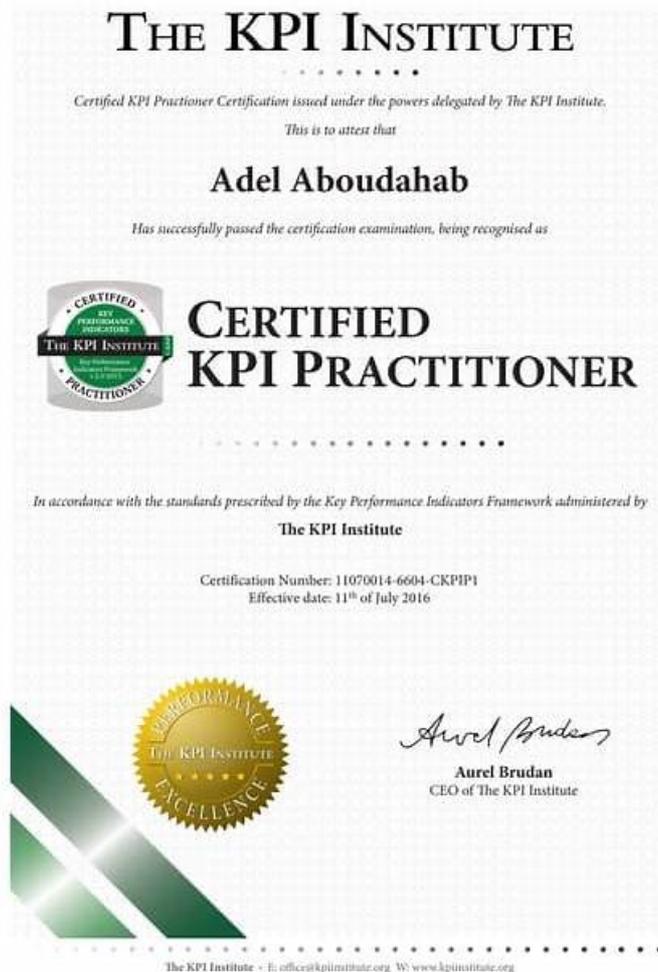


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## The KPI Institute Certified KPI Professional Exam Sample Questions (Q46-Q51):

### NEW QUESTION # 46

Which of the following phrases can convert into a KPI the statement: "Customers evaluated the service quality as being high"?

- A. Quality services
- **B. Service quality rating**
- C. Achieve high service quality
- D. Service quality project

**Answer: B**

Explanation:

To convert a statement into a KPI, you need a quantifiable measure that can be consistently collected.

"Service quality rating" implies a numeric score (e.g., 1-5, 1-10, CSAT-style rating, or a weighted index), which can be tracked over time, compared to a target, and analyzed by segment/channel. "Achieve high service quality" is an objective (a desired outcome, not a measure). "Service quality project" is an initiative (an activity intended to improve results). "Quality services" is vague and not operationally measurable. Strong KPI selection also requires defining the calculation method (average rating, top-box %, index), data source (post-interaction survey, mystery shopping, QA audits), and frequency. A key measurement challenge here is bias and sampling: ratings can skew based on who responds. Mitigations include minimum response thresholds, consistent survey timing, and separating "experience" ratings from operational drivers (e.g., response time). A well-defined rating KPI enables root-cause analysis and prioritization of improvement actions.

### NEW QUESTION # 47

Which of the following are effectiveness KPIs?

- A. Transportation capacity utilization (%)
- **B. Employee engagement index (# / %)**
- C. All the answers
- 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 # 48

Which start target would you propose for "Net Promoter Score (NPS) (%)", tracked at organizational level?

- **A. 0**
- B. 1
- C. #10
- D. This is not a KPI

**Answer: A**

#### NEW QUESTION # 49

Which KPI measures the achievement of the following objective: "Contribute to organizational productivity"?

- A. Processes (#)
- **B. Team man-hours per service requests processed (#)**
- C. Budget variance (%)
- D. Internal customer satisfaction index (%)

**Answer: B**

Explanation:

Organizational productivity is about output achieved relative to input effort/resources. "Team man-hours per service requests processed" is a direct productivity/efficiency KPI because it expresses labor effort per unit of output. Lower man-hours per request (while maintaining quality) typically indicates improved productivity. Budget variance is financial control, not productivity. Number of processes is a structural count and not a performance measure. Internal customer satisfaction is an outcome measure of service quality, valuable but not productivity. A measurement challenge for man-hours per request is ensuring accurate time capture and consistent definition of a "service request" (complexity varies). Good practice is to segment by request type/complexity or use weighted units to avoid penalizing teams handling harder work. This KPI should also be balanced with effectiveness/quality measures (rework, errors, satisfaction) to prevent speed at the expense of service quality. In cascading dashboards, executives may track high-level productivity trends, while departments track drivers (workload mix, automation rate, first-time resolution) that explain changes in man-hours per request.

#### NEW QUESTION # 50

Which of the following statements is considered one of the most important fields used for KPI documentation from the perspective of importance to pursue performance results analysis?

- **A. Target**
- B. Benchmarking data
- C. Cost of data gathering
- D. Purpose

**Answer: A**

#### NEW QUESTION # 51

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