What is claimed is:

1. A method for generating a conversation scenario model, comprising:

acquiring a question-answer conversation text formed in a historical information interaction process of a conversation scenario, wherein the question-answer conversation text comprises multiple rounds of text interaction information;

adding flagged guide information into the question-answer conversation text, wherein the flagged guide information is field information obtained by processing event-tracking records in an information interaction page, wherein the adding flagged guide information into the question-answer conversation text comprises: adding event-tracking in the information interaction page to capture each behavior operation triggered by a user, generating the flagged guide information in the way of event-tracking records, and adding the flagged guide information to the question-answer conversation text as a guideline label of process operations; and

performing model training by using the question-answer conversation text with the flagged guide information to generate an information interaction model of the conversation scenario, wherein the question-answer conversation text with the flagged guide information has a guiding effect on the process operations in the information interaction page, and wherein on the basis of model training with the question-answer conversation text, the flagged guide information with control capability in multi-round interactions is added to activate process control capability of the information interaction model, so that the generated information interaction model guides the process operations in the conversation scenario;

wherein, before the adding flagged guide information into the question-answer conversation text, the method further comprises:

adding event-tracking in the information interaction page according to the conversation scenario to obtain event-tracking records of the process operations in the information interaction process; and

processing the event-tracking records of the process operations in the information

interaction page into the flagged guide information which is represented by the field information.

2. The method according to claim 1, wherein the adding event-tracking in the information interaction page according to the conversation scenario to obtain event-tracking records of the process operations in the information interaction process comprises:

defining an event-tracking range according to the conversation scenario, in which the event-tracking is added on operation events in the information interaction page, wherein the operation events at least comprise page events and click events;

capturing user's behavior data reported by the information interaction page according to the operation events of the event-tracking, in response to a triggering instruction of the operation events of the event-tracking in the information interaction page; and

restoring user's operation behaviors in the information interaction process according to the user's behavior data to obtain the event-tracking records of the process operations in the information interaction process.

3. The method according to claim 1, wherein the processing the event-tracking records of the process operations in the information interaction page into the flagged guide information which is represented by the field information comprises:

determining flow attribute information of user's triggering the operation behaviors during the information interaction according to the event-tracking records of the process operations in the information interaction page, wherein the flow attribute information comprises user's current operation behavior information and next round of the interaction behavior information triggered by the current operation behavior; and

processing the flow attribute information into the flagged guide information which is represented by the field information according to a preset format.

4. The method according to claim 1, wherein the adding flagged guide information into the question-answer conversation text comprises:

defining a special embedded flag at a corresponding field position in the question-answer conversation text according to an event-tracking position of the conversation scenario in the information interaction page; and

adding the flagged guide information into the question-answer conversation text by using the special embedded flag.

5. The method according to claim 1, wherein the performing model training by using the question-answer conversation text with the flagged guide information to generate an information interaction model of the conversation scenario comprises:

performing model training by using the question-answer conversation text with the flagged guide information, and strengthening the control capability of the process operations in the conversation scenario according to the flagged guide information in the training process; and

determining the trained neural network model as the information interaction model of the conversation scenario when the iteration of the model training meets a preset condition, wherein the information interaction model is used for generating an output conversation text with process operation guidance according to an input conversation text.

6. The method according to claim 1, wherein the text interaction information of each round comprises input conversation text and output conversation text, and after the performing model training by using the question-answer conversation text with the flagged guide information to generate an information interaction model of the conversation scenario, the method further comprises:

acquiring an input conversation text of current round in response to an information interaction instruction triggered by the conversation scenario;

inputting the input conversation text of current round into the information interaction model for prediction, and obtaining an output conversation text of current round for interaction feedback; and

controlling information interaction process of next round according to the output conversation text of current round.

7. An apparatus for generating a conversation scenario model, comprising:

an acquiring unit configured to acquire a question-answer conversation text formed in a historical information interaction process of a conversation scenario, wherein the question-answer conversation text comprises multiple rounds of text interaction information;

an adding unit configured to add flagged guide information into the question-answer conversation text, wherein the flagged guide information is field information obtained by processing event-tracking records in an information interaction page, wherein the adding flagged guide information into the question-answer conversation text comprises: adding event-tracking in the information interaction page to capture each behavior operation triggered by a user, generating the flagged guide information in the way of event-tracking records, and adding the flagged guide information to the question-answer conversation text as a guideline label of process operations;

a generation unit configured to perform model training by using the question-answer conversation text with the flagged guide information to generate an information interaction model of the conversation scenario, wherein the question-answer conversation text with the flagged guide information has a guiding effect on the process operations in the information interaction page, and wherein on the basis of model training with the question-answer conversation text, the flagged guide information with control capability in multi-round interactions is added to activate process control capability of the information interaction model, so that the generated information interaction model guides the process operations in the conversation scenario;

an event-tracking unit configured to add event-tracking in the information interaction page according to the conversation scenario before adding flagged guide information into the question-answer conversation text to obtain event-tracking records of the process operations in the information interaction process; and

a processing unit configured to process the event-tracking records of the process operations in the information interaction page into the flagged guide information which is

represented by the field information.

8. A computer device, comprising: a memory storing a computer program; and a processor; wherein the processor is configured, when executing the computer program, to perform steps of the method for generating a conversation scenario model according to any one of claims 1 to 6.

9. A computer-readable storage medium storing a computer program, wherein the computer program, when executed by a processor, performs steps of the method for generating a conversation scenario model according to any one of claims 1 to 6.