 key principles of our customer service standards of behavior will allow you to create perfect experiences for GSA's federal customers.
- Our collective ability to consistently create these experiences is what will ultimately define our long-term success and relevance as service providers of choice.

