

线索转化改进建议：优化线索流转机制，通过在系统中建立不同的客户池，来保障线索流动，确保线索的价值和有效；利用数据分析线索转化情况，建立可视化图表，可清晰的通过实际数据来表现数据流转问题，提高转化率。

综上所述：对于 CRM 的建设，可以先从企业的战略层去考虑，CRM 的定位决定其延展性功能结构。从企业发展的长远角度去看待 CRM 的建设，既要做到不画蛇添足，也要从业务的延展性考虑功能的兼容性。

### 参考文献

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#### A STUDY OF THE SET MEMBER FILTERING PROBLEM CONSIDERING NETWORK ATTACKS

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*Summary.* In recent years, set member filtering has received extensive research interest due to its engineering significance of estimating sets that contain the true state of the system rather than individual vectors. More importantly, communication protocols are widely used in control systems for their ability to prevent data conflicts and reduce network burden. This paper provides an overview of how to model and how to deal with the situation of being under cyber-attack in a networked control system (NCS).

The security of networked control systems is an important issue to be considered, and cyber-attacks are widely found in communication networks, as shown in figures 1 and 2, which can degrade the performance of networked systems or even destroy them. Especially for wireless sensor networks, network attacks propagate between sensor nodes along the network topology and greatly damage the performance of wireless sensor networks. Therefore, there is an urgent need to consider security under network attacks in wireless sensor networks.

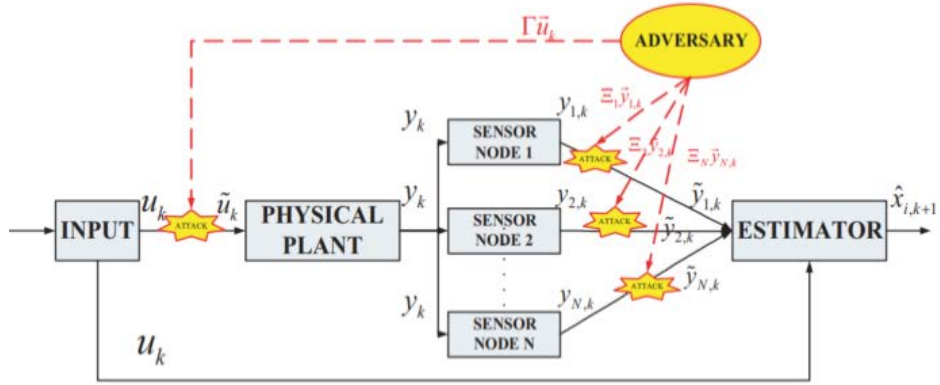


Figure 1 – Network attack diagram

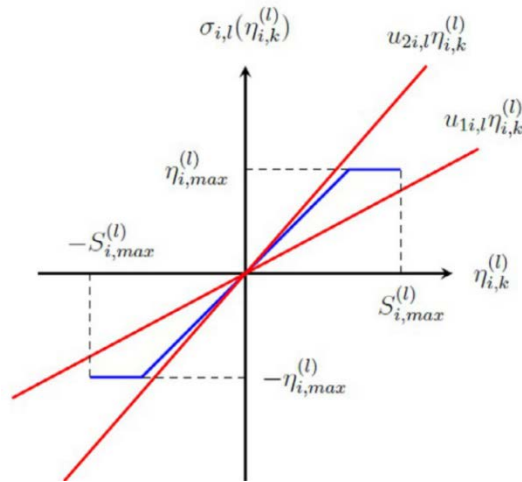


Figure 2 – Schematic of sensor saturation

However, the current research results, the realization of these faults in the superposition of the attack only stays at the theoretical level, and now the hotspots of the research are more inclined to combine with the practical applications, modeling the actual system, such as intelligent vehicle networking, unmanned aerial swarm control , etc., and accurately model the faults that exist in the actual system, and then solve them by using the theory of estimating the state of the set member is our next step to be done.