

Undergraduate Certificate in Notarial Law Fundamentals for Office Assistants: Intake October 2025

Assessment Task: One written assignment based on chosen questions	
Qualification: <i>Award in Customer Centricity</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: MQF Level 5	Student Name:
Date:	ID Number:
Assignment Deadline: 2 July 2026	
<p>Task</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>Note</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 word count for the assignment is 1,700 words.</i></p> <p><i>Please ensure that you refer to 21 Academy's Assignment Guidelines 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>	
<p>Answer 1 (one) question from the following:</p> <p>☐ Question 1: Emotional Intelligence and Crisis Management Notarial services often involve supporting clients who are experiencing major life transition (e.g., settling an estate, buying a first home). How does Emotional Intelligence (EQ) among staff impact the quality of customer care during these high-stress moments? Evaluate the importance of "Active Listening" and "Empathy" in preventing service failures. Support your answer with a discussion on how organisations can train employees to manage their own emotions to avoid burnout while maintaining a high standard of care.</p> <p>☐ Question 2: The Physical and Psychological Service Environment Beyond digital tools, how does the physical environment (the "servicescape") and the non-verbal communication of staff influence customer trust in a notarial office? Evaluate how an office's layout, confidentiality measures, and staff demeanour contribute to a customer's perception of security and reliability. Provide examples of how "sensory" customer care can reduce anxiety for clients dealing with high-stress documents like wills or property deeds.</p> <p>☐ Question 3: Building Long-Term Loyalty in Transactional Services Notarial services are often perceived as one-off transactions. How can service providers use Relationship Marketing and post-service follow-ups to turn a single appointment into a long-term professional connection? Analyse the role of "Value-Added Services" (such as renewal reminders) in creating a competitive advantage in a traditionally stagnant market.</p>	
Pass Mark of total weighted score, including Self-Assessment - 50%	Assignment weighted score 80%

By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>