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(71) 申请人:余音(YU, Yin) [CN/CN]; 中国福建省福州市鼓楼区铜盘路219号7座302 350000 (CN)。

(72) 发明人:余音(YU, Yin); 中国福建省福州市鼓楼区铜盘路219号7座302 350000 (CN)。 杨子言(YANG,

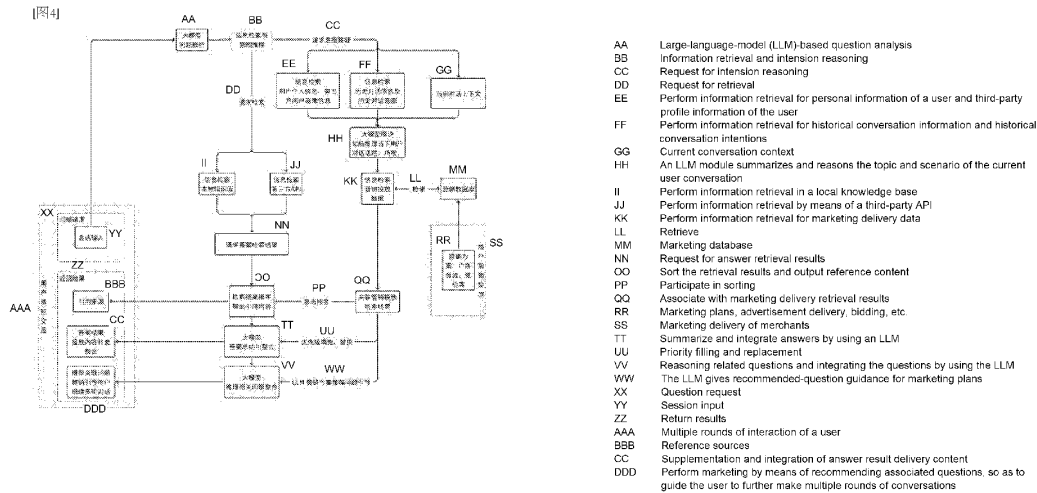
Ziyan); 中国福建省福州市鼓楼区八一七北路189号安泰中心A区4座707单元 350000 (CN)。

(74) 代理人: 福州市京华专利代理事务所(普通合伙)(FU ZHOU JING HUA PATENT AGENCY (GP.)); 中国福建省福州市鼓楼区软件大道89号福州软件园F区2号楼大鹏智慧中心楼层标号7层701单元-1 350003 (CN)。

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(54) Title: LARGE-LANGUAGE-MODEL-BASED INTERACTION METHOD AND SYSTEM

(54) 发明名称: 一种大模型交互方法和系统



(57) Abstract: Provided in the present invention are a large-language-model-based interaction method and system. The method comprises: acquiring a user session input; performing retrieval and aggregation to obtain answer retrieval results, and on the basis of the user session input and the current user intention, retrieving marketing delivery information from a marketing database and performing aggregation, so as to obtain marketing delivery retrieval results; comprehensively sorting reference sources of the answer retrieval results and reference sources of the marketing delivery retrieval results, and then returning same to a user as reference source results; summarizing and integrating the reference source results and the marketing delivery retrieval results, so as to obtain answer results, and returning the answer results to the user; and integrating a user request, the answer results and the marketing retrieval results, so

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as to obtain recommended associated questions, and then returning the recommended associated questions to the user, thereby guiding the user to further make multiple rounds of conversations. In the present invention, in addition to retrieval augmentation and active retrieval, retrieval augmentation for marketing-related information is proposed, and therefore the present invention provides a better experience for users and can satisfy enterprise marketing requirements.

(57) 摘要: 本发明提供一种大模型交互方法和系统, 方法包括: 获取用户会话输入; 进行检索并汇总, 得到答案检索结果, 同时基于用户会话输入和当前用户意图, 在营销数据库中检索营销投放信息并进行汇总, 得到营销投放检索结果; 对答案检索结果的引用来源与所述营销投放检索结果的引用来源进行综合排序后, 作为引用来源结果返回给用户; 对引用来源结果和营销投放检索结果进行总结和整合后, 得到答案结果并返回给用户; 对用户请求、答案结果、营销检索结果进行整合, 得到推荐关联问题后返回给用户, 引导用户进一步多轮对话。本发明在检索增强、有源检索的基础之上提出营销类信息检索增强, 为用户提供更好的体验且能承接企业侧营销需求。