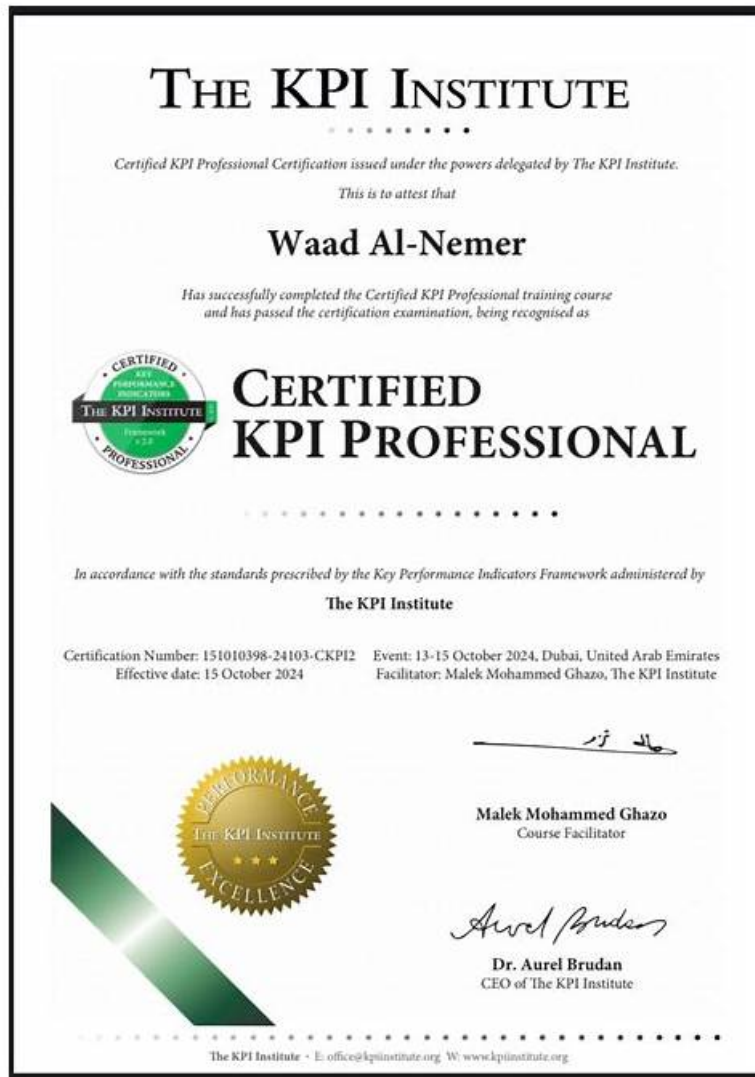


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The KPI Institute Certified KPI Professional Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

Which start target would you propose for "Fatalities (#)", tracked at organizational level?

- A. 0
- B. 1
- C. 2
- D. This is not a KPI

Answer: C

Explanation:

"Fatalities (#)" is a valid safety KPI (a lagging outcome measure) and, at an organizational level, the appropriate start target is 0. In health and safety management, fatalities are treated as a zero-tolerance outcome because any fatality is unacceptable, regardless of historical performance. Setting a non-zero target (3 or 5) would normalize severe harm and weaken safety culture. While this KPI is valid, it should not be used alone; fatalities are (fortunately) rare in many organizations, so the metric can be statistically sparse and not sensitive to incremental safety improvements. Good practice is to pair it with leading indicators that prevent serious incidents (e.g., high-potential near miss reporting, critical risk control verification, corrective action closure rate) and other lagging indicators (LTIFR, TRIFR). Measurement challenges include consistent classification and investigation rigor; activation requires clear incident definitions, reporting processes, and auditability. The "start target" reinforces the ethical and operational expectation that the organization's safety systems aim for zero fatal harm.

NEW QUESTION # 49

Which of the following words is not a KPI lifecycle phase?

