Claims

1. A computer-implemented method for registering a product for support purposes, the method comprising:

receiving at a server running on server hardware representing a support center a request from a user for registering a product, the request including a machine-readable code that uniquely represents the product, wherein the machine-readable code is received from a mobile device of the user and the machine-readable code is obtained by scanning the machine-readable code from the product the user has acquired using a scanner or camera of the mobile device, wherein the support center provides product technical support services for a plurality of products on behalf of a plurality of product providers as clients, including providing live support services between users and support agents;

identifying the product and compiling product information based on the machine-readable code without requiring the user to specifically provide the product information;~~, including~~

~~identifying a manufacturer of the product based on machine-readable code,~~

~~accessing a product database to obtain product information of the identified product, the product database storing product information of a plurality of products supported by the support center, wherein the product information of the identified product is collected via a first application programming interface (API) from a first remote backend system associated with the product manufacturer,~~

~~identifying a retailer from which the product was purchased based on the machine-readable code, and~~

~~accessing a client database to obtain purchase information of the identified product, the client database storing client information of the plurality of product providers, wherein the purchase information of the identified product is collected via a second API a second remote backend system associated with the retailer;~~

storing the product information of the identified product in a user asset store associated with the user, the user asset store is part of a user account associated with the user to store information of all products that have been registered with the support center by the user;

receiving from the user information specifying a first list of a plurality of communications channels preferred by the user to contact a support agent of the support center for technical support of the registered product;

storing the first list of communications channels in a user profile to be associated with the registered product;

in response to a request for a live support from a one-touch application running within a mobile device of the user, generating a touch plan based on product information of a first product identified by the request that is retrieved from the user asset store;

retrieving the first list of communication channels from the user profile of the user, wherein the first list of communication channels are preferred by the user for conducting a live support session with a support agent;

retrieving a second list of communication channels from the client database, wherein the second list of communication channels are preferred by a first client associated with the first product for conducting a live support session with the user;

generating a third list of communication channels based on the first and second lists of communication channels, wherein the third list of communication channels are preferred by both the user and the first client;

transmitting ~~a~~ the third list of a plurality of communication channels to the one-touch application of the mobile device~~, wherein the list of communication channels are preferred by the user based on the user profile of the user to communicate with a live support agent~~;

in response to a selection of one of the communication channels of the third list received from the one-touch application of the mobile device, establishing a live communication session between the mobile device and a support agent who is specialized for the first product using the selected communication channel; and

routing the touch plan to the support agent, the touch plan providing the support agent with information of the user and most relevant information of the first product, allowing the support agent to efficiently provide the user with support, wherein the touch plan further includes the product information and history data of the user, and the touch plan further records activities between the user and the support agent during the live communication session.

~~2. The method of claim 1, wherein transmitting a list of a plurality of communication channels to the one-touch application of the mobile device:~~

~~retrieving a first list of communication channels from the user profile of the user, wherein the first list of communication channels are preferred by the user for conducting a live support session with a support agent;~~

~~retrieving a second list of communication channels from the client database, wherein the second list of communication channels are preferred by a first client associated with the first product for conducting a live support session with the user; and~~

~~generating a third list of communication channels to be transmitted to the one-touch application of the mobile device based on the first and second lists of communication channels, wherein the third list of communication channels are preferred by both the user and the first client.~~

~~3.~~2. The method of claim 1, wherein the machine-readable code represents one of a serial number and a universal product code (UPC) of the product.

~~4.~~3. The method of claim ~~3~~2, wherein the machine-readable code is obtained by scanning an image of the serial number or the UPC code of the product using a scanner or camera of the mobile device.

~~5.~~4. The method of claim 1~~claim 2~~, further comprising:

identifying a client of the support center from which the product has been purchased by the user and compiling client information of the client based on the machine-

readable code, without requiring the user specifically provide the client information; and

storing the client information in the user asset store, wherein the client information stored in the user asset store is utilized subsequently for supporting identified product.

~~6.~~5. The method of claim 1~~claim 2~~, further comprising:

identifying the user and compiling user information based on the request without requiring the user specifically provide the user information; and

storing the user information in the user asset store.

~~7~~6. The method of claim ~~6~~5, wherein the request includes a device identifier (ID) that uniquely identifies the mobile device, wherein the user is identified based on the device ID.

