

METHOD AND DEVICE FOR IMPLEMENTING SERVICE FUNCTION

The present application claims priority to Chinese Patent Application No. 201510567941.8, filed on September 8, 2015 and entitled "METHOD AND DEVICE FOR IMPLEMENTING SERVICE FUNCTION", which is incorporated herein by reference in its entirety.

Technical field

The present application relates to the field of network communications technologies, and in particular to a method and a device for implementing a service function.

Background art

With development of communications technologies and popularization of smart terminals, people are increasingly accustomed to completing various tasks in work and life via networks. For example, when processing a service that needs communications in advance or needs a partner to follow up afterwards, a user generally contacts with the partner by using an instant messaging system and completes the service via the network in the process of an instant conversation.

By using transfer through a third-party payment platform as an example, in the prior art, a user may usually first confirm an amount with a transfer recipient in an instant conversation, then turn on the third-party payment platform, input a transfer-in account and a transfer amount to complete the transfer, and then return to the instant conversation to confirm the transfer result with the recipient. The user may have to perform multiple manual operations and manually input much content in the above process, making the process tedious and inefficient.

Summary of the Invention

In view of the above, the present application provides a method for implementing a service function, the method being applied on an instant messaging server and including:

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

sending an instruction of displaying a 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.

The present application provides a method for implementing a service function, the method being applied on a terminal and including:

- 5 sending an instant message in a participated instant conversation to an instant messaging server;
- displaying a shortcut operation item to a user according to an instruction, received from the instant messaging server, of displaying the shortcut operation item, which corresponds to a service task associated with content of the instant message; and
- initiating a service task corresponding to the shortcut operation item after receiving a
- 10 predetermined execution operation of the user on the shortcut operation item.

The present application further provides a device for implementing a service function, the device being applied on an instant messaging server and including:

- an instant message receiving unit configured to receive an instant message sent by an instant conversation participant; and
- 15 a shortcut operation instructing unit configured to send an instruction of displaying a 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.

The present application provides a device for implementing a service function, the device being

20 applied on a terminal and including:

- an instant message sending unit configured to send an instant message in a participated instant conversation to an instant messaging server;
- an operation item display receiving unit configured to display a shortcut operation item to a user according to an instruction, received from the instant messaging server, of displaying the
- 25 shortcut operation item, which corresponds to a service task associated with content of the instant message; and

an operation item initiating unit configured to initiate a service task corresponding to the shortcut operation item after receiving a predetermined execution operation of the user on the shortcut operation item.

It can be seen from the above technical solutions that when it is determined based on content of an instant message in an instant conversation that a user is going to use a service of a particular type in the embodiments of the present application, a shortcut operation item corresponding to the service type can be displayed on a terminal of the user, so that the user can quickly initiate a service task of the service type. As such, manual operations and manual inputs of the user can be reduced, and efficiency of the user can be improved.

10 Brief Description of the Drawings

FIG. 1 is a flowchart of a method for implementing a service function and applied on an instant messaging server according to an embodiment of the present application;

FIG. 2 is a flowchart of a method for implementing a service function and applied on a terminal according to an embodiment of the present application;

15 FIG. 3 shows an instant conversation interface displaying instant messages on a terminal in an application example according to the present application;

FIG. 4 shows an instant conversation interface displaying a shortcut operation item on a terminal in an application example according to the present application;

20 FIG. 5 shows an instant conversation interface displaying a service task execution result on a terminal in an application example according to the present application;

FIG. 6 is a hardware structural diagram of a terminal or a server;

FIG. 7 is a logic structural diagram of a device for implementing a service function and applied on an instant messaging server according to an embodiment of the present application; and

25 FIG. 8 is a logic structural diagram of a device for implementing a service function and applied on a terminal according to an embodiment of the present application.

Detailed Description

Embodiments of the present application provide a new method for implementing a service function. An instant messaging server can monitor contents of instant messages in an instant conversation and instruct, when judging that a user intends to perform a service of a particular service type, a terminal of the user to display a shortcut operation item corresponding to the service type. As such, the user can initiate a service task of the service type easily and conveniently by using the shortcut operation item. The user does not need to manually operate a service system of this type or manually input related information. Operations are simplified for the user, and it is more convenient for the user, such that the problems in the prior art can be solved.

