**摘 要**

当下社会，已进入大数据爆发的时代，如何高效快捷地管理这些繁杂的数据，成为了当今时代的一个难题。而企业的壮大，大部分公司越来越需要一个专业的客户关系管理系统来管理其客户资源。因此，为了企业在进行统计分析时能够把握更准确的数据，使得客户关系管理更为方便快捷，客户关系管理系统（CRM）也就应运而生。CRM不仅仅是一个软件，它是方法论、软件和IT能力综合，是商业策略。其最终目标是将客户进行转化，让其成为老顾客，且开发新顾客增加市场份额。

本系统采用MySql数据库，使用Java EE进行开发，采取SSM（Spring + SpringMVC + MyBatis）平台的B/S架构，数据加密上使用了MD5的加密算法，尽可能保证了系统的安全性。数据库设计原则上符合第三范式，且规范，易于维护。程序需使用MVC模式，采用三层架构，保证系统的可维护性和可扩展性。

本设计首先进行系统需求分析以及概要设计，再在此基础上完善对系统的整体设计。通过各个模块的设计整合，进一步完善系统的详细设计。在功能的实现上，本系统包括：营销管理、客户管理、服务管理、基础数据、权限管理和统计报表六个功能模块。另包括权限管理模块用于系统的用户、角色和相关权限。在系统整体实现后进行软件测试并针对测试结果进行进一步完善。最后，本系统成功实现其客户关系管理的功能，至此，本系统的设计与开发工作顺利结束。

**关键词：**客户关系；管理；营销；CRM

**Abstract**

Nowadays, the society has entered the era of big data outbreak. How to manage these complicated data efficiently and quickly has become a difficult problem in today. With the growth of enterprises, most companies increasingly need a professional customer relationship management system to manage their customer resources. Therefore, customer relationship management system (CRM) emerges as the times require for enterprises to grasp more accurate data and make customer relationship management more convenient and fast. CRM is not just a software, it is a synthesis of methodology, software and IT capabilities, and it is a business strategy. Its ultimate goal is to transform customers, make them old customers, and develop new customers to increase market share.

The system uses MySql database, Java EE for development, B/S architecture of SSM (Spring + Spring MVC + MyBatis) platform, and MD5 encryption algorithm for data encryption to ensure the security of the system as far as possible. The database design conforms to the third paradigm in principle, and is standardized and easy to maintain. The program needs MVC mode and three-tier architecture to ensure the maintainability and expansibility of the system.

This design first carries on the system demand analysis and the outline design, then consummates the overall design of the system on this basis. Through the design integration of each module, further improve the detailed design of the system. In terms of function realization, the system includes six functional modules: marketing management, customer management, service management, basic data, authority management and statistical reports. It also includes the privilege management module for users, roles and related privileges of the system. After the overall implementation of the system, the software test is carried out and the test results are further improved. Finally, the system successfully realizes the function of customer relationship management. So far, the design and development of this system has been successfully completed.

**Keywords:** Customer relationship; Management; Marketing; CRM