

METHOD AND APPARATUS FOR PROCESSING VOICE INFORMATION

Technical Field

The present application relates to the field of voice processing technologies, and in particular, to a method and an apparatus for processing voice information.

Background Art

With the development of the Internet and communication technologies, users may communicate through the network or telephones, ask some questions during the communication, and obtain related answers. For example, there are increasingly more customer service systems employing Interactive Voice Response (IVR) manners to communicate with users, so that the users can ask some questions, and provide related answers for the users.

The process of using the IVR includes: a user is connected to a service center of IVR through a telephone, selects a service channel according to a voice prompt of the service center, and asks a question by using the selected service channel, where the selected service channel may be a manual service channel or an intelligent service channel. At present, the service mode of the IVR is monotonous, the service manner is not flexible enough, and thus the service quality of the IVR is low.

Summary of the Invention

Multiple aspects of the present application provide a method and an apparatus for processing voice information, for improving the service quality of IVR.

In one aspect of the present application, a method for processing voice information is provided, including:

- obtaining voice data for describing a question asked by a user;
- performing an emotion analysis on the voice data to determine the priority of the user; and
- connecting the user to a corresponding service channel according to the priority of the user.

In another aspect of the present application, an apparatus for processing voice information is provided, including:

- an obtaining module configured to obtain voice data for describing a question asked by a user;
- an analysis module configured to perform an emotion analysis on the voice data to determine the priority of the user; and
- a service connection module configured to connect the user to a corresponding service channel according to the priority of the user.

In the present application, voice data of a user is obtained, an emotion analysis is performed on

the voice data to determine the priority of the voice data, and the user is connected to a corresponding service channel according to the priority of the voice data. Compared with the prior art, the present application can connect the user to the corresponding service channel according to the priority of the voice data, and in this way, users can be connected to different service channels flexibly and timely. For example, a user having higher-priority voice data may be connected to a high-priority service channel, thus being conducive to improving the user experience and the speed of solving problems, and at the same time, expanding the service mode of the IVR, improving the flexibility of the service, and being conducive to improving the service quality of the IVR.

Brief Description of the Drawings

In order to describe the technical solutions in the embodiments of the present application more clearly, the accompanying drawings to be used in the description about the embodiments or the prior art are introduced briefly in the following. It is apparent that the accompanying drawings in the following description are some embodiments of the present application, and those of ordinary skill in the art can also obtain other accompanying drawings according to the accompanying drawings without creative efforts.

FIG. 1 is a schematic flowchart of a method for processing voice information according to an embodiment of the present application;

FIG. 2 is a schematic flowchart of an implementation of step 101 according to an embodiment of the present application;

FIG. 3 is a schematic flowchart of an implementation of step 102 according to an embodiment of the present application;

FIG. 4 is a schematic flowchart of a method for processing voice information according to another embodiment of the present application; and

FIG. 5 is a schematic structural diagram of an apparatus for processing voice information according to another embodiment of the present application.

Detailed Description

In order to make the objectives, technical solutions and advantages of the embodiments of the present application clearer, the technical solutions in the embodiments of the present application will be clearly and completely described below with reference to the accompanying drawings in the embodiments of the present application. It is apparent that the embodiments described are merely some, instead of all, of the embodiments of the present application. Based on the embodiments in the present application, all other embodiments obtained by those of ordinary skill in the art without

creative efforts shall fall within the protection scope of the present application.

FIG. 1 is a schematic flowchart of a method for processing voice information according to an embodiment of the present application. As shown in FIG. 1, the method includes:

101: Voice data of a user is obtained.

102: An emotion analysis is performed on the voice data to determine the priority of the voice data.

103: The user is connected to a corresponding service channel according to the priority of the voice data.

This embodiment provides a method for processing voice information, which can be executed by an apparatus for processing voice information. During specific implementation, the apparatus for processing voice information may be any apparatus or device having a certain processing capability, and applicable to a customer service system providing a voice service, such as an IVR.

