CLAIMS

1. A method for implementing a service function, the method being applied on an instant messaging server and comprising:

receiving an instant message sent within an instant conversation by an instant conversation participant;

processing content of the received instant message to predict the instant conversation participant's intention to initiate a service task of a service type; and

sending, to a terminal device of the instant conversation participant, an instruction to display a shortcut operation item when it is predicted that the instant conversation participant intends to initiate the service task of the service type, the shortcut operation item being used to initiate the service task of the service type by the terminal device.

2. The method of claim 1, wherein processing content of the received instant message comprises determining whether content of the received instant message meets a preset trigger condition of a particular service type.

3. The method of claim 2, further comprising:

receiving a request initiated by the terminal device based on the shortcut operation item, and executing a service task corresponding to the shortcut operation item; and

sending, to the terminal device an instruction to display an execution result of the executed service task.

4. The method of any one of claims 2 to 3, wherein the preset trigger condition comprises: the content of the instant message comprises a keyword corresponding to the service type, and/or a semantic analysis result for semantic analysis of the content of multiple adjacent instant messages is consistent with the corresponding service type, optionally wherein adjacent instant messages comprise multiple messages sent by a same terminal device or multiple messages sent by multiple instant conversation participants.

5. The method of any one of claims 1 to 4, wherein the instruction to display a shortcut operation item comprises a display time of the shortcut operation item on the terminal device, and

wherein the display of the shortcut operation item is canceled by the terminal device upon expiration of the display time.

6. The method of any one of claims 1 to 5, wherein

the instruction to display a shortcut operation item comprises the service type, at least one service parameter of the service task, and optionally an address of a service server of the service type; and

the service parameter is generated according to contents of instant messages in the instant conversation and/or participants of the instant conversation.

7. The method of claim 6, wherein

the service function comprises a network payment function;

the service type comprises a transfer and/or sending a red envelope;

a service parameter of a transfer comprises one or more of a transfer-out account, a transfer-in account, and a transfer amount; and

a service parameter of sending a red envelope comprises one or two of a red envelope sending account and a red envelope amount.

8. The method of any preceding claim, wherein the received instant message comprises audio or video, and wherein the method further comprises:

converting information in the audio or video instant message into text; and

using the converted information as content of the instant message.

9. A method for implementing a service function, the method being applied on a terminal device and comprising:

sending an instant message in a participated instant conversation to an instant messaging server;

displaying a shortcut operation item according to an instruction, received from the instant messaging server, to display the shortcut operation item, the shortcut operation item corresponding to a service task which the instant messaging server had predicted the instant conversation participant intends to initiate; and

initiating the service task corresponding to the shortcut operation item after receiving a predetermined execution operation on the shortcut operation item.

10. The method of claim 9, further comprising canceling the display of the shortcut operation item after the expiration of a display time of displaying the shortcut operation item, wherein the display time is preset on the terminal device or is designated by the instant messaging server in the instruction of displaying the shortcut operation item.

11. The method of claim 9 or 10, wherein

the step of initiating a service task corresponding to the shortcut operation item comprises initiating a request to the instant messaging server based on the shortcut operation item; and

the method further comprises displaying an execution result according to an instruction, received from the instant messaging server, of displaying the execution result of the service task.

12. The method of any one of claims 9 to 11, wherein

the service function comprises a network payment function;

the service type of the service task comprises a transfer or sending a red envelope;

a service parameter of a transfer comprises one or more of a transfer-out account, a transfer-in account, and a transfer amount; and

a service parameter of sending a red envelope comprises one or two of a red envelope sending account and a red envelope amount.

13. The method of any one of claims 9 to 12, wherein displaying the shortcut operation item comprises displaying the shortcut operation item as a system message in an instant conversation window or a clickable floating window on the terminal device.

14. A device for implementing a service function, the device being applied on an instant messaging server, the device comprising multiple units configured to perform the method of any one of claims 1 to 8.

15. A device for implementing a service function, the device being applied on a terminal device and the device comprises multiple units configured to perform the method of any one of claims 9 to 13.