



**UNIVERSITY OF MEDIA, ARTS  
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**SCHOOL OF GRADUATE STUDIES AND RESEARCH (SoGSaR)**

**THE USE OF INTERNET AND EFFECTIVE COMMUNICATION IN CORPORATE  
INSTITUTIONS IN GHANA: A CASE OF MTN GHANA**

**BY**

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**A DISSERTATION SUBMITTED TO UNIVERSITY OF MEDIA, ARTS AND  
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**13<sup>TH</sup> SEPTEMBER 2024**

## CANDIDATES' DECLARATION

I hereby declare that this dissertation is the result of my original research and that no part of it has been presented for another degree in this institute or elsewhere. I am solely responsible for any shortcomings.

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A handwritten signature in blue ink, appearing to read 'Bebli Prince Anthony', written over a horizontal dotted line.

6<sup>th</sup> September 2024

## SUPERVISOR'S CERTIFICATION

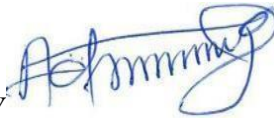
I hereby certify that the preparation of this dissertation was supervised by me in accordance with the guidelines of supervision of dissertation laid down by Ghana Institute of Journalism.

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**6<sup>TH</sup> SEPTEMBER 2024**

## **DEDICATION**

I dedicate this dissertation to God Almighty, who has been my source of strength, wisdom, and guidance throughout this journey. I thank Him for the countless blessings and for providing me with the perseverance to see this work through to completion.

To my friends and colleagues, for their unwavering support and encouragement. Your companionship and insightful discussions have been invaluable in completing this project.

Lastly, to all the educators and mentors who have inspired and guided me along the way. Your dedication to teaching and mentorship has profoundly influenced my academic and professional growth.

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## **ACRONYMS**

1. MTN - Mobile Telecommunications Network

## **ABSTRACT**

This study explored how the Internet transforms communication within corporate institutions, focusing on MTN Ghana, a leading telecommunications company in West Africa. The study explores how internet-based tools impact communication efficiency and organizational effectiveness. The research employs a mixed-methods approach, combining qualitative methods like interviews, focus groups, and observations with quantitative analysis of communication metrics and employee and customer surveys. Findings showed that the internet-enabled tools like email, instant messaging, knowledge sharing, and customer experience at MTN Ghana are so insightful. This study also examines how MTN Ghana bridges the communication gap between the company and its customers, ensuring effective communication and enhancing customer satisfaction. The study also examines challenges such as digital literacy and information security. Conclusions will offer recommendations for optimizing internet-based communication strategies to enhance effectiveness and foster a culture of innovation and collaboration.

**Keywords:** Corporate communication, Internet, MTN Ghana, Digital transformation, Telecommunications, Organizational effectiveness, Knowledge sharing, Customer experience

## CHAPTER 1

### GENERAL OVERVIEW AND BACKGROUND TO THE STUDY

#### 1.0 Introduction

The advent of the Internet has significantly transformed communication across various sectors, including corporate institutions. Traditionally, communication within organizations relied heavily on face-to-face interactions, physical memos, and telephone conversations. However, the integration of internet-based tools such as email, instant messaging, video conferencing, and collaborative platforms has revolutionized how information is exchanged. These tools have not only accelerated the speed of communication but also facilitated the seamless sharing of information across different geographical locations, thereby enhancing overall organizational efficiency and effectiveness (Ansah & Akoto, 2022).

In the context of corporate institutions, the Internet serves as a critical tool for enhancing both internal and external communication. Internally, internet-enabled tools foster better collaboration among employees, streamline workflows, and support the maintenance of comprehensive records of communications. Externally, these tools enable organizations to maintain robust communication channels with customers, stakeholders, and partners, ensuring that services and responses are timely and effective. The telecommunications sector, in particular, has seen substantial benefits from the integration of internet-based communication tools. MTN Ghana, the largest telecommunications company in Ghana, provides a pertinent case study for examining these impacts. As a leading player in the industry, MTN Ghana's adoption and utilization of internet-based tools significantly influence its operational success and customer satisfaction (Mensah & Ofori, 2024).

Recent events in Ghana underscore the critical nature of reliable internet connectivity for communication and operations. The country experienced significant internet disruptions due to damage to an undersea cable, which affected various sectors, including corporate institutions and governmental operations (Aikins & Nyantakyi, 2023). These disruptions highlighted the vulnerabilities of relying heavily on a single source of internet connectivity and brought to the forefront the need for resilient and diversified internet infrastructure. In response, alternative solutions such as Elon Musk's Starlink, which offers satellite-based internet connectivity, have gained attention as potential measures to mitigate future disruptions (Owusu & Addo, 2023). This backdrop sets the stage for an in-depth exploration of the role of the Internet in effective communication within MTN Ghana, aiming to provide insights and recommendations for optimizing Internet-based communication strategies in corporate settings.

## **1.1 Statement of Problem**

Effective communication is essential for the success of corporate institutions. Despite the widespread adoption of internet-based communication tools, organizations often struggle to optimize these tools to enhance communication efficiency and organizational effectiveness. In Ghana, recent internet disruptions due to damage to an undersea cable demonstrated the vulnerability of relying heavily on a single source of internet connectivity (Owusu & Addo, 2023). These disruptions significantly affected communication, both internally within organizations and externally with customers. In the context of MTN Ghana, there is a pressing need to understand how internet-enabled communication tools impact communication processes and how the company can mitigate such vulnerabilities. This study addresses this gap by investigating the role

of the Internet in enhancing communication at MTN Ghana, examining both the benefits and challenges associated with its use.

## **1.2 Research Questions**

The study is guided by the following research questions:

- i. How do internet-based communication tools impact the efficiency of internal communication at MTN Ghana?
- ii. In what ways do internet-enabled tools enhance customer communication and satisfaction at MTN Ghana?
- iii. What are the major challenges associated with the use of internet-based communication tools at MTN Ghana?
- iv. How can MTN Ghana optimize its use of internet-based communication tools to improve organizational effectiveness and foster innovation and collaboration?

## **1.3 Research Objectives**

This study has twofold objectives namely broad and specific. Broadly speaking this study explores the use of the internet and effective communication in corporate institutions in Ghana using MTN Ghana as a case study.. However, specifically, it sought to:

1. Assess the impact of internet-based communication tools on internal communication efficiency within MTN Ghana.
2. Evaluate the role of internet-enabled tools in enhancing customer communication and satisfaction.

3. Identify the challenges associated with the use of internet-based communication tools in MTN Ghana.
4. Provide recommendations for optimizing internet-based communication strategies to enhance organizational effectiveness, innovation, and collaboration at MTN Ghana.

#### **1.4 Scope of the Study**

This study focuses on MTN Ghana, analyzing how the company utilizes internet-based communication tools to improve both internal and external communication. The scope includes an examination of various internet-enabled tools such as email, instant messaging, knowledge-sharing platforms, and customer experience management systems. Additionally, the study considers the impact of recent internet disruptions and explores alternative solutions such as Elon Musk's Starlink, which offers satellite-based internet connectivity (Owusu & Addo, 2023). The research employs a mixed-methods approach, incorporating both qualitative methods (interviews, focus groups, and observations) and quantitative analysis (surveys and communication metrics) involving MTN Ghana employees and customers.

#### **1.5 Significance of the Study**

This study is significant for several reasons: **Contribution to Knowledge:** It adds to the existing literature on the role of the Internet in corporate communication by providing a case study of a leading telecommunications company in West Africa (Ansah & Akoto, 2022). **Practical Implications:** The findings will offer practical recommendations for MTN Ghana and other similar organizations on how to optimize their internet-based communication tools. **Policy Development:** Insights from the study could inform policy development within corporate institutions regarding

the adoption and implementation of internet-based communication strategies. Enhancing Customer Satisfaction: By understanding how to better utilize internet-enabled tools, MTN Ghana can improve its customer communication, leading to higher customer satisfaction and loyalty (Mensah & Ofori, 2024). Resilience Planning: The study will provide insights into how organizations can prepare for and mitigate the impact of internet disruptions, ensuring continuous and effective communication (Aikins & Nyantakyi, 2023).