Specifically, the apparatus for processing voice information obtains voice data of a user, performs an emotion analysis on the voice data to determine the priority of the voice data, and then connects the user to a corresponding service channel according to the priority of the voice data.

It should be noted that, the priority of the voice data, to some extent, can indicate or reflect the priority of the user.

This embodiment performs the emotion analysis on the voice data to determine the priority of the voice data, and therefore, users can be connected to different service channels flexibly and timely according to the priority of the voice data. For example, the user having higher-priority voice data may be connected to a high-priority service channel, rather than selecting a service channel by the user according to a voice prompt in the prior art; therefore, the service mode of the IVR is expanded, and the service quality of the IVR is improved.

In an optional implementation, the voice data of the user may be voice data for describing a question asked by the user.

In an actual application, each application may generally provide a customer service system used for providing a communication platform for users using the application, for the users to ask questions, learn related information, feedback suggestions, and the like.

In this embodiment, the customer service system provides at least one service channel (or service manner). For example, it may include a manual channel and an intelligent channel. The manual channel mainly refers to that a customer service representative provides a service for the user in a voice manner; and the intelligent channel refers to a non-manual service manner including, for

example, an online chatting service, an online self-service, and the like.

In this embodiment, the service channel is classified according to the priority. The priority of the manual channel should be higher than that of the intelligent channel. In addition, the manual channel may be further classified into a common manual channel, a specialist manual channel, and the like. The priority of the specialist manual channel is higher than that of the common manual channel. The higher the priority of the service channel is, the better the provided service quality is. For example, the service quality that can be provided by the specialist manual channel is higher than that of the common manual channel. The service quality of different service channels may be determined by multiple factors such as the complexity of solvable problems, service attitude, speed of solving problems, and flexibility of solving problems.

A specific process of applying the method provided in this embodiment to a customer service system includes: when a user needs to ask a question, voice data for describing the question asked by the user is obtained, an emotion analysis is performed on the voice data to obtain an emotion of the user when the user describes the question asked and determine the priority of the voice data according to the emotion of the user when the user asks the question, and then the user is connected to a corresponding service channel according to the priority of the voice data.

It can be seen that, this embodiment, by performing the emotion analysis on the voice data of the user when the user asks the question, can embody the priority of the user through the priority of the voice data, thus distinguishing users, and then connecting users with different priorities to different service channels, which is conducive to improving the user experience and the speed of solving problems, and conducive to improving the service quality of the customer service system. In addition, compared with the prior art, the method provided in this embodiment can embody the priority of the user through the priority of the voice data, which is equivalent to distinguishing the users, for example, rather than treating all users uniformly as in the prior art. A user having an urgent request may be connected to a manual channel preferentially, thus expanding the service mode of the customer service system, and improving the flexibility of the service.

In an optional implementation, an implementation of step 101 is as shown in FIG. 2, specifically including:

1011: A communication request of a user is received, to perform voice communication with the user.

1012: A voice prompt is played for the user.

1013: Voice data sent by the user under the prompt of the voice prompt is received.

In an optional implementation, the voice prompt may be a question description prompt for instructing the user to describe the question asked. Correspondingly, the user may, under the prompt of the question description prompt, send voice data for describing the question asked.

Specifically, for some customer service systems providing voice services for users, such as the IVR, when the user asks a question to the customer service system, the user generally dials a corresponding customer service hotline through a communication terminal such as a mobile phone and a fixed telephone, to send a communication request to an apparatus for processing voice information in the customer service system, and the apparatus for processing voice information receives the communication request to establish a voice communication with the user. Then, the apparatus for processing voice information plays a question description prompt for the user, to prompt the user to describe the question asked. For example, the question description prompt may be voices such as "please describe your question with one sentence" and "what is the question you want to ask". The user describes the question asked according to the question description prompt, to form voice data describing the question asked. For example, the voice data may be voices such as "I forget the password" and "I cannot log in normally after entering the account and the password".

