



Position: Customer Experience Executive

Reports To: Customer Experience Lead

Who we are:

[Betika](#) is one of the leading gaming companies with platforms and operations in 9 African countries, handling millions of monthly site visits. We are not just a Sports Betting brand; we are a lifestyle brand that believes in responsible gaming practices.

Overall Purpose

The Customer Experience Executive will ensure that all assigned channel engagements reinforce Betika's competitive position and intention to be the leading Pan African online sports betting and gaming brand. The role holder will achieve this responsibility by handling all customer queries coming to Betika through our Inbound and outbound channels and engaging support teams to ensure the timely resolution of all customer queries, leading to the realization of Betika's commitment to customer experience excellence.

Key Responsibilities:

1. Handle all inbound and outbound customer engagements.
2. Timely escalation of complex and /or unresolved issues to the Contact Center Team Leaders and Back Office and follow-up on resolution.
3. Educate, provide information, and upsell and cross-sell Betika's products and services to customers.
4. Proactive and Creative Customer engagements to elevate the Betika Brand.
5. Review, update, and make approved customer account changes, where applicable.
6. Record customer contact details and personal data in the provided systems and the CRM portal.
7. Ensure consistent delivery of set performance targets on assigned channels.
8. Where applicable, represent the department in key stages of the product development process and provide input into desired functionality, processes, and procedures.
9. Participate in periodic system reviews and give feedback to help align systems to the most current versions, which are easy to navigate and rich in information, and facilitate continuous process improvements.
10. Undertake assignments that your line manager could offer from time to time.

Key performance indicators:



1. The total number of interactions handled daily as projected by workforce teams and the Line Manager.
2. Quality of Customer engagements shall be assessed by Quality Analysts.
3. Timely response and engagement on provided platforms.
4. Adherence and attendance to work schedule as guided by work schedules and Rota.
5. Achievement of any other set targets.

Education & Experience:

1. Diploma or Undergraduate Degree from a recognized University or Institution.
2. Experience in a Call Centre environment is an added advantage.

Functional Competencies:

1. Excellent verbal and written communication skills.
2. Active Listening skills.
3. Attention to detail.
4. Ability to multitask.
5. Ability to work in different shifts
6. Good interpersonal skills.
7. Good team player.
8. Proficiency in Microsoft Office.
9. Flexibility in adapting to change.
10. Problem-Solving Skills
11. Must demonstrate patience and empathy.
12. Accountability and Integrity.

Application Process:

Please email agatha.namala@betika.com and copy nantajja.denis@betika.com. Please attach your CV and indicate why you are the right fit for the role. Please use **Customer Experience Executive** as the subject. The application deadline is Friday 21st of February 2025.

Due to the high volume of applications, we will only contact those selected for an interview. We appreciate your understanding and thank you for your interest in this opportunity.