# Case study: Striving for excellence in client experience

**By Perpetual Sustainability**

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We continually work to provide an excellent service for our clients. In FY22, we recorded our highest ever NPS of +49. NPS is a measure of advocacy, or the extent to which our clients are willing to recommend us to friends, colleagues and peers.

This score of +49 is a significant increase from last year's result of +44 and our previous highest score of +45. This demonstrates the strength and trust in our client relationships across our entire organisation.

Key drivers behind these improved results, which clients often expressed through their feedback, included our focus across the organisation in providing reassurance to our clients and the feeling that we care. Given the significant challenges many of our clients have faced over the past couple of years, we encouraged all employees in client-facing roles to engage with our clients and take that extra step to make sure they felt looked after. This year, for the first time, we extended our NPS study to Perpetual Asset Management International.

The division received an outstanding NPS of +76. Given this is the first year this division has taken part in the NPS program, their score has not been included in the overall Perpetual NPS, which we will do in future years.