

ABSTRACT

A service processing method executed by a computer device. The service processing method comprises: acquiring prompt information of a target item which is recalled for a service user, wherein the prompt information of the target item comprises information of the service user, features of at least one associated item which is associated with the service user, and features of the target item (S301); calling an item processing model under a model application inference framework, and on the basis of the prompt information of the target item, predicting the degree of association of the service user with the target item, wherein the item processing model is obtained by means of training under a model training inference framework, and is reused in the model application inference framework (S302), and the processing speed of the item processing model in the model application inference framework is higher than the processing speed of the item processing model in the model training inference framework; and performing service processing on the target item on the basis of the degree of association of the service user with the target item (S303).