Consistent Relationships, Strong Results: Perpetual's FY25 NPS Journey

By Perpetual Sustainability
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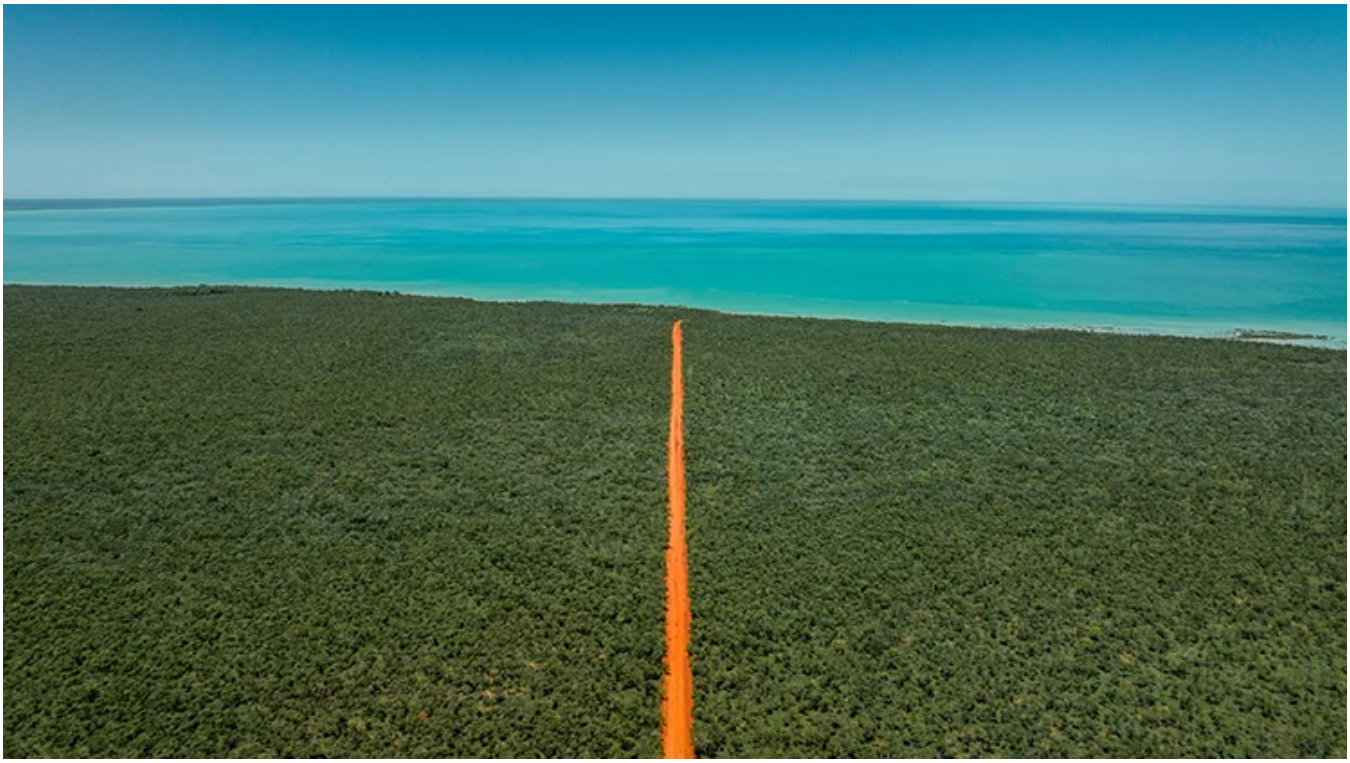

A Net Promoter Score (NPS) is a measure of advocacy, or the extent to which our clients are willing to recommend us to friends, colleagues and peers. In FY25 Perpetual Group received a result of +53, 13 points above our target of +40.

Perpetual's NPS program is based on the principle that all people are equal and the way we calculate the NPS score means that every client and every team can contribute to the outcome. This means we do not weight the data to give more emphasis to one team or another. To achieve a score of +50 three years in a row with the diversity of client groups, products and services is a result of a consistent focus on relationships. While interaction with our people is an important ingredient in the quality of relationships clients express they have with Perpetual, communication, administration, product quality and our values also contribute to our clients' experience of Perpetual and their willingness to recommend us.

Each year we review the things clients tell us matter the most to them and we develop action plans to ensure we have those things in mind when interacting with clients and making decisions that affect them.