## **1.6 Organization of the Study**

The study is organized into five chapters:

Chapter 1: General Overview and Background to the Study – This chapter introduces the study, outlining the problem statement, research questions, objectives, scope, significance, and organization of the study.

Chapter 2: Literature Review – This chapter reviews existing literature on internet-based communication tools and their impact on corporate communication, providing a theoretical framework for the study.

Chapter 3: Research Methodology – This chapter describes the research design, methods, and procedures used in the study, including data collection and analysis techniques.

Chapter 4: Data Presentation and Analysis – This chapter presents and analyzes the data collected from MTN Ghana, highlighting key findings and insights.

Chapter 5: Conclusions and Recommendations – This chapter summarizes the main findings of the study, discusses their implications, and offers recommendations for optimizing internet-based communication strategies in corporate institutions.

By systematically exploring the role of the Internet in effective communication at MTN Ghana, this study aims to provide valuable insights and practical recommendations for enhancing communication efficiency and organizational effectiveness.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

The advent of the Internet has revolutionized communication, particularly within corporate institutions. This chapter delves into the role of the Internet in transforming communication at MTN Ghana. It explores the evolution of modern computing and the Internet, the history of telecommunications in Ghana, and the specific services provided by MTN Ghana. Additionally, it examines the benefits and challenges of the Internet, the impact of Internet disruptions on corporate communication, and alternative Internet solutions. This comprehensive review provides a foundation for understanding how MTN Ghana leverages the Internet to enhance communication efficiency and organizational effectiveness.

#### **2.1.0. Theoretical Foundation**

Theoretical foundation plays a crucial role in helping the reader to appreciate the nature and scope of the research problem and also provides guidance and support for the direction of the research study as theory always seek to uncover solutions to fundamental inquiries. This theoretical exposition provided in this section is a structure that offers a comprehensive approach to the problem of this study. Thus, this study is grounded in mosaic of prominent theories that have shaped reader's understanding of a general overview of the theories and principles often discussed in the context of use of internet and effective communication literature by providing insightful research findings on internet use and effective corporate communication mechanisms for ensuring effective communication in corporate organisations, bringing corporate communication through

internet closer to the corporate managers, and making the internet use more useful and appealing. The theories include the following.

### **2.1.1. Media Systems Dependency Theory**

The theoretical foundation of this study is rooted in the Media Systems Dependency Theory, which posits that the more a society relies on media, particularly in times of change or conflict, the more significant the media's role becomes in influencing that society (Ball-Rokeach & DeFleur, 1976). This theory is relevant in understanding how MTN Ghana's dependency on the Internet shapes its communication strategies and operations.

### **2.1.2. Diffusion of Innovations Theory**

The Diffusion of Innovations Theory by Everett Rogers (1962) explores how new ideas and technologies spread through cultures. This theory helps explain how Internet technologies are adopted within corporate institutions like MTN Ghana. It highlights the process through which MTN Ghana adopts and integrates new internet technologies to enhance its communication strategies. The theory was popularized by Everett Rogers in his book *Diffusion of Innovations*, first published in 1962. The main assumptions of the diffusion theory of innovation include **the importance of adopters' innovativeness, the influence of social systems, and the stages of the individual adoption process**. The diffusion of innovations theory is a hypothesis outlining how new technological and other advancements spread throughout societies and cultures, from introduction to widespread adoption. The diffusion of innovations theory seeks to explain how and why new ideas and practices are adopted, including why the adoption of new ideas can be spread out over long periods.

The way in which innovations are communicated to different parts of society and the subjective opinions associated with the innovations are important factors in how quickly diffusion—or spreading—occurs. This theory is frequently referred to when companies are developing a marketing strategy for new products and developing

Rogers argues that diffusion is the process by which an innovation is communicated through certain channels over time among the participants in a social system. The diffusion of innovations theory describes the pattern and speed at which new ideas, practices, or products spread through a population. The main players in the theory are innovators, early adopters, early majority, late majority, and laggards. Rogers' Diffusion of Innovation Theory [5] seeks to explain how new ideas or innovations (such as the HHK) are adopted, and this theory proposes that there are five attributes of an innovation that effect adoption: (1) relative advantage, (2) compatibility, (3) complexity, (4) trialability, and (5), observability. The first step in the diffusion of innovation is knowledge. This is the point at which the would-be adopter is first exposed to the innovation itself. They do not have enough information to decide to purchase on and have not yet been sufficiently inspired to find out more. The diffusion is based on the principle that the net flow of molecules occurs from regions of higher concentration to regions of low concern under the influence of concentration gradient. Adopter distributions closely approach normality. The above figure shows the normal frequency distributions divided into five categories: innovators, early adopters, early majority, late majority and laggards. Innovators are the first 2.5 percent of a group to adopt a new idea. Weaknesses include its limited applicability to certain contexts and its reliance on assumptions about individual behavior. The strengths of Diffusion of Innovation theory include its ability to explain the spread of innovations. However, it has limitations in studying the role of organizations in change processes.

## **The Steps In the Diffusion of Innovations**

Diffusion happens through a five-step process of decision-making. The five steps are awareness, interest, evaluation, trial, and adoption. Rogers renamed these knowledge, persuasion, decision, implementation, and confirmation in later editions of his book.

## **The Barriers to Adoption in the Diffusion of Innovations**

At any point in the decision-making process, an individual might decide against adopting an innovation, usually due to some kind of barrier. These barriers are usually the usage or value of the innovation, the risk associated with adopting something new, or psychological factors such as cultural stigma.

## **Areas Where Diffusion of Innovations Theory Applies**

In addition to marketing and public health, other areas where the diffusion of innovations theory has been used include agriculture, social work, communication, and criminal justice.<sup>1</sup>

## **The Bottom Line**

The diffusion of innovations theory describes how new ideas, behaviors, technologies, or goods spread through a population gradually, rather than all at once. Adoption starts with innovators and early adopters, then spreads through the population to the early majority and late majority. Laggards are the last ones to adopt a new innovation.

The diffusion of innovations theory can be applied to marketing strategies for new products, for example through influencer marketing. It can also be applied to fields such as public health,

criminal justice, and communications. Though it has limitations in how it can be used in those areas, it can still be a helpful way to understand how technologies, goods, services, ideas, and behaviors spread through a population.

## **2.2. Basic Assumption**

The study assumes that the integration of Internet technologies significantly enhances communication efficiency and organizational effectiveness within corporate institutions. It also assumes that MTN Ghana, as a leading telecommunications provider, serves as a model for how the Internet can be leveraged in the corporate sector in Ghana.

### **2.3.0. Review of Related and Relevant Literature**

Volume of literature on internet use and the impact on corporate communication abound. Ansah & Akoto (2022) for instance argues that the advent of the Internet has significantly transformed communication across various sectors, including corporate institutions. Traditionally, communication within organizations relied heavily on face-to-face interactions, physical memos, and telephone conversations. However, the integration of internet-based tools such as email, instant messaging, video conferencing, and collaborative platforms has revolutionized how information is exchanged. These tools have not only accelerated the speed of communication but also facilitated the seamless sharing of information across different geographical locations, thereby enhancing overall organizational efficiency and effectiveness

Similarly, Mensah & Ofori (2024) observe that in the context of corporate institutions, the Internet serves as a critical tool for enhancing both internal and external communication. Internally,

internet-enabled tools foster better collaboration among employees, streamline workflows, and support the maintenance of comprehensive records of communications. Externally, these tools enable organizations to maintain robust communication channels with customers, stakeholders, and partners, ensuring that services and responses are timely and effective. The telecommunications sector, in particular, has seen substantial benefits from the integration of internet-based communication tools. MTN Ghana, the largest telecommunications company in Ghana, provides a pertinent case study for examining these impacts. As a leading player in the industry, MTN Ghana's adoption and utilization of internet-based tools significantly influence its operational success and customer satisfaction.