- A. Documentation
- B. Selection
- C. Notification
- D. Activation

Answer: C

Explanation:

A KPI lifecycle typically includes phases such as selection (choosing the right measures aligned to objectives), documentation (defining formula, data source, owner, frequency, target, tolerance), activation (making the KPI operational-instrumentation, data pipelines, roles, reporting cadence), and then ongoing reporting, review, and refinement. "Notification" is not usually recognized as a standard lifecycle phase; notifications can be a feature of reporting tools (alerts, reminders) but they are not a core lifecycle stage. Treating notifications as the "work" can be a pitfall: KPI success depends more on proper definition, reliable data gathering, governance, and consistent review routines than on automated alerts. In practice, activation often includes assigning a KPI owner and data custodian, confirming the data source, building the collection process, and running a pilot to validate accuracy. A common measurement challenge is poor adoption after selection-teams select KPIs but never operationalize them. Clear lifecycle steps prevent that gap and ensure the KPI becomes a trusted management instrument rather than a one-time exercise.

NEW QUESTION # 50

For "Orders delivered on time (%)", the trend is good when:

- A. Increasing
- B. Decreasing
- C. Within range
- D. This is not a KPI

Answer: A

Explanation:

"Orders delivered on time (%)" is a standard service performance KPI. Since it measures the percentage of orders meeting the on-time definition, performance improves as the percentage rises-so the trend is good when increasing. "Within range" is a useful status interpretation when tolerance bands are defined, but trend direction is generally evaluated as higher being better for on-time delivery. "Decreasing" would mean fewer orders are on time, which is undesirable. A common measurement challenge is defining "on time" consistently (exact time vs delivery window), and ensuring the timestamp data is reliable (proof-of-delivery capture, system sync, exception codes). Activation best practices include explicit definitions, exclusions (customer-caused delays, force majeure), and segmentation (by carrier, region, product line) so teams can identify where the decline occurs. Because this KPI can be gamed (e.g., changing promised dates), it should be balanced with customer experience metrics (complaints, satisfaction) and monitored for changes in promise logic. Proper governance keeps the KPI meaningful and actionable.

NEW QUESTION # 51

Which KPI measures the achievement of the following objective: "Build an environment that fosters creativity and innovation"?

- A. Obtaining 3 new patents by the end of the financial year
- B. Employees meeting continuing professional development requirements (%)
- C. Innovation ideas from staff (#)
- D. Training hours per full-time equivalent (FTE) (#)

Answer: C

Explanation:

An environment that fosters creativity and innovation should produce a higher volume of ideas generated, shared, and discussed. "Innovation ideas from staff (#)" is a practical KPI for capturing participation and ideation activity, especially as a leading indicator in organizations where patents are rare or long-cycle.

Option C is phrased as a target/initiative outcome with a deadline (and patents are context-specific, often not applicable to many businesses). Options B and D relate to learning and development; they may support innovation capability but do not directly measure whether an innovation culture is emerging. A key measurement challenge is ensuring idea counts don't become a vanity metric-people might submit low-quality ideas to inflate numbers. Mitigations include defining what qualifies as an "idea" (submitted into a system with basic completeness), and balancing with an outcome KPI such as "% ideas implemented" or

"value realized from implemented ideas." Context matters: in R & D-heavy firms, patents may be relevant; in service organizations, ideation and implementation rates are often more actionable.

NEW QUESTION # 52

In which stage of the Value Flow Analysis should "Returning customers (%)" be monitored?

- A. Outcome
- B. Output
- C. Process
- D. Input

Answer: A

Explanation:

"Returning customers (%)" is an Outcome KPI because it reflects the business result of your service/product performance-customer loyalty/retention-rather than the activity performed. Inputs are resources (budget, staffing), process KPIs track how work is done (cycle time, utilization), and outputs capture what was produced (orders shipped, tickets closed). Returning customers indicates whether the outputs and experience delivered created enough value for customers to come back. It's also commonly used at organizational or department scorecard level because it ties to growth efficiency and long-term revenue stability. Measurement challenges include defining "returning" (repeat purchase within 30/90/365 days, repeat booking, active subscription renewal) and ensuring identity resolution (same customer across channels/accounts).

Documentation should specify cohort logic, time window, and the denominator used (total customers vs customers eligible to return). In KPI selection, retention outcomes should be paired with leading drivers (service quality rating, delivery performance, complaint resolution) to make improvements actionable rather than purely descriptive.

NEW QUESTION # 53

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