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Customer value has become a very important concept in research and practice to attract new customer and retain existing customers. As a result, deriving superior value to customers as now become an ongoing concern of customer relationship management to build sustain competitive advantage, know where value resides and what constitute customer value from the stand point of the customer. This paper aims at examining the analysis and the key dimensions of customer value and their impact on relationship management performance. The Nigerian Telecommunications of customer value are identified, the evaluation of customer relationship management is discussed in terms of several hypotheses, which are proposed in this papers. The partial least square method was used and hypothesis are tested based on empirical investigation of customers of Nigerian Telecommunication industry. It was found out that customer satisfaction and functional value have a direct and significant positive impact on customer behaviour-based CRM performance. To this end, it was recommended that firms should pay more attention to the two dimension of customer value; that is functional value and social value, in order to have competitive advantage.