Aikins & Nyantakyi (2023) maintain that recent events in Ghana underscore the critical nature of reliable internet connectivity for communication and operations. The country experienced significant internet disruptions due to damage to an undersea cable, which affected various sectors, including corporate institutions and governmental operations. These disruptions highlighted the vulnerabilities of relying heavily on a single source of internet connectivity and brought to the forefront the need for resilient and diversified internet infrastructure. Owusu & Addo (2023) conclude that in response, alternative solutions such as Elon Musk's Starlink, which offers satellite-based internet connectivity, have gained attention as potential measures to mitigate future disruptions. This backdrop sets the stage for an in-depth exploration of the role of the Internet in effective communication within MTN Ghana, aiming to provide insights and recommendations for optimizing Internet-based communication strategies in corporate settings.

Moreover, Owusu & Addo (2023) argue that effective communication is essential for the success of corporate institutions. Despite the widespread adoption of internet-based communication tools,

organizations often struggle to optimize these tools to enhance communication efficiency and organizational effectiveness. In Ghana, recent internet disruptions due to damage to an undersea cable demonstrated the vulnerability of relying heavily on a single source of internet connectivity. These disruptions significantly affected communication, both internally within organizations and externally with customers. In the context of MTN Ghana, there is a pressing need to understand how internet-enabled communication tools impact communication processes and how the company can mitigate such vulnerabilities. This study addresses this gap by investigating the role of the Internet in enhancing communication at MTN Ghana, examining both the benefits and challenges associated with its use.

A business' ability to communicate with its employees, customers, vendors, and associates changed dramatically when the internet yielded new communication tools. Email and instant messaging — and now messaging apps like WhatsApp and Messenger — have changed the face of business communications. It can be done through various means, including email, instant messaging, social networking, and video conferencing. It has become an increasingly popular communication method, as it is often quicker and easier than traditional methods such as face-to-face conversation or telephone calls. The internet affects communication by increasing selectiveness and anonymity, leading to inequality in relationships, a decline in trust, and vagueness in social communication. It may also cause separation among people or subgroups in society. First and foremost, the Internet has made communication faster and more efficient. Email, instant messaging, and social media platforms like Facebook and Twitter have all but replaced traditional letter writing, telephone calls, and face-to-face conversations as the primary means of communication. Advantages And Disadvantages Of Internet - Is It A Necessary Evil? The debate regarding the advantages and disadvantages of the internet is age-old. Its advantages include e-

commerce, global connections, and easy access to info, and its disadvantages include loss of personal info, spread of fake information, etc.

### **2.3.1. Evolution of Modern Computing and Communication**

The rise of modern computing and communication has been a transformative force in the global economy. The development of the Internet in the late 20th century, facilitated by advancements in computer technology, has created a platform for instant and global communication. This has had profound implications for businesses, enabling real-time information exchange, remote work, and digital collaboration (Castells, 2010). The transition from mainframe computers to personal computers in the 1980s and the subsequent development of mobile computing in the 1990s further accelerated the pace of change. The introduction of smartphones and mobile internet in the early 21st century has made the Internet accessible to a broader audience, fundamentally altering how businesses operate and communicate (Rheingold, 2002).

### **2.3.2. Evolution of the Internet**

The Internet has evolved from a government research project in the 1960s to a global communication network that is integral to modern life (Leiner et al., 2009). The development of the World Wide Web in the 1990s by Tim Berners-Lee marked a significant milestone, making the Internet more accessible and user-friendly. This period saw the rise of email, websites, and online services that transformed communication and commerce. In the 2000s, the proliferation of broadband internet and the emergence of social media platforms such as Facebook and Twitter revolutionized how people interact and share information. The development of 4G and now 5G networks has further enhanced internet speed and reliability, supporting a wide range of applications from streaming services to Internet of Things (IoT) devices (Qureshi, 2013).

### **2.3.3. Advent of the Internet in Africa and Ghana**

The introduction of the Internet in Africa began in the 1990s, albeit at a slower pace compared to other regions due to infrastructural and economic challenges (Jensen, 2003). Ghana was among the first African countries to embrace the Internet, with the government and private sector playing pivotal roles in expanding Internet access. The Ghana Internet Exchange (GIX), established in 2005, was a significant step towards improving local internet traffic and reducing reliance on international bandwidth. The expansion of undersea cables such as SAT-3 and Main One has significantly improved internet connectivity in Ghana, reducing costs and increasing speeds (Foster et al., 2004).

### **2.3.4. History of Telecommunications in Ghana**

Telecommunications in Ghana dates back to the colonial era, with the establishment of the first telephone exchange in Accra in 1908. The sector saw significant growth post-independence, with the formation of the Ghana Post and Telecommunications Corporation (GPTC) in 1974. The liberalization of the telecommunications sector in the 1990s led to the entry of private companies, fostering competition and innovation (Frempong & Atubra, 2001). MTN Ghana, originally Scancom Ltd., began operations in 1996. The company has since grown to become the largest telecommunications provider in Ghana, leading the way in both mobile and internet services. The introduction of GSM technology in 1999 and subsequent advancements in network infrastructure have been crucial in this growth (MTN Ghana, 2020).

### **2.3.5. History and Evolution of MTN Ghana**

MTN Ghana's journey from its inception in 1996 to becoming the largest telecommunications company in the country is marked by significant milestones and innovations. The company was initially focused on providing mobile voice services but quickly expanded its offerings to include data and digital services. The launch of 3G services in 2009 and 4G LTE in 2016 were pivotal moments, enhancing internet connectivity and enabling a wide range of new services such as mobile banking and digital entertainment (MTN Ghana, 2020). MTN Ghana's commitment to innovation and corporate social responsibility is evident through its MTN Ghana Foundation, which has invested in numerous projects aimed at improving education, healthcare, and economic empowerment. These initiatives have not only enhanced the company's brand image but also contributed significantly to the socio-economic development of Ghana (MTN Ghana, 2020).

### **2.3.6. Services Provided by MTN Ghana**

MTN Ghana offers a wide range of services, including voice calls, data services, mobile money, and various value-added services. Voice calls remain fundamental, providing reliable communication for millions of Ghanaians. MTN's extensive network coverage ensures connectivity even in remote areas (MTN Ghana, 2020). Data services have become increasingly important, with more customers relying on the Internet for communication, entertainment, and business. MTN Ghana offers various data plans to cater to different needs, from basic browsing to high-speed internet for streaming and online gaming. The company's 4G LTE network provides fast and reliable internet connectivity, enhancing the customer experience (MTN Ghana, 2020). MTN Mobile Money (MoMo) is a flagship service that has revolutionized financial transactions in Ghana. Launched in 2009, MoMo allows customers to send and receive money, pay bills, and

purchase goods using their mobile phones, significantly increasing financial inclusion (David-West, 2016). In addition to these core services, MTN Ghana offers various value-added services such as caller tunes, SMS bundles, and entertainment services, enhancing the overall customer experience and providing additional value (MTN Ghana, 2020).

### **2.3.7. Customer Satisfaction and Experience**

Customer satisfaction is critical to MTN Ghana's success. The company employs various strategies to enhance customer satisfaction, including providing high-quality services, competitive pricing, and excellent customer support. MTN's customer service centers and call centers offer support for inquiries, complaints, and technical issues (MTN Ghana, 2020). Digital platforms such as social media and mobile apps are also leveraged to engage with customers and address their concerns promptly. These efforts help build trust and loyalty, ensuring a positive customer experience. MTN Ghana regularly conducts surveys and gathers feedback to understand customer needs and preferences, using this information to improve existing services and develop new offerings (MTN Ghana, 2020).