It should be noted that, in addition to employing the above manner to obtain the voice data for describing the question asked by the user, the apparatus for processing voice information may also employ other manners. For example, the apparatus for processing voice information may obtain, from another device (for example, a user terminal), the voice data for describing the question asked by the user.

The apparatus for processing voice information, after obtaining the voice data, may perform an emotion analysis on the voice data to determine the priority of the voice data. In an optional implementation, an implementation of step 102 is as shown in FIG. 3, specifically including:

1021: An emotion analysis is performed on the voice data to determine the volume and/or pacing of the user when the user sends the voice data.

1022: An emotion value of the user is obtained according to the volume and/or pacing.

1023: The priority of the user is obtained according to the emotion value of the user and a preset mapping relationship between the emotion value and the priority.

The emotion analysis is a kind of semantic analysis, and belongs to the prior art. Various methods capable of analyzing the volume and pacing are applicable to this embodiment. For example, the process of analyzing the pacing may be: calculating a short-time average amplitude of the voice data after the voice data is obtained, and then analyzing start and end points of the voice data

according to the short-time average amplitude to calculate the pacing of the voice data.

A sound is formed by several (or infinite) frequency components. A frequency spectrum is generally used to detect and describe characteristics of the sound. Therefore, the process of analyzing the volume may be: converting the voice data from a time-domain signal into a frequency-domain signal, dividing the octave, and converting the frequency-domain signal from an absolute magnitude into a relative magnitude, that is, decibel (DB), to obtain the volume of the voice data.

The apparatus for processing voice information performs the emotion analysis on the voice data to obtain the pacing and/or volume of the user when the user describes the question asked. The pacing and the volume may reflect the emotion of the user, such as, anxiety, anger, and calmness.

For the volume, when the volume is between 0 DB and 20 DB, it is very quiet and is hardly heard. When the volume is between 20 DB and 40 DB, it is quiet and sounds like a whisper, indicating that the user is relatively peaceful. When the volume is between 40 DB and 60 DB, it is a general and common indoor talk, indicating that the user is emotionally stable. When the volume is between 60 DB and 70 DB, it is noisy and harmful to nerves, indicating that the user is anxious or angry.

For the pacing, the pacing of a normal person is 70-90 words per minute in a common context, and if the time for describing the question asked with one sentence is 15 seconds, about 18-23 words should be included. If the pacing of the user when the user asks the question is fewer than or about 18-23 words, it indicates that the user is relatively peaceful, and the question asked may not be urgent. On the contrary, if the pacing of the user when the user asks the question is more than 23 words, for example, the pacing when asking the question is about 25-32 words, it indicates that the user is rather anxious, and the question asked may be urgent.

Based on this, the apparatus for processing voice information, after obtaining the volume and/or pacing of the user when the user describes the question asked, further obtains the emotion value of the user according to the volume and/or pacing.

Optionally, numerical processing may be performed on the volume and/or pacing, and the result of the numerical processing is used as the emotion value of the user. The manner of numerical processing may be weighted averaging, weighting, or the like.

For example, an implementation includes: using, by the apparatus for processing voice information, a product of the volume and a weight as the emotion value of the user. When the weight is 1, the volume may be directly used as the emotion value of the user.

For another example, an implementation includes: using, by the apparatus for processing voice

information, a product of the pacing and a weight as the emotion value of the user. When the weight is 1, the pacing may be directly used as the emotion value of the user.

For another example, an implementation includes: performing, by the apparatus for processing voice information, numerical processing on the volume and the pacing, and using the result of the numerical processing as the emotion value of the user. For example, the apparatus for processing voice information multiplies the volume and the pacing, and uses the result of multiplication as the emotion value of the user; or, the apparatus for processing voice information may perform weighted averaging on the volume and the pacing, and use the result as the emotion value of the user. The manner of the numerical processing is not limited to multiplying and weighted averaging.

