

The University of Dodoma
Office of the Deputy Vice Chancellor Academic, Research and Consultancy



College Of Business and Economics
Department of Business Administration and Management

Short Course on Mastering Customer Excellence by Optimizing Employee Mental Health

1.0. Introduction

Employee mental health, particularly in high-pressure roles like customer service, is crucial for corporate wellness. Customer service staff often face the stress of handling customer interactions and meeting performance targets, which can lead to mental and emotional strain. Organizations must implement strategies to support these employees, as the repetitive nature of their work and the pressure to maintain a positive attitude can mask underlying stress, anxiety, and burnout. Without proper support, these issues may lead to more severe mental health concerns, impacting both employee well-being and productivity. This course aims to equip customer service professionals with tools to manage mental health challenges, focusing on coping mechanisms for the pressures of service operations. It also encourages open conversations about mental health, fostering a commitment to employee well-being in service organizations.

Learning Objectives

By the end of this course, participants will:

- Understand the impact of employee mental health on customer service excellence and operational efficiency.
- Strengthen psychological resilience among customer-contact employees to enhance service performance in high-pressure environments.
- Apply cultural intelligence to improve customer service interactions in multicultural and diverse settings.

2.0. Target Group

This course is tailored for professionals across various industries. It is ideal for:

- Customer service professionals
- Customer services managers
- Customer services officers
- Sales representatives
- Call Center Operators or Call Center Agents
- Front desk officers

- Supervisors in public and private service organizations

3.0. Date

Registration deadline: 15th June 2025

Duration of the course: 2 Days

Course dates: 23rd – 24th June 2025

Fee and Mode of Payment

Course fee: Tshs 500,000 Per Participant

This fee encompasses the costs associated with training service, venue rental, certificates, learning materials, and refreshments, including both breakfast and lunch.

All payment should be deposited in the following bank account;

Bank Name: CRDB

Name: UDOM CONSULTACY AND SPECIAL PROGRAM

Account Number: 01J1082491700

Payment for: Mastering Customer Excellence by Optimizing Employee Mental Health

Course Content

- Integrating mental health into customer service operations
 - A new paradigm for customer excellence; the role of mental health in achieving customer excellence; mental health risks and challenges in service operations.
- Leveraging mental health in customer management
 - Mental health and customer management (i.e., handling difficult customers; addressing illegitimate customer complaining behavior); Dealing with the growing threat of customer incivility and mistreatment.
- Integrating mental health to enhance customer excellence in high-pressure service environments
 - Evolving nature of high-pressure service settings; adapting to high-pressure environments (i.e., customer-contact employee empowerment; psychological resilience of employees).
- Deploying mental health in managing service operations during intercultural interactions
 - Leveraging adaptability through cultural intelligence; adopting a customer-oriented, perspective-taking approach in multicultural and diverse customer service settings.
- Promoting advocacy to protect employee mental health while enhancing customer excellence.
 - Advocating for policies and communication strategies that foster mental health in service operations; driving awareness campaigns to protect mental health in service operations.

4.0. Method of Delivery

The course delivery employs a blended learning approach, featuring interactive classroom sessions, dynamic group discussions, and peer learning to foster

collaboration and idea exchange. These are complemented by hands-on workshops, enabling participants to translate theory into practice. Each module incorporates interactive learning techniques and knowledge checks to reinforce understanding and retention, ensuring participants stay engaged and actively apply what they learn.

5.0. Prerequisites/Eligibility

This course is designed for professionals responsible for managing customer service processes in both public and private sectors.

6.0. Certification

At the end of the training all participants will receive certificates of participation

7.0. Location/ Venue

University of Dodoma

College of Business and Economics

2 COBE Street, 41218, Iyumbu, Dodoma.

CBSL Board Room

8.0. Registration and Inquiries

Course coordinator: Amani David (PhD)

Department of Business Administration and Management

Mob: - +255 (0) 755 669 862

Email: david.kinyongoh@udom.ac.tz/ daeki83@gmail.com

Cc all inquiries to:

ismailjismail1977@gmail.com