# Case Study: Striving for excellence in client experience

**By Perpetual Sustainability**

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We strive to maintain a high standard of service for our clients. We measure client satisfaction through a Net Promoter Score (NPS). This is a measure of advocacy, or the extent to which our

clients are willing to recommend us to friends, colleagues and peers.

In FY24, we recorded a score of +53, our second highest ever score although down from +57 the previous year. For the second consecutive year, our NPS has exceeded +50 across Perpetual Group and is in excess of our target +40.