After the emotion value of the user is obtained, the apparatus for processing voice information matches the emotion value of the user in the preset mapping relationship between the emotion value and the priority, and the priority matched is used as the priority of the user.

It should be noted that, the mapping relationship between the emotion value and the priority may specifically be: a correspondence between an emotion value range and the priority, for example, an emotion value range 0-10 corresponds to the priority -1, an emotion value range 10-20 corresponds to the priority 0, an emotion value range 20-30 corresponds to the priority 1, and an emotion value range above 30 corresponds to the priority 2. Alternatively, the mapping relationship between the emotion value and the priority may specifically be: a correspondence between an emotion value threshold and the priority, for example, an emotion value threshold 10 corresponds to the priority -1, an emotion value threshold 20 corresponds to the priority 0, an emotion value threshold 30 corresponds to the priority 1, and an emotion value threshold corresponding to the priority 2 is not limited.

In an optional implementation, the apparatus for processing voice information presets a mapping relationship between the priority and the service channel, and the service channel includes a manual channel and an intelligent channel. Further optionally, the manual channel may be further classified into a common manual channel and a specialist manual channel. The apparatus for processing voice information specifically matches the priority of the user in the preset mapping relationship between the priority and the service channel; when a manual channel is matched, the user is connected to the manual channel, and specifically, a call request of the user is connected to a client of a customer service representative in the manual channel. When an intelligent channel is matched, the user is connected to the intelligent channel, and specifically, the apparatus for processing voice information may guide, in a manner of voice broadcast, the user to solve the

problem.

For example, the priority 2 corresponds to the specialist manual channel, the priority 1 corresponds to the common manual channel; and the priority 0 and the priority -1 correspond to the intelligent channel. It is assumed that the priority of the user is 2, then the apparatus for processing voice information needs to connect the user to the specialist manual channel.

Further, the apparatus for processing voice information may further generate, according to the voice data, reference information for answering the question asked by the user, and provide the reference information for the customer service representative corresponding to the manual channel, so that the customer service representative answers the question for the user according to the reference information, thus improving the efficiency and quality of answering the question.

The manner of generating the reference information includes, but not limited to that: a semantic information processing apparatus performs text conversion on the voice data, recognizes text information to determine a category of the question asked by the user, acquires account information of the user, and dynamically assembles the category of the question asked by the user and the account information of the user to generate the reference information. The reference information may be in a form of voice, or a form of text.

It should be noted that, although the above embodiment emphasizes how the priority of the user is used to determine the service channel to which the user should be connected, the embodiment of the present application is not limited to separately using the priority of the user to determine the service channel to which the user should be connected, and the priority of the user may be further used in combination with other information. For example, the priority of the user may be combined with a method, which has been implemented in the existing IVR, for determining a service channel to which the user is connected (for example, determining, based on the category of the question asked by the user, the service channel to which the user should be connected). The specific combination manner may include: considering the priority of the user first, and then considering the category of the question asked by the user; or considering the category of the question asked by the user first, and then considering the priority of the user; or, considering the category of the question asked by the user and the priority of the user at the same time.

The following embodiment shown in FIG. 4 provides a detailed flow of determining a service channel for a user by using the priority of the user. In the embodiment shown in FIG. 4, modules may specifically construct the apparatus for processing voice information.

FIG. 4 is a schematic flowchart of a method for processing voice information according to an

embodiment of the present invention. As shown in FIG. 4, the method includes:

21: An interactive voice response (IVR) module receives a communication request sent by a user, to establish a voice communication with the user.

22: The IVR module plays a question description prompt for the user, to prompt the user to describe the question asked.

23: The IVR module receives voice data generated by the user when the user describes the question asked.

24: The IVR module sends the voice data to an Alipay general algorithm platform (AGAP) module.