In the embodiment of the present application, a user in an instant conversation can send an instant message to an instant messaging server through a terminal. The instant messaging server can forward the instant message to a terminal of another user in the same instant conversation. A sender terminal of the instant message and the instant messaging server can access each other via a network. A receiver terminal and the instant messaging server can also access each other via a network. The terminal (the sender and/or receiver terminal) may be a device such as a mobile phone, a tablet computer, a personal computer (PC), or a notebook computer. The instant messaging server may be a physical or logical server, or two or more physical or logical servers that share different responsibilities and cooperate to implement various functions of the instant messaging server in the embodiment of the present application. In the embodiment of the present application, types of the terminal and the instant messaging server, as well as types, protocols, and the like of communication networks between the sender terminal and the instant messaging server and between the receiver terminal and the instant messaging server are not limited.

In the embodiment of the present application, a procedure of the method for implementing a service function on the instant messaging server can be as shown in FIG. 1, and a procedure of the method on the terminal can be as shown in FIG. 2. On the terminal, in Step 210, an instant message in a participated instant conversation is sent to the instant messaging server.

On the instant messaging server, in Step 110, an instant message sent by an instant conversation participant is received.

A user can input an instant message to be sent in an instant conversation to a terminal, and the terminal can send it to the instant messaging server. The instant messaging server can receive an instant message sent by each participant of the instant conversation, and forward it to a terminal of a receiver (some of or all the participants in the instant conversation) of the instant message. The instant conversation may be a conversation between two or more users, or may be a group conversation.

On the instant messaging server, in Step 120, an instruction of displaying a shortcut operation item can be sent to the 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 is used for initiating a service task of the service type by the terminal.

On the terminal, in Step 220, a shortcut operation item can be displayed to a user according to an instruction, received from the instant messaging server, of displaying the shortcut operation item, which corresponds to the service task associated with content of the instant message.

Service functions that can be realized through the embodiments of the present application include all tasks in life and work that can be implemented via a network, such as a network payment function and a network shopping function. Services of the same service type can be processed by the same service server, and service parameters required for implementing the services of this type are identical or similar. For example, the service type may be payment, transfer, sending a red envelope, placing an order on a shopping network, and the like. The service task may be a service of a particular service type carrying specific service parameters. The carried service parameters may be some of or all the parameters required for implementing the service of this type. For example, user A paying to merchant B is a service task carrying some service parameters.

The instant messaging server can judge, according to the content of the instant conversation, whether the user intends to initiate a service task of a particular service type. Users use significantly different vocabularies, expressions, and the like to communicate with each other about services of different types. Therefore, trigger conditions of various service types are preset in the embodiment of the present application. When content of an instant message in an instant conversation meets the

preset trigger condition of a particular service type, it can be considered that the user intends to initiate a service task of this service type. The preset trigger conditions of the service types may be stored locally in the instant messaging server, or stored at a location that the instant messaging server can access via the network.

5 Instant messages may include messages in the form of text, audio, video or the like. The instant messaging server can convert information delivered by a non-text instant message into a text by using various existing recognition technologies, and use the text as content of the instant message. The instant messaging server can recognize, by using various text-information analysis and processing methods, user intentions expressed in the instant messages, and determine the preset
10 trigger condition of each service type according to the used analysis and processing methods. Each service type may have two or more predetermined trigger conditions, and can be triggered when any of them is met.

For example, the instant messaging server may use a keyword matching method to process content of an instant message. One or more terms corresponding to the service type can be used as
15 keywords, and a preset trigger condition may be: the content of the instant message includes at least one keyword. For another example, the instant messaging server may use a semantic analysis method to process contents of several adjacent instant messages, and a preset trigger condition may be: a semantic analysis result is consistent with the corresponding service type. The instant messaging server may further integrate the above two processing methods, and use the two preset
20 trigger conditions described above. The instant messaging server may also use other text-information processing and analysis methods in the prior art, which are not described in detail.

The instant messaging server may use content of a single instant message as an object of analysis and processing to match with a preset trigger condition. The instant messaging server may also use contents of a fixed number of adjacent instant messages or contents of adjacent instant
25 messages, of which the number is determined based on other conditions, as an object of analysis and processing. The adjacent instant messages may be sent continuously by the same terminal, or

sent continuously by all conversation participants, which are not limited in the embodiment of the present application.

When the content of the instant message meets a preset trigger condition of a particular service type, the instant messaging server can generate a service task of the service type associated with the content of the instant message, and send an instruction of displaying a shortcut operation item corresponding to the service task to the terminal of the instant conversation participant who intends to initiate the service task.