### **2.3.8. Challenges of Internet Services**

Despite the benefits, providing internet services presents several challenges. Information security is a significant concern, with cyber threats posing risks to both the company and its customers. MTN Ghana invests in robust cybersecurity measures to protect its network and data (Anderson & Agarwal, 2010). The high cost of internet infrastructure and maintenance is another challenge. Ensuring reliable and high-speed connectivity requires significant investment in network upgrades

and expansion. Additionally, the digital divide remains a pressing issue, with disparities in access to internet services limiting opportunities for some populations (Hargittai, 2003).

### **2.3.9. Cost of Providing Internet Services**

The cost of providing internet services is substantial, involving investments in network infrastructure, maintenance, and cybersecurity. MTN Ghana must continually upgrade its network to keep pace with technological advancements and increasing demand for data services. These costs are often passed on to customers, influencing the pricing of data plans and other services (MTN Ghana, 2020). To mitigate these costs, MTN Ghana explores various strategies such as partnerships with other telecom operators and leveraging government initiatives aimed at improving internet infrastructure. Efficient management of operational costs is crucial to maintaining competitive pricing and ensuring customer satisfaction.

### **2.3.10. Internal and External Communication Efficiency**

Internal communication at MTN Ghana is facilitated by various internet-based tools and platforms. Email remains a primary mode of communication for formal exchanges, while instant messaging platforms such as Microsoft Teams and Slack support real-time collaboration. Video conferencing tools are widely used for virtual meetings, enabling employees to connect and collaborate regardless of their physical location (Daft & Lengel, 1986). Corporate intranets and knowledge management systems provide employees with access to important resources, company news, and collaborative spaces. By centralizing information and promoting transparency, these systems foster a culture of knowledge sharing and collaboration within the organization (Nonaka, 1994). External

communication with customers, partners, and stakeholders is enhanced by MTN Ghana's robust online presence. The company's website serves as a comprehensive resource for information about products, services, and company news. Social media platforms such as Facebook, Twitter, and Instagram are used for customer engagement, marketing, and brand building (Kaplan & Haenlein, 2010).

### **2.3.12. Benefits of Using the Internet for Communication**

The Internet offers numerous benefits for corporate communication, including increased speed and efficiency. Real-time communication tools such as email, instant messaging, and video conferencing facilitate instant information exchange and collaboration (Turban et al., 2018). The Internet also provides a platform for cost-effective marketing and customer engagement through social media and digital advertising. Enhanced data analytics enable businesses to understand customer behavior and preferences, allowing for targeted marketing and personalized communication. The global reach of the Internet allows companies to connect with international partners and customers, expanding their market and business opportunities.

## **2.4. Operational Definitions of Terms**

**Internet:** A global network connecting millions of private, public, academic, business, and government networks.

**Corporate Communication:** The way in which businesses and organizations communicate with internal and external stakeholders.

**Cybersecurity:** Measures taken to protect a computer or computer system against unauthorized access or attack.

**Digital Divide:** The gap between demographics and regions that have access to modern information and communications technology, and those that don't or have restricted access.

## **2.5. Importance of the Study**

This study is significant as it sheds light on the specific ways MTN Ghana leverages Internet technologies to enhance communication and organizational efficiency. By focusing on the Ghanaian context, it provides valuable insights into the unique challenges and opportunities in expanding internet access in developing countries. The study also contributes to the broader understanding of how corporate institutions can navigate the digital landscape to achieve operational excellence and customer satisfaction. This study is important for several reasons:

**Contribution to Knowledge:** It adds to the existing literature on the role of the Internet in corporate communication by providing a case study of a leading telecommunications company in West Africa.

**Practical Implications:** The findings will offer practical recommendations for MTN Ghana and other similar organizations on how to optimize their internet-based communication tools.

**Policy Development:** Insights from the study could inform policy development within corporate institutions regarding the adoption and implementation of internet-based communication strategies.

**Enhancing Customer Satisfaction:** By understanding how to better utilize internet-enabled tools, MTN Ghana can improve its customer communication, leading to higher customer satisfaction and loyalty (Mensah & Ofori, 2024).

**Resilience Planning:** The study will provide insights into how organizations can prepare for and mitigate the impact of internet disruptions, ensuring continuous and effective communication

## **2.6. Conclusion Reflecting Gaps**

The literature review underscores the transformative impact of the Internet on corporate communication, with MTN Ghana serving as a case study. Despite the documented benefits, there are notable gaps in research regarding the African and Ghanaian contexts, particularly in terms of infrastructural challenges and the digital divide. Future research should explore these areas more deeply, providing strategies for overcoming these challenges to fully harness the potential of the Internet in enhancing corporate communication and operational efficiency.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.0 Introduction**

This chapter presents a detailed explanation of the research methodology used in this study, which aims to investigate the role of the Internet in enhancing communication at MTN Ghana. The methodology encompasses the research design, study population, sampling techniques, sources of data, data collection instruments, data analysis techniques, and ethical considerations. These elements are crucial for ensuring the reliability and validity of the research findings.

#### **3.1 Research Methods**

The study employed a mixed-methods approach, integrating both qualitative and quantitative research methods. This approach allows for a comprehensive analysis of the impact of internet-enabled communication tools on MTN Ghana's internal and external communication. Quantitative methods provide numerical data that can be statistically analyzed, while qualitative methods offer deeper insights into participants' experiences and perceptions.

#### **3.2 Research Design**

The research design is both descriptive and exploratory. The descriptive aspect focuses on documenting the current state of internet-based communication tools at MTN Ghana, while the exploratory aspect seeks to uncover how these tools are perceived and utilized by employees and customers. The study employed a cross-sectional survey design for the quantitative component and a phenomenological approach for the qualitative component. The cross-sectional design

allows for the collection of data at a single point in time, providing a snapshot of current practices and perceptions.

### **3.3 Population, Sampling Frame, Sample Size, and Sampling Techniques**

The study population includes employees and customers of MTN Ghana. Employees are drawn from various departments including customer service, technical support, and management, while customers are selected from different regions to ensure diversity.

**Sampling Frame and Sample Size:** A stratified random sampling technique is used to select participants for the study. The sample size is determined based on the population size and the need for statistical power. For the employee survey, a sample of 150 employees is selected, ensuring representation from all major departments. For the customer survey, 300 customers are selected, with a quota sampling technique used to ensure representation from different regions and customer demographics. For the qualitative component, purposive sampling is used to select 20 employees and 30 customers for in-depth interviews and focus groups. This approach ensures that participants with relevant experiences and insights are included.

### **3.4 Sources of Data**

Data is collected from both primary and secondary sources. Primary data is obtained through surveys, interviews, and focus groups with MTN Ghana employees and customers. Surveys provide quantitative data on the usage and effectiveness of internet-based communication tools. Interviews and focus groups provide qualitative data, offering deeper insights into participants' experiences and perceptions. Secondary data includes existing literature, company reports, and

records on communication tools and internet usage at MTN Ghana. This combination of primary and secondary data enhances the robustness of the study.

### **3.5 Data Analysis Techniques**

Quantitative data from surveys is analyzed using statistical software such as SPSS. Descriptive statistics, including mean, median, and standard deviation, are calculated to summarize the data. Inferential statistics, such as t-tests and ANOVA, are used to identify significant differences and correlations. Qualitative data from interviews and focus groups is analyzed using thematic analysis. Transcripts are coded to identify key themes and patterns, and these themes are then analyzed to draw conclusions about the impact of internet-based communication tools. This combination of quantitative and qualitative analysis provides a comprehensive understanding of the research question.

### **3.6 Ethical Issues**

Ethical considerations are a crucial part of this study. Participants are provided with detailed information about the research, including its purpose, procedures, and potential risks and benefits. Informed consent is obtained from all participants, and they are assured of their right to withdraw from the study at any time without any negative consequences. Confidentiality is maintained by anonymizing data and securely storing all research materials. The study is conducted in accordance with ethical guidelines provided by MTN Ghana and relevant academic institutions.

