ABSTRACT

METHOD AND APPARATUS FOR GUIDING SERVICE FLOW

The present disclosure provides a method and an apparatus for guiding a service flow. The method includes: obtaining, for a target service, historical behavior data of a user who uses the target service; analyzing the historical behavior data to obtain a user feature used to determine a target user for service flow guiding; selecting, from users who do not use the target service, a user who satisfies the user feature as the target user; and sending service flow guiding information to the target user, to lead the target user to use the target service. In the present disclosure, guiding is more specific, so that a guiding effect can be improved.

[FIG. 3]