

**THE ROLE OF PSYCHOLOGICAL COUNSELLING ON EMPLOYEE JOB
SATISFACTION AMONG SAFARICOM LIMITED CUSTOMER CARE
REPRESENTATIVES IN NAIROBI COUNTY, KENYA**

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ABSTRACT

Most organizations do not have psychological welfare of their workers, or are ignorant of their workers need for psychological services. organizations that have in place a sound employee assistance programme show better appreciation of their organization, significant understanding of career possibilities and greater self-efficacy as they enjoy this essential programme. During counseling sessions, troubled workers are helped by professional counselors or therapists to confront confusing, painful and humiliating situations in the workplace and in their own lives. This study aimed to investigate adequacy of psychological counseling among Safaricom Limited customer care representatives in Nairobi County, Kenya. The study was guided by the following specific objectives, that is, to determine the effect of psychological counseling on employee job satisfaction, level of employees job satisfaction, challenges that employees encounter and intervention measures taken by the Safaricom to enhance employee job satisfaction. The study employed a descriptive research design. The study targeted 583 Safaricom customer care representatives in Nairobi County. Simple random sampling technique was adopted in coming up with a sample size of 233 respondents. Questionnaire was used to collect primary data. Quantitative data was generated where quantitative data was coded and entered into SPSS and analyzed using descriptive statistics. The result was presented in form of tables and graphs to aid in the interpretation of data. The study concluded that poor working relationships and long work hours were some of the challenges that employees experience. The study therefore recommends psychological counseling in the workplace for purposes of employee commitment and feeling of being recognized as part of the organization. Most employees feel demoralized and lack of personal vision due to work overload. The study recommends that management should establish psychological programmes that offer support to the employees. These will lead to commitment and efficiency of employees in their duties. Many employees suffer from poor self-esteem and lack of streamlined communication channels in various departments results to below average performance of employees in the unit. Organizations should ensure that employees have the necessary capabilities, knowledge, skills which will psychologically enhance employees esteem.