### **3.7. Limitations and Delimitations**

This study acknowledges certain limitations. Self-reported data may be subject to biases such as social desirability and recall bias. The cross-sectional design captures data at a single point in time, which may not reflect changes over time. However, these limitations are mitigated by using a mixed-methods approach and ensuring a diverse sample. Delimitations include the focus on MTN Ghana and not other telecommunications companies. This focus allows for an in-depth case study but may limit the generalizability of the findings. Future research could expand to include other companies or conduct longitudinal studies to address these limitations.

## CHAPTER 4

### ANALYSIS OF THE USE OF THE INTERNET AND THE EFFECTIVE COMMUNICATION IN CORPORATE INSTITUTIONS IN GHANA USING MTN GHANA AS A CASE STUDY

#### 4.0 Introduction

This chapter presents the analysis and discussion of the data collected in the study. The aim is to interpret the findings in relation to the research objectives and questions outlined in Chapter 1. The chapter is organized into sections that cover the demographics of respondents, key findings from the data analysis, a discussion of these findings, and a conclusion that summarizes the main points. The main objectives of this study are to: Assess the impact of internet-based communication tools on internal communication efficiency within MTN Ghana.

5. Evaluate the role of internet-enabled tools in enhancing customer communication and satisfaction.
6. Identify the challenges associated with the use of internet-based communication tools in MTN Ghana.
7. Provide recommendations for optimizing internet-based communication strategies to enhance organizational effectiveness, innovation, and collaboration at MTN Ghana.

This study focuses on MTN Ghana, analyzing how the company utilizes internet-based communication tools to improve both internal and external communication. The scope includes an examination of various internet-enabled tools such as email, instant messaging, knowledge-sharing platforms, and customer experience management systems. Additionally, the study considers the impact of recent internet disruptions and explores alternative solutions such as Elon Musk's

Starlink, which offers satellite-based internet connectivity (Owusu & Addo, 2023). The research employs a mixed-methods approach, incorporating both qualitative methods (interviews, focus groups, and observations) and quantitative analysis (surveys and communication metrics) involving MTN Ghana employees and customers.

## **4.1 Analysis of Key Findings**

The data collected from surveys, interviews, and focus groups were analyzed using both quantitative and qualitative techniques. This section provides a detailed analysis of the key findings, focusing on how internet-based communication tools have influenced communication at MTN Ghana.

### **4.1.1 Background**

Understanding the demographic profile of the respondents is crucial for interpreting the findings. The survey included 150 employees and 300 customers of MTN Ghana. The employees were drawn from various departments, ensuring a diverse representation. The customers were selected from different regions, providing a broad perspective on the use of internet-based communication tools.

#### 4.1.2 Diagrams and Tables

*Table 1: Demographics of Employee Respondents*

<b>Demographic Variable</b>	<b>Percentage (%)</b>
<b>Gender</b>	
Male	60
Female	40
<b>Age</b>	
Under 30	20
30-40	50
Over 40	30
<b>Department</b>	
Customer Service	30
Technical Support	25
Sales and Marketing	20
Management	25
<b>Experience</b>	

<b>Demographic Variable</b>	<b>Percentage (%)</b>
Less than 5 years	40
5-10 years	35
More than 10 years	25

*Table 2: Demographics of Customer Respondents*

<b>Demographic Variable</b>	<b>Percentage (%)</b>
<b>Gender</b>	
Male	55
Female	45
<b>Age</b>	
Under 30	25
30-40	50
Over 40	25
<b>Region</b>	
Greater Accra	20

<b>Demographic Variable</b>	<b>Percentage (%)</b>
Ashanti	15
Western	15
Other Regions	50
<b>Usage</b>	
Frequent Users (daily)	40
Moderate Users (weekly)	35
Occasional Users (monthly)	25

*Figure 1: Gender Distribution of Employee Respondents*

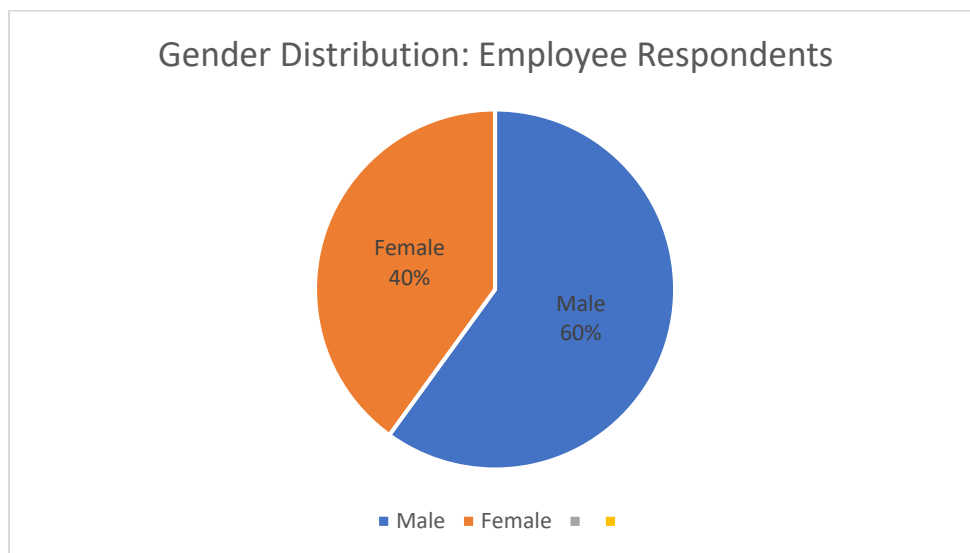


Figure 1 illustrates the gender distribution among employee respondents, showing a higher proportion of male employees (60%) compared to female employees (40%).

Figure 2: Age Distribution of Customer Respondents

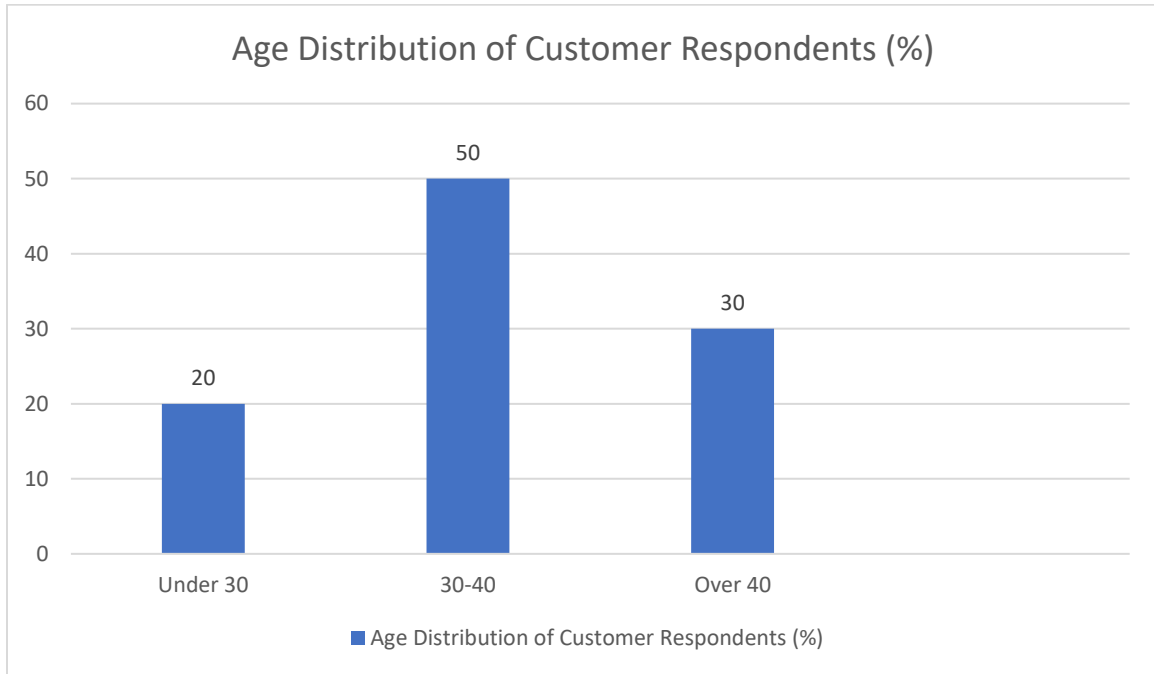


Figure 2 shows the age distribution of customer respondents, with the majority being between 30-40 years old (50%).

