

ABSTRACT

The present application provides a method and a device for implementing a service function, which are applicable to an instant messaging server. The method includes: receiving an instant message sent by an instant conversation participant; and sending an instruction of displaying a
5 shortcut operation item to a terminal of the instant conversation participant when content of the instant message in the instant conversation meets a preset trigger condition of a particular service type, the shortcut operation item being used for initiating a service task of the service type by the terminal. By means of the technical solutions of the present application, manual operations and manual inputs of a user can be reduced, and the user can execute a service task more efficiently.