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The KPI Institute Certified KPI Professional Exam Sample Questions (Q61-Q66):

NEW QUESTION # 61

Which of the statements below represents a stage of the Value Flow Analysis?

- A. All the answers
- B. Effectiveness
- C. Efficiency
- D. Output

Answer: D

NEW QUESTION # 62

Which of the following are effectiveness KPIs?

- A. All the answers
- B. Employee engagement index (# / %)
- C. Transportation capacity utilization (%)
- D. Time to process request per agent (# / time)

Answer: B

Explanation:

Effectiveness KPIs reflect whether desired results are being achieved—often tied to outcomes such as satisfaction, engagement, quality, or goal attainment. The employee engagement index is an effectiveness KPI because it measures the state of engagement (a desired people outcome) rather than resource efficiency.

"Time to process request per agent" is primarily an efficiency/productivity measure (speed/effort), and

"transportation capacity utilization" is also typically an efficiency measure (how fully capacity is used).

Therefore "All the answers" is not correct. Effectiveness metrics are important because organizations can become efficient at doing the wrong things; effectiveness ensures performance aligns with strategic intent. A measurement challenge for engagement is survey validity and response bias; activation requires consistent methodology, confidentiality, and a follow-up action cycle. In scorecards, effectiveness KPIs are often lagging or semi-lagging, so they should be supported by leading indicators and initiatives. Balancing effectiveness with efficiency prevents unintended trade-offs—e.g., faster processing times that reduce service quality or employee experience.

NEW QUESTION # 63

Which metrics are used for calculating "Capacity utilized (%)"?

- A. A = Capacity planned (#); B = Capacity (#)
- B. A = Capacity utilized (#); B = Capacity needed (#)
- C. A = Capacity utilized (%)
- D. A = Capacity utilized (#); B = Capacity available (#)

Answer: D

Explanation:

"Capacity utilized (%)" is calculated as utilized capacity divided by available capacity, expressed as a percentage. Option B provides the correct numerator and denominator structure using measurable quantities:

A = amount of capacity actually used (hours, units, seats, machine time) and B = total capacity available for use during the period.

Option C compares utilized to "needed," which is demand-oriented and would produce a different concept (coverage or fulfillment vs demand). Option D is ambiguous and does not clearly distinguish planned vs available capacity. Option A is circular (it restates the KPI rather than defining inputs).

Measurement challenges include defining "available capacity" (scheduled capacity, staffed capacity, theoretical maximum) and ensuring consistent units. This KPI is often used as an efficiency indicator, but it can create negative behaviors if pushed too high (overload, burnout, maintenance deferral). Good practice is to pair it with quality and reliability measures (defect rate, downtime, employee engagement) and to define target ranges rather than "maximize at all costs." Proper documentation prevents misinterpretation and makes the KPI usable for planning decisions.

NEW QUESTION # 64

Which KPI should be used to balance "New customers (#)"?

- A. Time to process orders (# / time)
- B. Increase market share to 20% by the end of the year
- C. Customer complaints due to poor service or product quality (%)
- **D. Profitable customers (%)**

Answer: D

Explanation:

"New customers (#)" can be increased by acquiring low-fit or low-margin customers, which may harm profitability and strain operations. A strong balancing KPI is profitable customers (%), because it ensures growth is healthy and sustainable-new customer acquisition should improve the quality of the customer base, not just the count. Option D is an objective/goal statement, not a KPI selection. "Time to process orders" is operational and may be impacted by growth, but it's a capacity/efficiency measure rather than the primary balance to acquisition quality. Complaints are useful as a quality guardrail, but they don't directly ensure the customers acquired are economically attractive; you can have low complaints and still have unprofitable customers. Measurement challenges include defining "profitable" (contribution margin after variable costs, CAC payback, lifetime value) and ensuring profitability is assessed over an appropriate time window. In practice, acquisition metrics are best balanced by unit economics (LTV/CAC, gross margin, payback period) and retention, so teams don't optimize top-line growth at the expense of long-term value.

NEW QUESTION # 65

Which KPI measures the achievement of the following objective: "Operate a safe working environment"?

- A. HSSE staff per production worker (%)
- B. HSSE staff certified in First Aid (%)
- C. HSSE budget (\$)
- **D. Lost Time Injury Frequency Rate (LTIFR) (#)**

Answer: D

Explanation:

"Operate a safe working environment" is best measured by a safety outcome KPI that reflects actual harm reduction. LTIFR (Lost Time Injury Frequency Rate) is widely used to measure workplace safety outcomes, typically calculated as lost time injuries per a standard number of hours worked (e.g., per million hours). That makes it a strong KPI for assessing whether safety performance is improving. Options A, B, and C are inputs or enabling measures: first-aid certification, staffing ratios, and budget can support safety capability, but they do not directly measure the safety outcome. A common pitfall is relying only on lagging injury KPIs; best practice balances LTIFR with leading indicators (near-miss reporting rate, safety observations completed, corrective actions closed on time, training completion) to prevent incidents rather than only counting them after the fact. Measurement challenges include underreporting and classification inconsistencies; activation should include clear incident definitions, reporting processes, and audit checks to ensure LTIFR is accurate and trusted.

NEW QUESTION # 66

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