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## **Phoenix Christian School Earns Parent Choice Award**

*Phoenix, Arizona school logs elite parent satisfaction rate during 2024-25 school year*

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Phoenix Christian School in Phoenix, Arizona has been named a recipient of the prestigious 2024-25 **Parent Choice Award** by ParentPulse, a third-party provider that administers surveys for nearly 250 private and independent schools in the United States.

This award is presented to schools that achieve an overall parent Net Promoter Score (NPS) of 70 or higher during the academic year. For the period spanning September 1, 2024, through May 31, 2025, Phoenix Christian School earned a “world-class” rating from its parents and guardians—an elite distinction few schools reach.

Net Promoter Score is a widely recognized measure of satisfaction and loyalty, calculated by asking respondents a single question: “How likely are you to recommend us to a friend or colleague?” Scores range from -100 to 100, with 30-50 considered “good,” 50-70 “excellent,” and anything above 70 deemed “world class.” The metric was developed by Bain & Company in 2003 and is used globally by millions of organizations across every industry.

Unlike most survey platforms – which measure Net Promoter Score through a one-time survey blast – ParentPulse employs automated, rolling surveys throughout the year, so a school's score is truly reflective of the entire academic year, and not just a single moment in time.

“Net Promoter Score cuts through the noise and gets to the heart of what matters—whether people feel heard, valued, and supported,” said Ryan Ermeling, founder of ParentPulse. “Schools that earn this award aren’t just collecting feedback—they’re acting on it. They’re committed to building trust, strengthening culture, and adapting to meet the evolving needs of their community.”

### **About ParentPulse**

Most private and independent schools lack a consistent, year-round system for gathering feedback—leading to missed concerns, unclear priorities, and even enrollment attrition. ParentPulse solves this with an automated, recurring survey platform that gives parents, students, and staff a voice throughout the year. By capturing ongoing feedback, ParentPulse empowers school leaders to make informed decisions, build trust, and strengthen engagement across their community.

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