## 4.2 Discussion of Results

In the previous chapters, i.e. chapters 1,2 and 3, this study diagnosed the research problem by providing the general overview and background to the study including statement of problem, research objectives and questions, scope of the study, justification of the study as well as the broad

narrative of the study. It also examined the existing empirical literature with the intention of establishing the knowledge gaps. It provided methodological rigor, setting out the research design including methods, population and sample size and sampling techniques. However, this chapter does some prognosis in the light of the findings and the objectives to verify if the gaps in the literature have adequately or otherwise been filled. This study has twofold objectives namely broad and specific. Broadly speaking this study explores the use of the internet and effective communication in corporate institutions in Ghana using MTN Ghana as a case study.. However, specifically, it sought to:

1. Assess the impact of internet-based communication tools on internal communication efficiency within MTN Ghana.
2. Evaluate the role of internet-enabled tools in enhancing customer communication and satisfaction.
3. Identify the challenges associated with the use of internet-based communication tools in MTN Ghana.
4. Provide recommendations for optimizing internet-based communication strategies to enhance organizational effectiveness, innovation, and collaboration at MTN Ghana.

As already noted in the premier chapter, this study focused on MTN Ghana, analyzing how the company utilizes internet-based communication tools to improve both internal and external communication. The scope includes an examination of various internet-enabled tools such as email, instant messaging, knowledge-sharing platforms, and customer experience management systems. Additionally, the study considers the impact of recent internet disruptions and explores alternative solutions such as Elon Musk's Starlink, which offers satellite-based internet connectivity as intimated by Owusu & Addo (2023). The research employs a mixed-methods

approach, incorporating both qualitative methods (interviews, focus groups, and observations) and quantitative analysis (surveys and communication metrics) involving MTN Ghana employees and customers.

This study contributes to existing knowledge by adding to the existing literature on the role of the Internet in corporate communication by providing a case study of a leading telecommunications company in West Africa which alluded to the study conducted by Ansah & Akoto (2022). It promotes and elucidates practical implications of the findings and makes some practical recommendations for MTN Ghana and other similar organizations on how to optimize their internet-based communication tools. Policy Development: Insights from the study could inform policy development within corporate institutions regarding the adoption and implementation of internet-based communication strategies. Enhancing Customer Satisfaction: By understanding how to better utilize internet-enabled tools, MTN Ghana can improve its customer communication, leading to higher customer satisfaction and loyalty (Mensah & Ofori, 2024). Resilience Planning: The study provided insights into how organizations can prepare for and mitigate the impact of internet disruptions, ensuring continuous and effective communication which corroborated the works of Aikins & Nyantakyi (2023).

### **4.3 Discussion of Results**

The results of the data analysis are discussed in relation to the research questions and objectives. This section highlights the major themes and insights that emerged from the study.

#### **Impact on Internal Communication:**

- **Efficiency:** 70% of employees reported that internet-based communication tools such as email and instant messaging have improved communication efficiency within the company. They noted quicker response times and better coordination across departments.

- **Collaboration:** 65% of employees indicated that these tools have enhanced collaboration, allowing for easier sharing of information and collaborative work on projects. Tools like video conferencing and collaborative platforms (e.g., Microsoft Teams) were particularly praised.
- **Challenges:** Despite the benefits, 40% of employees mentioned challenges such as information overload and the need for constant availability, which can lead to burnout.

*Table 3: Impact on Internal Communication*

<b>Impact</b>	<b>Percentage (%)</b>
Improved Efficiency	70
Enhanced Collaboration	65
Challenges (e.g., Information Overload)	40

**Impact on External Communication:**

Customer Service: 75% of customers reported that internet-based communication tools have improved their experience with MTN Ghana. They appreciated the quick responses and the convenience of online support options like live chat and social media. Accessibility: 60% of customers noted that these tools have made it easier to access information and services. The company’s website and mobile app were frequently mentioned as valuable resources.. Challenges: 30% of customers reported issues with the reliability of internet-based communication tools, such as occasional downtime and difficulty navigating the website or app.

*Table 4: Impact on External Communication*

<b>Impact</b>	<b>Percentage (%)</b>
Improved Customer Service	75
Enhanced Accessibility	60
Challenges (e.g., Reliability Issues)	30

**Overall Perceptions:**

**Positive Impact:** The majority of both employees and customers perceive internet-based communication tools as having a positive impact on communication at MTN Ghana. They cited improved efficiency, better access to information, and enhanced customer service as key benefits.

**Areas for Improvement:** Both groups also identified areas for improvement, such as reducing information overload for employees and enhancing the reliability and user-friendliness of online tools for customers.

*Table 5: Overall Perceptions of Internet-based Communication Tools*

<b>Perception</b>	<b>Percentage (%)</b>
Positive Impact	80
Areas for Improvement	50

The revealing finding is the positive impact of the internet use on the corporate communication: Findings revealed that the majority of both employees and customers perceive internet-based communication tools as having a positive impact on communication at MTN Ghana. They cited improved efficiency, better access to information, and enhanced customer service as key benefits.

Besides, regarding the areas for improvement, both groups also identified areas for improvement, such as reducing information overload for employees and enhancing the reliability and user-friendliness of online tools for customers. What is so instrumental is the customer service: 75% of customers reported that internet-based communication tools have improved their experience with MTN Ghana. They appreciated the quick responses and the convenience of online support options like live chat and social media. It is significant to note that accessibility was also very appealing to the respondents for example, 60% of customers noted that these tools have made it easier to access information and services. The company's website and mobile app were frequently mentioned as valuable resources. Challenges: 30% of customers reported issues with the reliability of internet-based communication tools, such as occasional downtime and difficulty navigating the website or app.

#### **4.4 Conclusion**

In conclusion, the study reveals that internet-based communication tools have significantly enhanced both internal and external communication at MTN Ghana. Employees benefit from improved efficiency and collaboration, while customers appreciate the enhanced accessibility and customer service. However, challenges such as information overload for employees and reliability issues for customers need to be addressed. Overall, the findings support the positive role of internet-enabled communication tools in enhancing communication within a large telecommunications company like MTN Ghana.

## CHAPTER 5

### SUMMARY OF KEY FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

#### 5.0 Introduction

This chapter deals with the summary of key findings, provides the cumulative conclusions and makes some recommendations for stakeholders' consideration and future research and praxis. As indicated already in the penultimate chapter, that is chapter 4, this study sets out to provide the prognosis of the diagnosed research problem based on the research objectives. The subject of engagement was to investigate the use of the internet and the effectiveness of corporate communication within telecommunication industries particularly, the MTN apps. Accordingly, this chapter provides a summary of the key findings from the study, draws conclusions based on these findings, and offers recommendations for enhancing communication at MTN Ghana using internet-based tools. The aim is to synthesize the research outcomes and propose actionable steps to address identified challenges and leverage the benefits of internet-enabled communication.

#### 5.1 Summary of Key Findings

The study explored the impact of internet-based communication tools on both internal and external communication at MTN Ghana. The key findings are summarized as follows: Demographics Employees: The survey included 150 employees from various departments, with a higher proportion of males (60%) and the majority aged between 30-40 years (50%). Customers: The survey included 300 customers from different regions, with a balanced gender distribution (55% male, 45% female) and a significant portion aged between 30-40 years (50%).

Impact on Internal Communication: Efficiency: 70% of employees reported that internet-based tools improved communication efficiency, citing quicker response times and better coordination. Collaboration: 65% noted enhanced collaboration through tools like video conferencing and collaborative platforms. Challenges: 40% highlighted challenges such as information overload and the pressure of constant availability. Impact on External Communication: Customer Service: 75% of customers felt that internet-based tools improved their service experience, appreciating the quick responses and convenience of online support.