25: The AGAP module performs an emotion analysis on the voice data to obtain the volume and/or pacing of the user, obtains the priority of the user according to the volume and/or pacing, and returns the priority of the user to the IVR module.

26: The IVR module sends the voice data to an automatic speech recognition (ASR) module.

27: The ASR module performs text conversion on the voice data to obtain text information, and returns the text information to the IVR module.

28: The IVR module provides the text information and the priority of the user to a customer service interactive voice response (CSIVR) module.

29: The CSIVR module sends the text information to an Alipay text analyze (ALITA) module.

30: The ALITA module performs a semantic analysis on the text information to determine a category of the question, and returns the determined category of the question to the CSIVR module.

31: The CSIVR module provides information of the user such as an incoming call number and an ID number to a customer information file (CIF) module.

32: The CIF module obtains account information of the user according to the incoming call number and the ID number of the user, and returns the account information of the user to the CSIVR module.

33: The CSIVR module sends the account information of the user, the category of the question and the priority of the user to a customer service accurate (CSACCURATE) module.

34: The CSACCURATE module determines, according to the account information of the user, the category of the question and the priority of the user, a service channel corresponding to the user, and returns identification information of the determined service channel to the CSIVR module.

In this implementation, the CSACCURATE module considers the category of the question and the priority of the user at the same time, to determine the service channel to which the user should be

connected.

For example, it is assumed that the user is determined as an invalid user according to the category of the question asked by the user, and the priority of the user is determined as -1 according to the volume and pacing of the user when the user asks the question, the user may be connected to the intelligent channel. It is assumed that the user is determined as an asking user according to the category of the question asked by the user, and the priority of the user is determined as 0 according to the volume and pacing of the user when the user asks the question, the user may be connected to the intelligent channel. It is assumed that the user is determined as a service requesting user according to the category of the question asked by the user, and the priority of the user is determined as 1 according to the volume and pacing of the user when the user asks the question, the user may be connected to the common manual channel. It is assumed that the user is determined as a user with urgent requests according to the category of the question asked by the user, and the priority of the user is determined as 2 according to the volume and pacing of the user when the user asks the question, the user may be connected to the specialist manual channel.

35: If the service channel is the intelligent channel, the CSIVR module generates corresponding voice play data according to the account information of the user, the category of the question and the priority of the user, and returns the voice play data to the IVR module, for the IVR module to guide the user to solve the problem.

36: If the service channel is the manual channel, the CSIVR module generates reference information according to the account information of the user, the category of the question and the priority of the user, connects the user to the manual channel, and at the same time, provides the reference information for a customer service representative in the manual channel.

In this embodiment, the priority of the user may be determined according to the emotion of the user when the user asks the question, and the user is connected to a corresponding service channel based on the priority; in this way, users of different priorities may be connected to different service channels flexibly and timely. For example, a user of the higher priority may be connected to the high-priority service channel, thus being conducive to improving the user experience and the speed of solving problems, and meanwhile, expanding the service mode of the IVR, improving the flexibility of the service, and being conducive to improving the service quality of the IVR.

It should be noted that, for ease of description, the method embodiments mentioned above are all described as a combination of a series of actions; however, those skilled in the art should know that the present application is not limited to the action order described herein, this is because some

steps may be performed in other orders or simultaneously according to the present application. Next, those skilled in the art should also know that the embodiments described in the specification are all preferred embodiments, and actions and modules involved therein are not necessarily required by the present application.

In the above embodiments, the descriptions on the embodiments have respective emphasis, and for parts that are not described in detail in an embodiment, one may refer to related descriptions in other embodiments.

FIG. 5 is a schematic structural diagram of an apparatus for processing voice information according to an embodiment of the present application. As shown in FIG. 5, the apparatus includes: an obtaining module 51, an analysis module 52, and a service connection module 53.

The obtaining module 51 is configured to obtain voice data of a user.

