PERSISTENCY RATIO

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Guiding Your Wealth to Grow
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Keep Your Policy Active, Secure Your Future! 🛡️

📌 Persistency Ratio

means the percentage of policyholders who continue paying their insurance premiums on time and keep their policies active.

- **Higher Persistency Ratio = Better Trust & Financial Discipline**
- Shows how many customers continue their insurance plans
- Reflects customer satisfaction and policy benefits