The instant messaging server can determine, according to the analysis and processing on the content of the instant message, whether there is a user likely to use a service of a particular type.

Meanwhile, the instant messaging server can determine the user who intends to use the service of this type. As such, the instant messaging server can use an account of the user as a service parameter in the generated service task. Moreover, according to the specific service type, the instant messaging server can further obtain other service parameters in the generated service task according to the content of the instant message and/or other participants of the instant conversation.

For example, an account of an opposite party of the instant conversation can be used as another service parameter in the service task, and an amount involved in the instant message can be used as an amount of the service task. With more service parameters that can be determined by the instant messaging server, fewer items need to be input manually by the user during execution of the service task, such that efficiency can be further improved.

The instruction of displaying a shortcut operation item sent by the instant messaging server to the terminal may include an address of a server that the terminal needs to access when performing a corresponding service task, and related information of the corresponding service task. In an actual application scenario, if the terminal accesses a service server of said service type via the instant messaging server, the server address in the instruction is an address of the instant messaging server.

If the terminal directly accesses the service server, the server address in the instruction is an address of the service server. The instant messaging server can add the service type of the service task and one or more generated service parameters to the instruction of displaying a shortcut operation item.

As such, the terminal can display the information to the user, so that the user is clear about specific details of the service task performed by using the shortcut operation item. For example, a service parameter of the transfer service may be one or more of a transfer-out account, a transfer-in account, and a transfer amount. A service parameter of a red envelope sending service may be one or two
5 of a red envelope sending account and a red envelope amount.

After receiving the instruction of displaying a shortcut operation item, the terminal can display a shortcut operation item to the user according to the instruction. The shortcut operation item can be displayed to the user in the form of various operable page elements, such as a clickable floating window and a system message in an instant conversation window, which are not limited in the
10 embodiment of the present application. The terminal can display the service type and the service parameter of the corresponding service task to the user in the shortcut operation item.

On the terminal, in Step 230, a service task corresponding to the shortcut operation item is initiated after receiving a predetermined execution operation of the user on the shortcut operation item.

15 The predetermined execution operation on the shortcut operation item may be clicking the displayed shortcut operation item, a predetermined touch-screen gesture, a predetermined shortcut or shortcut combination, or the like. The terminal can initiate the service task corresponding to the shortcut operation item after receiving the predetermined execution operation of the user.

If the instruction of displaying a shortcut operation item carries the address of the service server,
20 the terminal may add the service parameter in the instruction of displaying the shortcut operation item into a request of a service task when initiating the request, to reduce items that need to be input manually.

If the instruction of displaying a shortcut operation item carries the address of the instant messaging server, the terminal can initiate a request to the instant messaging server after receiving
25 the predetermined execution operation of the user. The instant messaging server can execute the service task corresponding to the shortcut operation item after receiving the request that is initiated by the terminal based on the shortcut operation item. The instant messaging server can send the

service type and service parameters of the service task to the service server, and can further send to the terminal an instruction of displaying an execution result of the service task after receiving a processing result of the service server. The instruction carries information related to the execution result. The terminal can display the execution result to the user according to the instruction, received from the instant messaging server, of displaying the execution result of the service task. The process of executing the service task cooperatively by the instant messaging server and the service server can be implemented with reference to the prior art, and is not described in detail here.

In an implementation manner, when initiating the request by using the displayed shortcut operation, the user can further implement corresponding operations in the service according to the specific service, e.g., an operation of enabling the user to input a password, or other operations. For example, when the shortcut operation is a transfer operation, a transfer confirmation box can be generated in advance for the user to make a confirmation before the user triggers the shortcut operation to initiate a transfer request. The confirmation can be an operation of inputting a payment password. As such, the transfer operation can be effective only after the user inputs the password. For another example, if the shortcut operation is a red envelope sending operation, a red envelope confirmation box can be generated before the user triggers the shortcut operation to initiate a red envelope sending request. The confirmation box can provide other options or parameters for the user to select, e.g., a red envelope type and a red envelope quantity. Moreover, there can be operations such as inputting a password for confirmation.

In the embodiment of the present application, the shortcut operation item displayed on the terminal is a user intention estimated by the instant messaging server. The estimated user intention cannot reflect the user intention with 100% accuracy, and especially, it is not necessarily an intention that the user needs to execute right now. A display time of the shortcut operation item may be set to avoid excessive interferences to the user or even a possible misoperation as a result of the displayed shortcut operation item. The terminal can start timing after displaying the shortcut operation item on the screen, and cancel the display of the shortcut operation item after the

expiration of the display time. The display time may be preset on the terminal. Alternatively, the instant messaging server may add the display time to the instruction of displaying a shortcut operation item, and deliver the display time to the terminal.

