identifier (ID) of the mobile device without having the user to specifically provide user information.

6. The method of claim 5, wherein the product has been previously registered with the support center based on a machine-readable code that uniquely identifies the product received from the one-touch application without having the user to 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) obtained by scanning the machine-readable code from 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 services application programming interface (API) of a support center, a request from a user for support services of a product, wherein the support center provides support services for a plurality of products provided by a plurality of vendors;~~

~~generating a first list of one or more communication channels that are available for the user to contact an agent of the support center based on a second list of one or more communication channels preferred by the user and a third list of one or more communication channels preferred by a vendor associated with the product;~~

~~transmitting, via the services API, the first list of one or more communication channels to the user; and~~

~~in response to a selection of a communication channel from the first list, establishing a communication session between the user and the agent via the selected communication channel for providing support services of the product on behalf of the vendor.~~

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 accessing a user profile associated with the user to determine the second list of communication channels preferred by the user, wherein the communication channels of the second list have been previously configured by the user and stored in the user profile maintained by the support center.~~

~~10. The computer-readable storage medium of claim 8, wherein the method further comprises accessing a vendor profile associated with the vendor to determine the third list of communication channels preferred by the vendor, wherein the communication channels of the third list have been previously configured by an administrator of the vendor and stored in the vendor profile maintained by the support center.~~

~~11. The computer-readable storage medium of claim 8, wherein the first list contains one or more communication channels that commonly exist in the second list and the third list.~~

~~12. The computer-readable storage medium of claim 8, wherein the request is originated from a one-touch application installed on a mobile device of the user, and wherein the user is identified based on a device identifier (ID) of the mobile device without having the user to specifically provide user information.~~

~~13. The computer-readable storage medium of claim 12, wherein the product has been previously registered with the support center based on a machine-readable code that uniquely identifies the product received from the one-touch application without having the user to 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) obtained by scanning the machine-readable code from the product using a scanner or camera of the mobile device.~~

~~15~~10. A system for product support services provided by a support center, the system comprising:

a services application programming interface (API) to receive a request from a user for support services of a product, wherein the support center provides support services for a plurality of products provided by a plurality of vendors;

a case management module coupled to the services API to generate a first list of one or more communication channels that are available for the user to contact an agent of the support center based on a second list of one or more communication channels preferred by the user and a third list of one or more communication channels preferred by a vendor associated with the product, wherein the case management module is configured to transmit, via the services API, the first list of one or more communication channels to the user; and

a communication module, in response to a selection of a communication channel from the first list, configured to establish a communication session between the user and the agent via the selected communication channel for providing support services of the product on behalf of the vendor.

~~16~~11. The system of claim ~~15~~ 10, further comprising a user profile containing user preferences that have been previously configured by the user, wherein the second list of communication channels is determined based on user preferences obtained from the user profile.

~~17~~12. The system of claim ~~15~~ 10, further comprising a vendor profile containing vendor preferences that have been previously configured by an administrator of the vendor, wherein the third list of communication channels is determined based on vendor preferences obtained from the vendor profile.

13. The system of claim 10, wherein the first list contains one or more communication channels that commonly exist in the second list and the third list.

14. The system of claim 10, wherein the request is originated from a one-touch application installed on a mobile device of the user, and wherein the user is identified based on a device identifier (ID) of the mobile device without having the user to specifically provide user information.

15. The system of claim 14, wherein the product has been previously registered with the support center based on a machine-readable code that uniquely identifies the product received from the one-touch application without having the user to specifically provide product information.

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

~~18~~17. A computer-implemented method for product support services, the method comprising:

in response to an activation of a one-touch application installed on a mobile device of a user, transmitting a login request to a support services application programming interface (API) of a support center over a network;

upon having been successfully authenticated by the support center, receiving a list one or more products that have been previously registered with support center by the user; and

displaying the list of registered products on a display of the mobile device, each registered product being associated with a first list of one or more communication channels that are available to contact an agent of the support center, wherein the first list of communication channels is determined based on a second list of one or more communication channels preferred by the user and a third list of one or more communication channels preferred by a vendor associated with the corresponding registered product.

~~19~~18. The method of claim ~~18~~ 17, wherein the communication channels of the second list have been previously configured by the user and stored in a user profile of the user maintained by the support center.

~~20~~19. The method of claim ~~18~~ 17, wherein the communication channels of the third list have been previously configured by an administrator of the vendor and stored in a vendor profile maintained by the support center.

~~21~~20. The method of claim ~~18~~ 17, wherein the first list contains one or more communication channels that commonly exist in the second list and the third list.

21. 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 17 to 20.

22. An apparatus comprising means for performing a method of any of claims 17 to 20.

23. A mobile device, comprising:

a processor; and

a memory coupled to the processor for storing instructions, which when executed from the memory, cause the processor to perform operations, including

in response to an activation of a one-touch application installed on a mobile device of a user, transmitting a login request to a support services application programming interface (API) of a support center over a network,

upon having been successfully authenticated by the support center, receiving a list one or more products that have been previously registered with support center by the user, and

displaying the list of registered products on a display of the mobile device, each registered product being associated with a first list of one or more communication channels that are available to contact an agent of the support center, wherein the first list of communication channels is determined based on a second list of one or more communication channels preferred by the user and a third list of one or more communication channels preferred by a vendor associated with the corresponding registered product.

24. The mobile device of claim 23, wherein the communication channels of the second list have been previously configured by the user and stored in a user profile of the user maintained by the support center.

25. The mobile device of claim 23, wherein the communication channels of the third list have been previously configured by an administrator of the vendor and stored in a vendor profile maintained by the support center.

26. The mobile device of claim 23, wherein the first list contains one or more communication channels that commonly exist in the second list and the third list.