



## **JOB ADVERT**

### **Position: Customer Experience Manager (TZ)**

We are seeking a dynamic and passionate leader to join our Customer Experience team as Customer Experience Manager in our Tanzania office. Reporting to the Country Manager, this role offers an exciting opportunity to shape Betika's customer experience and drive loyalty for a leading brand in the betting and gaming industry.

### **Why Join Us?**

You will get an opportunity to lead in delivering world-class customer experience to Betika's customers and collaborate with crossborder and diverse teams. As Customer Experience Manager, you will spearhead initiatives to enhance customer satisfaction, streamline operations, manage call center operations and contribute to our mission of delighting and entertaining our customers with responsible gaming experiences through technology, innovation while positively impacting communities.

### **Key Responsibilities:**

The successful candidate will:

- Oversee the daily operations of the Customer Experience team to ensure high performance, efficient issue resolution, and customer satisfaction.
- Develop and implement customer experience strategies to optimize the end-to-end customer journey and foster loyalty.
- Lead and coach a robust customer experience team, while cultivating a customer-centric culture.
- Monitor and analyze key performance indicators (KPIs) such as Net Promoter Score (NPS), resolution times, and customer retention to drive continuous improvement.
- Collaborate with Marketing, Digital, and Product teams to align CX initiatives with campaigns, promotions, and business objectives.
- Map and optimize customer journeys to ensure seamless and consistent experiences across all touchpoints.
- Manage escalated customer issues, providing guidance for complex queries (e.g., bank transfers, promo winners, bet disputes) and ensuring timely resolutions.
- Leverage customer feedback, surveys, and data analytics to identify pain points, trends, and opportunities for improvement.

- Develop and oversee training and quality assurance programs to enhance team skills and service quality.
- Ensure compliance with regulatory requirements and responsible gambling practices in all customer interactions.
- Manage the CX department budget, optimizing resource allocation and identifying cost-saving opportunities without compromising service quality.
- Evaluate and integrate innovative technologies to enhance CX operations and team efficiency.
- Develop crisis communication plans for voice and social media channels to manage issues effectively.

### **Work Experience Required:**

- Minimum of five (5) years of relevant experience in customer experience or similar role, preferably in the service industry with at least 2 years in a leadership role.
- Experience in managing a call center operation is a requirement.
- Experience using call center operations technologies.

### **Qualifications & Competencies:**

We are looking for a candidate with:

- A Bachelor's Degree in Social Sciences, Business, or a related field.
- Professional training in Customer Service Management or membership in a relevant professional body is an advantage.
- Strong leadership, coaching and people management skills to inspire and manage a high-performing team.
- Excellent communication, interpersonal, and problem-solving skills with a customer-centric mindset.
- Ability to build and maintain positive relationships with customers and colleagues.
- Strong analytical skills to identify trends and develop data-driven solutions.
- Proficient in customer service software, CRM tools, and data analytics platforms.
- Experience using call center operations technologies.
- Organizing and event planning skills for effective collaboration with both technical and non-technical teams.
- Exceptional work ethic with high levels of integrity and honesty.
- Emotional intelligence and negotiation skills to handle complex customer issues and team dynamics.
- Excellent organizational and time management skills to thrive in a fast-paced, dynamic environment.
- Knowledge of sports betting and gaming products is an added advantage.
- Passion in sports is an advantage.

**How to Apply:**

If you have the skills and passion to excel in this role, please submit your application, including your CV through the link below by 11<sup>th</sup> August 2025.

**[APPLY HERE](#)**

*\*Betika is an equal opportunity employer and encourages all qualified candidates to apply.*