It can be seen that, in the embodiment of the present application, the instant messaging server
5 can monitor the content of the instant message in the instant conversation. When a user expresses an intention of using a service of a particular type, the instant messaging server can display a shortcut operation item corresponding to the service type on a terminal of the user, such that the user can initiate a corresponding service task easily and conveniently by using the shortcut operation item. As such, manual operations and inputs required for initiating the service task can
10 be simplified for the user, and the user can complete the service task more efficiently.

In an application example of the present application, the instant messaging server can monitor the content of the instant message in the instant conversation by using the keyword matching technology and the semantic analysis technology. Each service type can correspond to multiple preset trigger conditions. For example, a preset trigger condition of a transfer service can include:
15 there is a keyword "transfer"; there is a keyword "transfer to", "transfer to me" or "transfer to you", and the current instant message or one or two adjacent instant messages carry a numeral.

In an instant conversation of user B with friend A (user A), user B can input an instant message "transfer 105 to you" on a terminal, and the terminal can send the instant message to the instant messaging server. An instant conversation interface displayed on the terminal of user B can be as
20 shown in FIG. 3.

The instant messaging server finds the keyword "transfer to you" from the instant message of user B, and finds that the instant message carries a numeral, and therefore, a preset trigger condition of the transfer service is met. The instant messaging server can perform semantic analysis on the instant message to conclude that the transfer-out account of the transfer is user B, the transfer-in
25 account is user A, and the transfer amount is 105. The instant messaging server can generate a transfer service task of "transferring 105 from user B to user A" by using the above service parameters, generate an instruction of displaying a shortcut operation item corresponding to the

transfer service task, and send the instruction to the terminal of user B. The instruction can carry the type (which is transfer) of the service task and the above three service parameters.

After receiving the instruction of displaying a shortcut operation item, the terminal of user B can extract the service type and the service parameters in the instruction, display a description ("Whether to transfer 105.00 yuan to friend A?" generated according to the service type and some of the service parameters) of the service task in a clickable message box on the instant conversation interface, and start timing. The display time is 10 seconds in this application example, and is preset in instant messaging client software on the terminal. The remaining display time can be displayed after the description of the service task in the message box, as shown in FIG. 4. When the remaining display time is 0, the terminal of user B can cancel the display of the clickable message box.

When user B clicks the message box in FIG. 4, the terminal of user B can request the instant messaging server to initiate and execute the service task. The instant messaging server can initiate a transfer request to a payment server, and add the transfer-out account, the transfer-in account, and the transfer amount to the transfer request. After receiving transfer success confirmation information returned by the payment server, the instant messaging server can generate an instruction of displaying a service task execution result, and inform the terminal of user B a transfer success result by using the instruction carrying the result.

After receiving the instruction of displaying a service task execution result, the terminal of user B can display "transfer 105.00 yuan to the opposite party" to the user, as shown in FIG. 5.

Corresponding to the above procedure implementation, the embodiments of the present application further provide a device for implementing a service function and applied on an instant messaging server, and a device for implementing a service function and applied on a terminal. The two devices can both be implemented through software, and can also be implemented through hardware or a combination of software and hardware. By using software implementation as an example, as a logical device, it is formed by reading a corresponding computer program instruction into a memory through a terminal or a Central Process Unit (CPU) of a server and running the computer program instruction. From the perspective of hardware, in addition to the CPU, the

memory and the non-volatile storage shown in FIG. 6, the terminal where the device for implementing a service function is located generally further includes other hardware such as a chip used for receiving and transmitting a wireless signal, and the server where the device for implementing a service function is located generally further includes other hardware such as a board card used for implementing a network communication function.

FIG. 7 shows a device for implementing a service function according to this embodiment. The device is applicable to the instant messaging server, and includes an instant message receiving unit and a shortcut operation instructing unit. The instant message receiving unit is configured to receive an instant message sent by an instant conversation participant. The shortcut operation instructing unit is configured to send an instruction of displaying a 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.

In an example, the device can further include an operation request receiving unit configured to receive a request initiated by the terminal based on the shortcut operation item, and execute a service task corresponding to the shortcut operation item.

