

## Undergraduate Certificate in Notarial Law Fundamentals for Office Assistants: Intake October 2024

<b>Assessment Task:</b> One written assignment based on chosen questions	
<b>Qualification:</b> <i>Award in Customer Centricity</i>	<b>Tuition Centre:</b> 21 Academy <b>Licence Number:</b> 2018-017
<b>Level:</b> MQF Level 5	<b>Student Name:</b>
<b>Date:</b>	<b>ID Number:</b>
<b>Assignment Deadline:</b> 8 May 2025	
<p><b>Task</b></p> <p>This assignment is intended to assess your understanding of the principles and application of customer centricity in a business environment. The questions will guide you to explore the importance of placing customers at the heart of business strategy, the role of customer experience, and the impact of customer-focused practices on organisational success. You will also examine real-world examples of customer-centric approaches and evaluate strategies for improving customer satisfaction and loyalty.</p> <p><b>Note</b></p> <p>This assessment provides students with an opportunity to explain and discuss the relevant theories in relation to the topic they choose to write about forming part of Customer Centricity.</p> <p><i>You should plan to spend approximately 30 hours researching the assignment question, preparing for, and writing the assignment for assessment. The nominal <b>word count for the assignment is 1,700 words.</b></i></p> <p><i>Please ensure that you refer to 21 Academy's <a href="#">Assignment Guidelines</a> for comprehensive information regarding the submission of your assignment. Additionally, the assignment submission form must be included with your completed work, clearly indicating which question you have chosen to answer by ticking the box next to the question number.</i></p>	
<b>Answer 1 (one) question from the following:</b>	
<p><b>Question 1:</b></p> <p>Customer Centricity in Notarial Services: In the context of a notarial setting, how can customer centricity be integrated into the service delivery process? Evaluate the importance of clear communication and responsiveness in enhancing the customer experience. Use real-world examples from notarial services or related fields to support your arguments.</p> <p><b>Question 2:</b></p> <p>Handling Difficult Customers: Explain the different types of difficult customers a notarial service provider may encounter (e.g., angry, impatient, demanding). How should customer care representatives handle such situations to ensure customer satisfaction? Provide a case study or real-life example where effective handling of a difficult customer led to a positive outcome for both the customer and the service provider.</p> <p><b>Question 3:</b></p> <p>The Impact of Technology on Customer Care: How has the introduction of technology (e.g., AI chatbots, automated customer service, social media platforms) transformed the customer care industry? Evaluate both the advantages and the potential challenges that service providers face when integrating technology into their customer service processes.</p>	
<b>Pass Mark of total weighted score, including Self-Assessment - 50%</b>	<b>Assignment weighted score 80%</b>
<b>By submitting I confirm that this assessment is my own work</b>	

<b>Mark:</b>	<b>Signature:</b> < <i>main assessor</i> >
<b>Date</b>	<b>Signature:</b> < <i>quality assurance</i> >