



The CPD Standards Office
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3.6 SAMPLE KPI'S FOR STAFF IN THE TRAINING CENTRE

Sample KPIs for staff in a training centre might include metrics such as the percentage of trainees achieving certification within a specified timeframe and the overall satisfaction scores from trainee feedback surveys. Other KPIs could encompass the number of training sessions successfully conducted per quarter and the improvement in trainees' performance metrics post-training.

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Here are five key performance indicators (KPIs) for roles that could be found in a training centre:

General Manager (GM):

- **Revenue Growth:** Percentage increase in revenue generated from training programs compared to the previous period.
 - **Client Satisfaction Score:** Average rating of client satisfaction based on feedback surveys.
 - **Employee Retention Rate:** Percentage of staff members retained over a specified period.
 - **Training Program Success Rate:** Percentage of training programs that meet or exceed predetermined success criteria.
 - **Compliance Rate:** Percentage of training centre operations that comply with regulatory requirements and industry standards.
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Receptionist:

- **Call Answer Rate:** Percentage of incoming calls answered within a specified timeframe.
 - **Visitor Experience Rating:** Average rating of visitor satisfaction based on feedback surveys.
 - **Appointment Scheduling Accuracy:** Percentage of appointments scheduled correctly without errors or conflicts.
 - **Front Desk Efficiency:** Average time taken to check-in or assist visitors at the reception desk.
 - **Document Handling Accuracy:** Percentage of documents processed accurately and promptly.
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Customer Service Representative:

- **Customer Inquiry Response Time:** Average time taken to respond to customer inquiries via phone, email, or in person.
- **Registration Conversion Rate:** Percentage of inquiries or leads converted into course registrations.
- **Issue Resolution Time:** Average time taken to resolve customer complaints or issues.
- **Customer Feedback Score:** Average rating of customer satisfaction based on post-interaction surveys.



- **Upsell/Cross-sell Rate:** Percentage of customers who purchase additional products or services during or after registration.
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Call Centre Representative:

- **Call Resolution Rate:** Percentage of customer inquiries or issues resolved during the initial call.
 - **Call Quality Score:** Average rating of call quality based on monitored calls and evaluations.
 - **Average Handle Time:** Average duration of calls from initiation to resolution or conclusion.
 - **Customer Retention Rate:** Percentage of customers who continue to engage with the training centre after contacting the call centre.
 - **Call Abandonment Rate:** Percentage of calls abandoned by customers before reaching a representative.
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Coordinator:

- **Program Schedule Adherence:** Percentage of training programmes conducted as scheduled without cancellations or delays.
 - **Participant Attendance Rate:** Percentage of registered participants who attend training sessions.
 - **Resource Utilisation Efficiency:** Percentage of training resources (venues, equipment, materials) effectively utilised during sessions.
 - **Participant Feedback Score:** Average rating of participant satisfaction based on post-training evaluations.
 - **Programme Completion Rate:** Percentage of participants who successfully complete training programs.
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Sales Representative:

- **Sales Conversion Rate:** Percentage of leads or inquiries converted into confirmed sales.
- **Sales Revenue Target Achievement:** Percentage of sales revenue achieved against predefined targets.
- **Customer Acquisition Cost:** Average cost incurred to acquire each new customer or registration.
- **Sales Pipeline Velocity:** Average time taken for leads to progress through the sales pipeline to conversion.



- **Customer Lifetime Value:** Predicted revenue generated from a customer over the entire relationship with the training center.
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Scientific Committee Member:

- **Training Program Review Completion Rate:** Percentage of training programme reviews completed within specified timelines.
 - **Curriculum Relevance Score:** Average rating of training programme relevance based on scientific committee assessments.
 - **Compliance with Regulatory Standards:** Percentage of training programmes that meet regulatory requirements and industry standards.
 - **Scientific Accuracy Rating:** Average rating of training programme scientific accuracy based on committee evaluations.
 - **Contribution to Training Innovation:** Number of new ideas or recommendations contributed to improving training content or delivery.
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Trainer:

- **Training Program Effectiveness:** Average rating of training programme effectiveness based on participant feedback and assessments.
 - **Participant Engagement Rate:** Percentage of participants actively engaged in training activities and discussions.
 - **Knowledge Transfer Rate:** Percentage of key learning objectives successfully communicated to participants.
 - **Training Completion Rate:** Percentage of participants who complete training programmes within specified timelines.
 - **Trainer Evaluation Score:** Average rating of trainer performance based on participant evaluations and reviews.
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Accountant:

- **Financial Accuracy:** Percentage of financial transactions accurately recorded and reconciled.
- **Budget Variance:** Percentage difference between budgeted and actual expenses for training centre operations.
- **Accounts Receivable Turnover:** Average number of days taken to collect outstanding payments from clients.
- **Cost-to-Revenue Ratio:** Ratio of total operating costs to the total revenue generated by the training centre.



- **Audit Compliance Score:** Percentage of audit findings addressed and resolved in a timely manner.
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Marketing Specialist:

- **Lead Generation Rate:** Number of leads generated through marketing efforts within a specified period.
 - **Marketing Campaign ROI:** Return on investment generated from marketing campaigns and promotions.
 - **Website Traffic and Engagement:** Number of website visitors and their engagement levels with marketing content.
 - **Social Media Reach:** Growth in social media followers, likes, shares, and comments across platforms.
 - **Brand Awareness Score:** Awareness level of the training centre's brand among target audiences based on surveys or studies.
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Marketing Specialist:

- **Training Programme Compliance Rate:** Percentage of training programs compliant with regulatory standards and internal policies.
 - **Training Material Accuracy:** Accuracy of training materials in terms of content relevance and factual correctness.
 - **Participant Satisfaction Index:** Overall satisfaction level of participants with training content, delivery, and facilities.
 - **Corrective Action Implementation Time:** Average time taken to implement corrective actions in response to quality issues or deficiencies.
 - **Quality Audit Performance:** Results of internal and external quality audits, including findings, recommendations, and action plans.
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