In the above example, the device may further include an execution result instructing unit configured to send to the terminal an instruction of displaying the execution result of the service task.

Optionally, the preset trigger condition includes: the content of the instant message includes a keyword corresponding to the service type, and/or a semantic analysis result for contents of several adjacent instant messages is consistent with the corresponding service type.

Optionally, the instruction of displaying a shortcut operation item includes a display time of the shortcut operation item on the terminal, and the display of the shortcut operation item is canceled by the terminal at the expiration of the display time.

Optionally, the instruction of displaying a shortcut operation item includes the service type and at least one service parameter of the service task; and the service parameter is generated according

to contents of instant messages in the instant conversation and/or participants of the instant conversation.

Optionally, the service function includes a network payment function; the service type includes transfer and/or sending a red envelope; a service parameter of transfer includes 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 includes one or two of a red envelope sending account and a red envelope amount.

FIG. 8 shows a device for implementing a service function according to this embodiment. The device is applicable to a terminal, and includes an instant message sending unit, an operation item display receiving unit, and an operation item initiating unit. The instant message sending unit is configured to send an instant message in a participated instant conversation to an instant messaging server. The operation item display receiving unit is configured to display a shortcut operation item to a user according to an instruction, received from the instant messaging server, of displaying the shortcut operation item, which corresponds to a service task associated with content of the instant message. The operation item initiating unit is configured to initiate a service task corresponding to the shortcut operation item after receiving a predetermined execution operation of the user on the shortcut operation item.

Optionally, the device further includes an operation item display canceling unit configured to cancel the display of the shortcut operation item after the expiration of a display time of displaying the shortcut operation item to the user; the display time is preset on the terminal or is designated by the instant messaging server in the instruction of displaying the shortcut operation item.

Optionally, the operation item initiating unit is specifically configured to initiate a request to the instant messaging server based on the shortcut operation item after receiving the predetermined execution operation of the user on the shortcut operation item; and the device further includes an execution result display unit configured to display an execution result to the user according to an instruction, received from the instant messaging server, of displaying the execution result of the service task.

Optionally, the service function includes a network payment function; the service type of the service task includes transfer or sending a red envelope; a service parameter of transfer includes 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 includes one or two of a red envelope sending account and a red envelope amount.

The above description is merely preferred embodiments of the present application, and are not intended to limit the present application. Any modification, equivalent replacement and improvement made without departing from the spirit and principle of the present application shall fall within the protection scope of the present application.

In a typical configuration, a computing device includes one or more processors (CPU), an input/output interface, a network interface, and a memory.

The memory may include a computer readable medium including a volatile memory, a random access memory (RAM) and/or a non-volatile memory or the like, for example, a read-only memory (ROM) or a flash RAM. The memory is an example of the computer readable medium.

The computer readable medium includes non-volatile and volatile media as well as movable and non-movable media, and can implement information storage by means of any method or technology. Information can be a computer readable instruction, a data structure, and a module of a program or other data. A storage medium of a computer includes, for example, but is not limited to, a phase change memory (PRAM), a static random access memory (SRAM), a dynamic random access memory (DRAM), other types of RAMs, a ROM, an electrically erasable programmable read-only memory (EEPROM), a flash memory or other memory technologies, a compact disk read-only memory (CD-ROM), a digital versatile disc (DVD) or other optical storages, a cassette tape, a magnetic tape/magnetic disk storage or other magnetic storage devices, or any other non-transmission medium, and can be used to store information accessible to the computing device.

According to the definition of this text, the computer readable medium does not include transitory media, such as a modulated data signal and a carrier.

It should be further noted that the term "include", "comprise" or other variations thereof are intended to cover non-exclusive inclusion, so that a process, method, commodity or device including a series of elements not only includes the elements, but also includes other elements not clearly listed, or further includes inherent elements of the process, method, commodity or device.

- 5 In a case without any more limitations, an element defined by "including a/an..." does not exclude that the process, method, commodity or device including the element further has other identical elements.

Those skilled in the art should understand that the embodiments of the present application can be provided as a method, a system, or a computer program product. Therefore, the present
10 application can be implemented as a complete hardware embodiment, a complete software embodiment, or an embodiment combining software and hardware. Moreover, the present application can be in the form of a computer program product implemented on one or more computer usable storage media (including, but not limited to, a magnetic disk memory, a CD-ROM, an optical memory and the like) including computer usable program code.

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 by an instant conversation participant; and

5 sending an instruction of displaying a 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.

