

ABSTRACT

The present application provides an end-intelligent experience implementation method and apparatus, a medium and a device, configured for front-end code applicable to multiple types of clients to perform perception, decision-making and handling of user experiences at a front end, where the method includes: starting a client, sending an end-intelligent experience configuration request to a server, and obtaining an end-intelligent experience configuration and storing the end-intelligent experience configuration locally; and running an end-intelligent suite in the front-end code, including: starting a perception engine in the end-intelligent suite to obtain target data in real time; triggering a decision engine in the end-intelligent suite to make an experience decision on the target data based on the end-intelligent experience configuration; and running a touchpoint engine in the end-intelligent suite to trigger a corresponding handling scheme according to an experience decision result. The embodiments of the present application enable intelligence on the front end.