

贵生体育健身房客户管理系统的设计与实现

摘 要

随着服务业健身行业的发展，健身房建立客户关系管理系统势在必行。贵生健身房客户关系管理系统主要对客户信息的分析和利用，来帮助管理者更好的制定销售策略，实行客户回访，来提升客户好感，以此提高客户对贵生体育健身房的认可度和忠诚度，从而提高健身房收益。

本文介绍了贵生体育健身房的研究背景，分析了客户关系在国内的研究现状，又从贵生体育健身房的客户关系需求出发，对客户关系管理系统功能性需求做了详细分析。本系统主要目标是帮助健身房业务员维护客户关系的，系统包括前台和后台，前台实现客户购买会员或续费、选课、修改个人信息、查看消费记录等功能，后台系统功能主要包括系统设置模块、客户管理模块、销售管理模块、留言管理模块、课程管理、报表管理模块。根据需求分析，对系统的总体架构、功能模块以及数据库进行了设计。并对系统做了功能测试，确保系统功能能正常使用。

关键词：客户关系管理；健身房；PHP

Abstract

With the development of fitness industry in service industry, it is imperative to establish customer relationship management system in gym. The customer relationship management system of Guisheng gym mainly analyzed and made use of customer information to help managers better formulate marketing strategy, implement customer care, and enhance customer favor. In order to improve customer recognition and loyalty to Guisheng gym, so as to improve gym revenue.

This paper introduced the research background of Guisheng Gymnasium, analyzed the research status of customer relationship in China, and made a detailed analysis of the functional requirements of customer relationship Management system from the customer relationship requirements of Guisheng Gymnasium. The main goal of this system was to help gym salespeople maintain customer relations. The system included front desk and background, front desk to achieve customer purchase members or renewal fees, course selection, modification of personal information, view of consumption records and other functions. Background system functions mainly included system setup module, customer management module, sales management module, message management module, course management, report management module. According to the requirement analysis, the overall architecture, functional modules and database of the system are designed. The function of the system is tested to ensure that the function of the system can be used normally.

Key Words: CRM; Guisheng gym; PHP

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