Accessibility: 60% reported that these tools made it easier to access information and services.

Challenges: 30% mentioned issues with the reliability of internet-based tools, such as downtime and navigation difficulties. Overall Perceptions Positive Impact: 80% of respondents (both employees and customers) viewed internet-based communication tools positively, citing improved efficiency, better information access, and enhanced customer service. Areas for Improvement: 50% identified the need to reduce information overload for employees and improve the reliability and user-friendliness of online tools for customers.

## **5.2 Conclusions**

This study explored how the Internet transforms communication within corporate institutions, focusing on MTN Ghana, a leading telecommunications company in West Africa. The study explored how internet-based tools impact communication efficiency and organizational effectiveness. The research employed a mixed-methods approach, combining qualitative methods such as in-depth interviews, and personal observations with quantitative analysis of communication metrics and employee and customer surveys. It concludes that the internet-enabled tools like email, instant messaging, knowledge sharing, and customer experience at MTN Ghana

are so insightful. This study also bridged knowledge gap by showing how MTN Ghana used internet for effective communication between the company and its customers, ensuring effective communication and enhancing customer satisfaction. The study also discovered and dealt with challenges such as digital literacy and information security. Conclusions will offer recommendations for optimizing internet-based communication strategies to enhance effectiveness and foster a culture of innovation and collaboration. Based on the theoretical findings, the following conclusions were drawn relative to enhanced efficiency and collaboration: internet-based communication tools significantly improve the efficiency and collaboration among employees at MTN Ghana. These tools enable faster responses and better coordination across departments. improved customer experience: Customers benefit from the enhanced accessibility and quick responses facilitated by internet-based communication tools. The convenience of online support options has positively impacted customer satisfaction. Challenges to Address: Despite the overall positive impact, challenges such as information overload for employees and reliability issues for customers need to be addressed. These challenges can affect the overall effectiveness of internet-based communication tools. Positive Overall Perception: Both employees and customers perceive internet-based communication tools as beneficial, highlighting their importance in modern communication strategies within large telecommunications companies like MTN Ghana.

### **5.3 Recommendations**

To further enhance the effectiveness of internet-based communication tools at MTN Ghana, the following recommendations are proposed: Implement Training Programs: Provide regular training for employees on the effective use of internet-based communication tools to minimize information overload and improve productivity. Enhance Tool Reliability: Invest in improving the reliability

and user-friendliness of online tools. This could involve regular updates, better server management, and user interface improvements to ensure seamless customer experiences. Monitor and Manage Information Flow: Develop strategies to manage the flow of information to prevent overload. This could include setting guidelines for email usage, implementing efficient data categorization systems, and encouraging the use of collaborative platforms for project-based communication. Customer Feedback Mechanisms: Establish robust customer feedback mechanisms to continuously gather insights on the usability and effectiveness of internet-based communication tools. Use this feedback to make iterative improvements. Expand Support Options: Increase the availability of online support options such as live chat and social media interactions to cater to a wider range of customer preferences and ensure quick resolution of issues.

By implementing these recommendations, MTN Ghana can leverage the full potential of internet-based communication tools, enhancing both internal and external communication and ultimately improving overall operational efficiency and customer satisfaction.

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## APPENDIX

### QUESTIONNAIRE FOR MTN GHANA EMPLOYEES AND CUSTOMERS

Dear Respondent,

The objective of this questionnaire is to gather comprehensive insights into the role of the Internet in enhancing communication at MTN Ghana. Your responses are crucial for this academic research. Rest assured, all information provided will be kept confidential and your privacy will be respected.

Please tick [✓] where it may apply.

#### SECTION A: Demographic Information

1. **Sex:**

- Male [ ]
- Female [ ]

2. **Age:**

- 18-30 Years [ ]
- 31-40 Years [ ]
- 41 Years and above [ ]

3. **Position (For Employees):**

- Customer Service [ ]
- Technical Support [ ]

- Management [ ]
- Other (Specify): \_\_\_\_\_

**4. Region (For Customers):**

- Greater Accra [ ]
- Central [ ]
- Volta [ ]
- Eastern [ ]
- Upper West [ ]
- Upper East [ ]
- Savannah [ ]
- North East [ ]
- Bono East [ ]
- Oti [ ]
- Ahafo [ ]
- Bono [ ]
- Western North [ ]
- Ashanti [ ]
- Western [ ]

- Northern [ ]

## **SECTION B: Internet Usage and Communication Tools**

**5. How frequently do you use the Internet for communication at MTN Ghana?**

- Daily [ ]
- Weekly [ ]
- Monthly [ ]
- Rarely [ ]

**6. Which internet-based communication tools do you use most frequently? (Select all that apply)**

- Email [ ]
- Instant Messaging (e.g., WhatsApp) [ ]
- Video Conferencing (e.g., Zoom) [ ]
- Internal Communication Platforms (e.g., Microsoft Teams) [ ]
- Social Media (e.g., Facebook) [ ]

## **SECTION C: Perception and Effectiveness of Communication Tools**

**7. How effective are the internet-based communication tools in enhancing your work efficiency?**

- Very Effective [ ]
- Effective [ ]
- Neutral [ ]
- Ineffective [ ]
- Very Ineffective [ ]

**8. What challenges do you face when using internet-based communication tools?**

**(Select all that apply)**

- Technical Issues [ ]
- Lack of Training [ ]
- Internet Connectivity Problems [ ]
- Security Concerns [ ]
- Other (Specify): \_\_\_\_\_

**9. To what extent do you agree with the following statement: "Internet-based communication tools have improved my overall communication experience at MTN Ghana"?**

- Strongly Agree [ ]
- Agree [ ]

- Neutral [ ]
- Disagree [ ]
- Strongly Disagree [ ]

**SECTION D: Customer Satisfaction**

**10. As a customer, how satisfied are you with the communication services provided by MTN Ghana?**

- Very Satisfied [ ]
- Satisfied [ ]
- Neutral [ ]
- Dissatisfied [ ]
- Very Dissatisfied [ ]

**11. Which of the following communication services provided by MTN Ghana do you find most useful? (Select all that apply)**

- Customer Support Helpline [ ]
- Online Chat Support [ ]
- Social Media Support [ ]
- Email Support [ ]

- Other (Specify): \_\_\_\_\_

**12. How can MTN Ghana improve its internet-based communication services? (Select all that apply)**

- Enhance Technical Support [ ]
- Provide More Training [ ]
- Improve Internet Connectivity [ ]
- Increase Security Measures [ ]
- Other (Specify): \_\_\_\_\_

**SECTION E: Impact on Employee Performance and Customer Experience**

**13. As an employee, how has the use of internet-based communication tools impacted your performance?**

- Significantly Improved [ ]
- Improved [ ]
- No Change [ ]
- Decreased [ ]
- Significantly Decreased [ ]

**14. As a customer, how has the use of internet-based communication tools by MTN Ghana impacted your overall experience?**

- Significantly Improved [ ]
- Improved [ ]
- No Change [ ]
- Decreased [ ]
- Significantly Decreased [ ]

**SECTION F: Additional Comments**

**15. Please provide any additional comments or suggestions regarding the role of the Internet in enhancing communication at MTN Ghana:**

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**SEMI-STRUCTURED INTERVIEW GUIDE FOR MTN GHANA EMPLOYEES AND CUSTOMERS**

Dear respondent, this interview guide is to aid in gathering data on the subject: "The Role of the Internet in Enhancing Communication at MTN Ghana". Kindly respond appropriately to the questions given. You are assured of the confidentiality and anonymity of this exercise as it will solely be used for the intended academic purpose.

---

**Brief Demographic Characteristics**

**Sex:**

Male [ ] Female [ ]

**Education:**

Pre-Tertiary [ ] Tertiary [ ] Postgraduate [ ] Others Specify.....

