

摘 要

随着房地产行业的高速发展和公众对自身居住条件要求的逐步提高，装饰装修行业得到了快速地发展，许多中小型装饰公司层出不穷。伴随着计算机技术的发展和经营理念的变化，许多公司应市场要求把侧重于经营性公司管理的理念转化为客户关系管理。所以设计一个用来整合用户信息，在企业内部实现信息和资源共享的客户关系管理系统是非常有必要的。本设计所研究的客户关系管理系统是采用 MVC 三层架构设计，基于 SSH 框架开发，使用 MySQL 作为数据库支持以及 Eclipse 作为开发工具，以帮助中小型装饰企业达到更加具有个性化且更高满意度的客户服务进而实现保持、吸引更多客户的目的。

首先分析中小型装饰公司对客户关系管理的现状与不足，其次，分析客户关系管理的需求完成系统总体设计方案以及数据库的设计，并对部分模块的详细设计情况进行了说明，通过系统测试，验证了系统的稳定性和可靠性。最后，总结了本设计的应用效果和存在的不足，并对新版本功能进行了新的展望。

关键词：装饰公司，CRM，SSH，MySQL

Abstract

With the rapid development of the real estate industry and the improvement of the living conditions of the public, the decoration industry has been greatly developed. Many small and medium-sized decoration companies emerge in endlessly.

With the development of computer technology and the change of business philosophy, many companies transform the concept of focusing on business company management into customer relationship management according to the requirements of the market for decoration companies. In order to help small and medium-sized decoration enterprises to provide customers with "one-to-one" personalized and satisfactory services so as to maintain and attract more customers. It is necessary to develop a customer relationship management system to integrate user information resources and realize the sharing of information and resources within the enterprise. Customer relationship management system is designed with MVC three-tier architecture, based on JSP development framework and MySQL database, using eclipse as a development tool.

First of all, it analyzes the current situation and shortcomings of customer relationship management in small and medium-sized decoration companies. Secondly, it analyzes the overall design scheme and database design of customer relationship management demand decision system, and explains the detailed design of some modules. Through the system test, it verifies the stability and reliability of the system. At last, the application effect and shortcomings of this design are summarized, and the new version function is prospected.

Key words: Decoration company, CRM, SSH, MySQL

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