prior to receiving the request for support of the product, authenticating the user in response to a login request received at the support services API from the one-touch application activated from the mobile device by the user; and

upon having successfully authenticated the user, presenting to the user via the support services API a list of one or more products that have been previously registered by the user.

5. The method of claim 4, wherein the request for support is received in response to a selection of one of the products in the list, without requiring the user entering product information identifying the product that needs the support services.

6. The method of claim 4, wherein a product is registered by receiving from the one-touch application of the mobile device via the support services API a machine-readable code uniquely representing the product without requiring the user specifically provide product information.

7. The method of claim 6, wherein the machine-readable code comprises one of a serial number and a universal product code (UPC) of the product, and wherein the machine-readable code is obtained by scanning the product using a scanner or camera of the mobile device.

8. A computer-readable storage medium having instructions stored therein, which when executed by a computer, cause the computer to perform a method of any of claims 1 to 7 ~~for product support services, the method comprising:~~

~~receiving, at a support services application programming interface (API) of a support center that provides support services to a plurality of products of a plurality of vendors, a request from a user for support services of a product;~~

~~in response to the request, instantly generating a case identifier (ID) that uniquely identifies a current instant support services session associated with the user for supporting the product;~~

~~dynamically creating a touch plan representing an instance of the support services session, wherein the touch plan is identified and tracked by the case ID; and~~

establishing a communication session between an agent associated with the support center and the user to allow the agent to provide support services to the user based on the touch plan.

9. An apparatus comprising means for performing a method of any of claims 1 to 7.

9. The computer-readable storage medium of claim 8, wherein the method further comprises:

transmitting, via the support services API, the case ID to the mobile device of the user, including information identifying a list of communication channels that are available for contacting the agent; and

receiving, at the support services API, a selection of one or more of the communication channels, the selection being associated with the case ID, wherein the touch plan and the communication session are created based on the selection and the case ID.

10. The computer-readable storage medium of claim 9, wherein the method further comprises:

escalating to the agent as one of a plurality of agents available for the support services via the selected communication channel; and

causing data of the touch plan to be available to the agent via the support services API, wherein the touch plan includes user information and product information that can be utilized by the agent during the communication session.

11. The computer-readable storage medium of claim8, wherein the method further comprises:

prior to receiving the request for support of the product, authenticating the user in response to a login request received at the support services API from the one-touch application activated from the mobile device by the user; and

upon having successfully authenticated the user, presenting to the user via the support services API a list of one or more products that have been previously registered by the user.

~~12. The computer-readable storage medium of claim 11, wherein the request for support is received in response to a selection of one of the products in the list, without requiring the user entering product information identifying the product that needs the support services.~~

~~13. The computer-readable storage medium of claim 11, wherein a product is registered by receiving from the one-touch application of the mobile device via the support services API a machine-readable code uniquely representing the product without requiring the user specifically provide product information.~~

~~14. The computer-readable storage medium of claim 13, wherein the machine-readable code comprises one of a serial number and a universal product code (UPC) of the product, and wherein the machine-readable code is obtained by scanning the product using a scanner or camera of the mobile device.~~

~~15~~10. A system for product support services, comprising:

a support services application programming interface (API) to receive a request from a user for support services of a product;

a case management module coupled to the support services API, in response to the request, to instantly generate a case identifier (ID) that uniquely identifies a current instant support services session associated with the user for supporting the product; and

a touch-plan engine coupled to the support services API to dynamically create a touch plan representing an instance of the support services session, wherein the touch plan is identified and tracked by the case ID, and wherein the touch plan engine causes a communication session to be established between an agent associated with the support center and the user to allow the agent to provide support services to the user based on the touch plan.

~~16~~11. The system of claim ~~15~~ 10, wherein the support services API is configured to transmit the case ID to the mobile device of the user including information identifying a list of communication channels that are available for contacting the agent, wherein in

response to a selection of one or more of the communication channels received at the support services API, the touch plan engine is configured to create the touch plan.

~~17~~12. The system of claim ~~16~~ 11, wherein the touch plan engine is configured to escalate to an agent as one of a plurality of agents available for the support services via the selected communication channel and to make available the touch plan session data to the agent via the support services API, wherein the touch plan includes user information and product information that can be utilized by the agent during the communication session.

~~18~~13. The system of claim ~~15~~ 10, further comprising a security module, prior to receiving the request for support of the product, to authenticate the user in response to a login request received at the support services API from the one-touch application activated from the mobile device by the user, wherein upon having successfully authenticated the user, the support services API is configured to present to the user a list of one or more products that have been previously registered by the user.

~~19~~14. The system of claim ~~18~~ 13, wherein the request for support is received in response to a selection of one of the products in the list, without requiring the user entering product information identifying the product that needs the support services.

~~20~~15. The system of claim ~~18~~ 13, wherein a product is registered by receiving from the one-touch application of the mobile device via the support services API a machine-readable code uniquely representing the product without requiring the user specifically provide product information.

~~21~~16. The system of claim ~~20~~ 15, wherein the machine-readable code comprises one of a serial number and a universal product code (UPC) of the product, and wherein the machine-readable code is obtained by scanning the product using a scanner or camera of the mobile device.