The analysis module 52 is connected to the obtaining module 51, and configured to perform an emotion analysis on the voice data obtained by the obtaining module 51, to determine the priority of the voice data.

The service connection module 53 is connected to the analysis module 52, and configured to connect the user to a corresponding service channel according to the priority of the voice data determined by the analysis module 52.

It should be noted that, the priority of the voice data, to some extent, can indicate or reflect the priority of the user.

In an optional implementation, the voice data of the user may be voice data for describing the question asked by the user.

In an optional implementation, the obtaining module 51 is specifically configured to: receive a communication request of the user, to perform voice communication with the user; play a voice prompt for the user; and receive voice data sent by the user under the prompt of the voice prompt.

In an optional implementation, the voice prompt may be a question description prompt, for instructing the user to describe the question asked. Correspondingly, the user can, under the prompt of the question description prompt, send the voice data for describing the question asked.

In an optional implementation, the analysis module 52 is specifically configured to: perform an emotion analysis on the voice data, to determine the volume and/or pacing of the user when the user sends the voice data; obtain an emotion value of the user according to the volume and/or pacing; and obtain the priority of the user according to the emotion value of the user and a preset mapping relationship between the emotion value and the priority.

The analysis module 52 is specifically configured to: perform an emotion analysis on the voice data, to determine the volume and/or pacing of the user when the user sends the voice data; perform numerical processing on the volume and/or pacing, and use the result of the numerical processing as an emotion value of the user, and obtain the priority of the voice data according to the emotion value of the user and a preset mapping relationship between the emotion value and the priority.

In an optional implementation, the service connection module is specifically configured to: match the priority of the voice data in a preset mapping relationship between the priority and the service channel; and when a manual channel is matched, connect the user to the manual channel.

In an optional implementation, the apparatus for processing voice information further includes: a reference processing module configured to generate reference information according to the voice data, and provide the reference information for a customer service representative corresponding to the manual channel.

It should be noted that, in addition to employing the implementation structure shown in FIG. 5, the apparatus for processing voice information may further employ the implementation structure in the embodiment shown in FIG. 2, to form an IVR system.

The apparatus for processing voice information according to this embodiment can connect the user to the corresponding service channel according to the priority of the voice data, and in this way, users can be connected to different service channels flexibly and timely, for example, a user having higher-priority voice data may be connected to a high-priority service channel, thus being conducive to improving the user experience and the speed of solving problems, and at the same time, expanding the service mode of the IVR, improving the flexibility of the service, and being conducive to improving the service quality of the IVR.

Those skilled in the art can clearly understand that, for convenience and clarity of description, specific working processes of the system, apparatus and units described in the above may be obtained with reference to the corresponding processes in the foregoing method embodiment, and are not repeated herein.

In the several embodiments provided in the present application, it should be understood that, the disclosed system, apparatus and method may be implemented in other manners. For example, the apparatus embodiment described in the foregoing is merely schematic, for example, the division of units is merely division of logic functions, and in fact, there may be other division manners during implementation, for example, multiple units or components may be combined or may be integrated into another system, or some features may be omitted or not be executed. On the other hand, the

displayed or discussed mutual coupling or direct coupling or communication connection may be implemented through indirect coupling or communication connection between some interfaces, apparatuses or units, and may be in electrical, mechanical or other forms.

Units described as separate parts may or may not be physically separated, parts displayed as units may or may not be physical units, that is, they may be located at the same place, or be distributed to multiple network units. The objective of the solution of this embodiment may be implemented by selecting a part of or all units thereof according to actual requirements.

In addition, various function units in the embodiments of the present application can be integrated in one processing unit, each unit may also exist as a separate physical unit, and two or more units may also be integrated in one unit. The integrated unit may be implemented in a form of hardware, and may also be implemented in a form of hardware plus a software function unit.