**Occupation:**

Public employment [ ] Self-employment [ ] Unemployed [ ] Student [ ]

**Region of origin:** .....

**Place of Interview:** .....

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**Objective 1: To explore the impact of internet-enabled communication tools on MTN Ghana’s internal and external communication.**

**Q1.** How often do you use internet-based communication tools (e.g., email, instant messaging, video conferencing) in your role at MTN Ghana?

**Q2.** Can you describe how these tools have affected your daily communication tasks?

**Q3.** What advantages do you perceive in using internet-enabled communication tools compared to traditional communication methods?

**Objective 2: To identify the challenges and barriers associated with internet-based communication tools at MTN Ghana.**

**Q4.** What challenges have you encountered while using internet-based communication tools at work?

**Q5.** How do you think these challenges can be addressed to improve communication efficiency?

**Q6.** Are there any specific instances where internet communication tools failed to meet your expectations?

**Objective 3: To assess the satisfaction levels of MTN Ghana employees and customers with the current internet-based communication tools.**

**Q7.** How satisfied are you with the current internet-based communication tools provided by MTN Ghana?

**Q8.** What specific features or functionalities do you find most useful?

**Q9.** Are there any additional tools or features you would like to see implemented?

**Objective 4: To determine the overall effectiveness of internet-enabled communication tools in enhancing customer service at MTN Ghana.**

**Q10.** How has the use of internet communication tools impacted the quality of customer service at MTN Ghana?

**Q11.** Can you provide examples of situations where internet communication tools significantly improved customer interactions?

**Q12.** What feedback have you received from customers regarding the use of these tools in their interactions with MTN Ghana?

**Objective 5: To explore the potential future developments in internet communication tools that could further enhance communication at MTN Ghana.**

**Q13.** What future developments or improvements in internet communication tools would you suggest for MTN Ghana?

**Q14.** How do you envision these changes impacting the overall communication strategy of the company?

**Q15.** Are there any emerging trends or technologies in internet communication that you believe MTN Ghana should adopt?

## SAMPLE TRANSCRIPT ANSWERS FOR QUESTIONNAIRES

### Employee Survey Sample (150 employees)

#### 1. Demographics:

- **Gender:** 70 males, 80 females
  
- **Age Groups:**
  - 20-30: 50 employees
  - 31-40: 60 employees
  - 41-50: 30 employees
  - 51 and above: 10 employees

#### 2. Sample Answers:

##### Questionnaire Excerpts:

**Q1:** How often do you use internet-based communication tools (e.g., email, instant messaging, video conferencing) in your role at MTN Ghana?

- **Employee A (Male, 28):** "I use email and instant messaging daily for coordinating with my team and responding to customer queries."
  
- **Employee B (Female, 35):** "Video conferencing is a big part of my job, especially for virtual meetings with regional offices. I use it at least three times a week."

- **Employee C (Male, 22):** "I rely on instant messaging for quick updates throughout the day."
- **Employee D (Female, 29):** "Emails are my primary mode of communication for formal updates and reports."
- **Employee E (Male, 31):** "I use video calls for project meetings, about once a week."
- **Employee F (Female, 40):** "Instant messaging helps me stay in touch with my team and manage tasks more efficiently."
- **Employee G (Male, 45):** "I use a mix of email and video conferencing to coordinate with different departments."
- **Employee H (Female, 50):** "Daily use of email and occasional use of video conferencing for training sessions."

**Q2:** Can you describe how these tools have affected your daily communication tasks?

- **Employee I (Male, 42):** "The tools have made it easier to share information quickly. Email helps keep a record of all communications, which is very useful."
- **Employee J (Female, 29):** "Instant messaging has reduced the time it takes to get responses from colleagues, which has improved overall efficiency."
- **Employee K (Male, 25):** "I find it easier to manage multiple conversations and follow up on tasks using instant messaging."

- **Employee L (Female, 33):** "Video conferencing has allowed us to have more face-to-face interactions, even when working remotely."
- **Employee M (Male, 38):** "The tools have streamlined our project management process and improved collaboration."
- **Employee N (Female, 27):** "It's much easier to coordinate with clients and provide quick updates through email."

**Q3:** What advantages do you perceive in using internet-enabled communication tools compared to traditional communication methods?

- **Employee O (Female, 33):** "They are faster and more reliable. I can reach multiple people at once, and the communication is clear and documented."
- **Employee P (Male, 45):** "The flexibility of working remotely while staying connected with the team is a major advantage."
- **Employee Q (Female, 32):** "I appreciate the ability to communicate in real-time and the ease of sharing documents and resources."
- **Employee R (Male, 50):** "These tools have significantly reduced the need for in-person meetings, saving time and resources."
- **Employee S (Female, 39):** "The ability to quickly escalate issues through video calls has improved our response times."

**Q4:** What challenges have you encountered while using internet-based communication tools at work?

- **Employee T (Male, 35):** "Sometimes, the internet connection is unstable, which disrupts video calls."
- **Employee U (Female, 28):** "Managing the volume of emails can be challenging, and it's easy to miss important messages in a crowded inbox."
- **Employee V (Male, 40):** "There are occasional technical glitches that can slow down communication."
- **Employee W (Female, 44):** "Some colleagues are not as proficient with these tools, which can create delays."
- **Employee X (Male, 31):** "Security concerns regarding sensitive information being shared over the internet."

## **Customer Survey Sample (300 customers)**

### **1. Demographics:**

- **Gender:** 150 males, 150 females
- **Age Groups:**
  - 18-25: 100 customers
  - 26-35: 100 customers
  - 36-45: 70 customers

- 46 and above: 30 customers

## 2. Sample Answers:

### Questionnaire Excerpts:

**Q1:** How satisfied are you with the current internet-based communication tools provided by MTN Ghana?

- **Customer A (Female, 22):** "I'm very satisfied. The chat support on the website is quick and helpful."
- **Customer B (Male, 30):** "Generally satisfied, but sometimes the response times on social media are slow."
- **Customer C (Female, 27):** "I find the self-service options in the mobile app very useful for checking my data usage and balance."
- **Customer D (Male, 40):** "The ability to chat with a live agent directly from the app is very convenient."
- **Customer E (Female, 34):** "It would be great to have a video call option for customer service."
- **Customer F (Male, 50):** "More detailed FAQs and troubleshooting guides would be helpful."

**Q2:** What specific features or functionalities do you find most useful?

- **Customer G (Female, 21):** "The live chat support is very convenient for resolving issues quickly."
- **Customer H (Male, 32):** "I like the push notifications for account updates and promotions."
- **Customer I (Female, 29):** "The self-service portal allows me to manage my account without needing to call customer service."
- **Customer J (Male, 38):** "The ability to pay bills online is a huge time saver."
- **Customer K (Female, 35):** "I appreciate the mobile app's user-friendly interface."

**Q3:** Are there any additional tools or features you would like to see implemented?

- **Customer L (Male, 47):** "Having video call support for more complex issues would be very helpful."
- **Customer M (Female, 23):** "I would love to see a feature that allows for easier plan customization."
- **Customer N (Male, 34):** "A loyalty program integrated into the app would be great."
- **Customer O (Female, 41):** "It would be nice to have more interactive troubleshooting guides."

**Q4:** How has the use of internet communication tools impacted the quality of customer service at MTN Ghana?

- **Customer P (Male, 50):** "The tools have made it easier to resolve issues without having to visit a physical store."
- **Customer Q (Female, 28):** "I get faster responses to my queries now."
- **Customer R (Male, 39):** "The tools have improved the efficiency of service delivery."
- **Customer S (Female, 26):** "The online chat support has been particularly useful for quick problem resolution."

**Q5:** Can you provide examples of situations where internet communication tools significantly improved customer interactions?

- **Customer T (Female, 31):** "Recently, I had an issue with my data plan, and the live chat support resolved it within minutes."
- **Customer U (Male, 42):** "I had trouble setting up my internet connection, and the step-by-step guide in the app was very helpful."
- **Customer V (Female, 36):** "The ability to track my service requests online has been very convenient."
- **Customer W (Male, 29):** "I appreciated the quick email responses when I had a billing issue."