ABSTRACT

The present application provides a service implementation method and device, where the method can include: collecting, by a first user by using a first client software, an electronic credential used to extract a service object; determining, by the first client software, whether a category number of collected electronic credentials reaches a first number; when the category number of collected electronic credentials reaches the first number, initiating an object allocation request including several electronic credentials whose category number is the first number to a server; determining, by the server, whether the category number of electronic credentials included in the object allocation request reaches the first number; and when the category number of electronic credentials included in the object allocation request reaches the first number, allocating a service object to the first user from a service object set based on a predetermined allocation rule. By using technical solutions of the present application, service allocation becomes more interesting, and user application experience is improved.