The integrated unit implemented in a form of a software function unit may be stored in a computer readable storage medium. The software function unit is stored in a storage medium, and includes several instructions used to enable a computer device (which may be a personal computer, a server, a network device, or the like) or processor to execute a part of steps of the methods in the embodiments of the present application. The storage medium includes: a USB flash disk, a mobile hard disk, a Read-Only Memory (ROM), a Random Access Memory (RAM), a magnetic disk, an optical disc, or other media that can store program codes.

Finally, it should be noted that, the above embodiments are merely used for describing the technical solution of the present application, instead of limiting the present application; although the present application is described in detail with reference to the foregoing embodiments, those of ordinary skill in the art should understand that they can still make modifications on the technical solution described in the above embodiments, or perform equivalent replacements on a part of technical features thereof; and these modifications or replacements are not intended to make the essences of the corresponding technical solutions depart from the spirit and scope of the technical solutions of the embodiments of the present application.

Claims

1. A method for processing voice information, comprising:
obtaining voice data of a user;
performing an emotion analysis on the voice data to determine the priority of the voice data;
and
connecting the user to a corresponding service channel according to the priority of the voice data.
2. The method according to claim 1, wherein the obtaining voice data of a user comprises:
receiving a communication request of the user to perform voice communication with the user;
playing a voice prompt for the user; and
receiving the voice data sent by the user under the prompt of the voice prompt.
3. The method according to claim 1, wherein the performing an emotion analysis on the voice data to determine the priority of the voice data comprises:
performing an emotion analysis on the voice data to determine the volume and/or pacing of the user when the user sends the voice data;
obtaining an emotion value of the user according to the volume and/or pacing; and
obtaining the priority of the voice data according to the emotion value of the user and a preset mapping relationship between the emotion value and the priority.
4. The method according to claim 3, wherein the obtaining an emotion value of the user according to the volume and/or pacing comprises:
performing numerical processing on the volume and/or pacing, and using the result of the numerical processing as the emotion value of the user.
5. The method according to any of claims 1 to 4, wherein the connecting the user to a corresponding service channel according to the priority of the voice data comprises:
matching the priority of the voice data in a preset mapping relationship between the priority and the service channel; and
when a manual channel is matched, connecting the user to the manual channel.
6. The method according to claim 5, further comprising:
generating reference information according to the voice data; and
providing the reference information for a customer service representative corresponding to the manual channel.
7. An apparatus for processing voice information, comprising:

an obtaining module configured to obtain voice data of a user;
an analysis module configured to perform an emotion analysis on the voice data to determine the priority of the voice data; and
a service connection module configured to connect the user to a corresponding service channel according to the priority of the voice data.

8. The apparatus according to claim 7, wherein the obtaining module is specifically configured to:

receive a communication request of the user to perform voice communication with the user;
play a voice prompt for the user; and
receive the voice data sent by the user under the prompt of the voice prompt.

9. The apparatus according to claim 7, wherein the analysis module is specifically configured to:

perform an emotion analysis on the voice data to determine the volume and/or pacing of the user when the user sends the voice data;

obtain an emotion value of the user according to the volume and/or pacing; and

obtain the priority of the voice data according to the emotion value of the user and a preset mapping relationship between the emotion value and the priority.

10. The apparatus according to claim 9, wherein the analysis module is specifically configured to:

perform an emotion analysis on the voice data to determine the volume and/or pacing of the user when the user sends the voice data;

perform numerical processing on the volume and/or pacing, and use the result of the numerical processing as the emotion value of the user; and

obtain the priority of the voice data according to the emotion value of the user and a preset mapping relationship between the emotion value and the priority.

11. The apparatus according to any of claims 7 to 10, wherein the service connection module is specifically configured to:

match the priority of the voice data in a preset mapping relationship between the priority and the service channel; and

when a manual channel is matched, connect the user to the manual channel.

12. The apparatus according to claim 11, further comprising:

a reference processing module configured to generate reference information according to the

voice data; and provide the reference information for a customer service representative corresponding to the manual channel.