2. The method of claim 1, further comprising: receiving a request initiated by the terminal
10 based on the shortcut operation item, and executing a service task corresponding to the shortcut operation item.

3. The method of claim 2, further comprising: sending to the terminal an instruction of displaying an execution result of the service task.

4. The method of claim 1, wherein the preset trigger condition comprises: the content of the
15 instant message comprises a keyword corresponding to the service type, and/or a semantic analysis result for contents of several adjacent instant messages is consistent with the corresponding service type.

5. The method of claim 1, wherein the instruction of displaying a shortcut operation item comprises a display time of the shortcut operation item on the terminal, and the display of the
20 shortcut operation item is canceled by the terminal at the expiration of the display time.

6. The method of claim 1, wherein the instruction of displaying a shortcut operation item comprises the service type and at least one service parameter of the service task; and the service parameter is generated according to contents of instant messages in the instant conversation and/or participants of the instant conversation.

25 7. The method of claim 6, wherein the service function comprises a network payment function; the service type comprises transfer and/or sending a red envelope; a service parameter of 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. A method for implementing a service function, the method being applied on a terminal and comprising:

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

 displaying a shortcut operation item to a user according to an instruction, received from the instant messaging server, of displaying the shortcut operation item, which corresponds to a service task associated with content of the instant message; and

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

 9. The method of claim 8, further comprising: canceling the display of the shortcut operation item after the expiration of a display time of displaying the shortcut operation item to the user, wherein the display time is preset on the terminal or is designated by the instant messaging server
15 in the instruction of displaying the shortcut operation item.

 10. The method of claim 8, 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 to the user according to an
20 instruction, received from the instant messaging server, of displaying the execution result of the service task.

 11. The method of claim 8, wherein the service function comprises a network payment function; the service type of the service task comprises transfer or sending a red envelope; a service parameter of transfer comprises one or more of a transfer-out account, a transfer-in account, and a
25 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.

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

an instant message receiving unit configured to receive an instant message sent by an instant conversation participant; and

5 a shortcut operation instructing unit configured to send an instruction of displaying a 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.

13. The device of claim 12, further comprising: an operation request receiving unit configured
10 to receive a request initiated by the terminal based on the shortcut operation item, and execute a service task corresponding to the shortcut operation item.

14. The device of claim 13, further comprising: an execution result instructing unit configured to send to the terminal an instruction of displaying the execution result of the service task.

15. The device of claim 12, wherein the preset trigger condition comprises: the content of the
15 instant message comprises a keyword corresponding to the service type, and/or a semantic analysis result for contents of several adjacent instant messages is consistent with the corresponding service type.

16. The device of claim 12, wherein the instruction of displaying the shortcut operation item comprises a display time of the shortcut operation item on the terminal, and the display of the
20 shortcut operation item is canceled by the terminal at the expiration of the display time.

17. The device of claim 12, wherein the instruction of displaying the shortcut operation item comprises the service type and at least one service parameter of the service task; and the service parameter is generated according to contents of instant messages in the instant conversation and/or participants of the instant conversation.

25 18. The device of claim 17, wherein the service function comprises a network payment function; the service type comprises transfer and/or sending a red envelope; a service parameter of 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.

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

5 an instant message sending unit configured to send an instant message in a participated instant conversation to an instant messaging server;

an operation item display receiving unit configured to display a shortcut operation item to a user according to an instruction, received from the instant messaging server, of displaying the shortcut operation item, which corresponds to a service task associated with content of the instant

10 message; and

an operation item initiating unit configured to initiate a service task corresponding to the shortcut operation item after receiving a predetermined execution operation of the user on the shortcut operation item.

20. The device of claim 19, further comprising: an operation item displays canceling unit
15 configured to cancel the display of the shortcut operation item after the expiration of a display time of displaying the shortcut operation item to the user, wherein the display time is preset on the terminal or is designated by the instant messaging server in the instruction of displaying a shortcut operation item.

21. The device of claim 19, wherein the operation item initiating unit is specifically configured
20 to initiate a request to the instant messaging server based on the shortcut operation item after receiving a predetermine execution operation of the user on the shortcut operation item; and

the device further comprises: an execution result display unit configured to display an execution result to the user according to an instruction, received from the instant messaging server, of displaying the execution result of the service task.

25 22. The device of claim 19, wherein the service function comprises a network payment function; the service type of the service task comprises transfer or sending a red envelope; a service parameter of 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.