

**PROCESS OF CHANGE MANAGEMENT IN THE TELECOMMUNICATION
INDUSTRY IN IMPLEMENTING CUSTOMER RELATIONSHIP
MANAGEMENT SYSTEM (CASE STUDY: MTN NIGERIA)**

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ABSTRACT

This paper examines the implementation of the customer relationship software, in MTN Nigeria. The implementation process, that also included a good change management system, as well as the role of consensus and the role of empathy. Details about the CRM implementation process of MTN Nigeria was highlighted in the paper, an overview of the change management model was also highlighted. The paper also goes on to analyse the flow of information in MTN Nigeria and also the effective use of information in the organisation. Optimal structure of information delivery, is not left out on the course of this research. Thereafter, the results of the implementation process were drawn and a brief analysis of the whole change management process was outlined, as well as recommended for the organization and a general conclusion.

KEYWORDS: Customer Relationship Management, Change Management, Consensus, Empathy, Information, Decision & Organisation