~~8~~7. The method of claim ~~7~~6, wherein the device ID represents one of a media access control (MAC) address or an international mobile subscriber identity (IMSI) code of the mobile device.

~~9~~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 ~~8~~7.

~~10~~9. An apparatus comprising means for performing a method of any of claims 1 to ~~8~~7.

~~11~~10. A system representing a support center for registering a product for support purposes, comprising:

a processor; and

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

receiving a request from a user for registering a product over a network, the request including a machine-readable code that uniquely represents the product, wherein the machine-readable code is received from a mobile device of the user and the machine-readable code is obtained by scanning the machine-readable code from the product the user has acquired using a

scanner or camera of the mobile device, wherein the support center provides product technical support services for a plurality of products on behalf of a plurality of product providers as clients, including providing live support services between users and support agents;

identifying by a registration module the product and to compile product information based on the machine-readable code, without requiring the user to specifically provide the product information;~~, including identifying a manufacturer of the product based on machine-readable code,~~

~~accessing a product database to obtain product information of the identified product, the product database storing product information of a plurality of products supported by the support center, wherein the product information of the identified product is collected via a first application programming interface (API) from a first remote backend system associated with the product manufacturer,~~

~~identifying a retailer from which the product was purchased based on the machine-readable code, and~~

~~accessing a client database to obtain purchase information of the identified product, the client database storing client information of the plurality of product providers, wherein the purchase information of the identified product is collected via a second API a second remote backend system associated with the retailer;~~

storing in a user asset store associated with the user the product information of the identified product, the user asset store is part of a user account associated with the user to store information of all products that have been registered with the support center by the user;

receiving from the user information specifying a first list of a plurality of communications channels preferred by the user to contact a support agent of the support center for technical support of the registered product;

storing the first list of communications channels in a user profile to be associated with the registered product;

in response to a request for a live support from a one-touch application running within a mobile device of the user, generating a touch plan based on product information of a first product identified by the request that is retrieved from the user asset store;

retrieving the first list of communication channels from the user profile of the user, wherein the first list of communication channels are preferred by the user for conducting a live support session with a support agent;

retrieving a second list of communication channels from the client database, wherein the second list of communication channels are preferred by a first client associated with the first product for conducting a live support session with the user;

generating a third list of communication channels based on the first and second lists of communication channels, wherein the third list of communication channels are preferred by both the user and the first client;

transmitting ~~a~~ the third list of a plurality of communication channels to the one-touch application of the mobile device~~, wherein the list of communication channels are preferred by the user based on the user profile of the user to communicate with a live support agent~~;

in response to a selection of one of the communication channels of the third list received from the one-touch application of the mobile device, establishing a live communication session between the mobile device and a support agent who is specialized for the first product using the selected communication channel; and

routing the touch plan to the support agent, the touch plan providing the support agent with information of the user and most relevant information of the first product, allowing the support agent to efficiently provide the user with support, wherein the touch plan further includes the product information and history data of the user, and the touch plan further records

activities between the user and the support agent during the live communication session.

~~12. The system of claim 11, wherein transmitting a list of a plurality of communication channels to the one-touch application of the mobile device:~~

~~retrieving a first list of communication channels from the user profile of the user, wherein the first list of communication channels are preferred by the user for conducting a live support session with a support agent;~~

~~retrieving a second list of communication channels from the client database, wherein the second list of communication channels are preferred by a first client associated with the first product for conducting a live support session with the user; and~~

~~generating a third list of communication channels to be transmitted to the one-touch application of the mobile device based on the first and second lists of communication channels, wherein the third list of communication channels are preferred by both the user and the first client.~~

~~13.~~11. The system of ~~claim 12~~claim 11, wherein the machine-readable code represents one of a serial number and a universal product code (UPC) of the product.

~~14.~~12. The system of claim ~~13~~11, wherein the machine-readable code is obtained by scanning an image of the serial number or the UPC code of the product using a scanner or camera of the mobile device.

~~15.~~13. The system of claim 11~~claim 12~~, wherein the registration module is configured to:

identify a client of the support center from which the product has been purchased by the user and compiling client information of the client based on the machine-readable code, without requiring the user specifically provide the client information; and

store the client information in the user asset store, wherein the client information stored in the user asset store is utilized subsequently for supporting identified product.

~~16.~~14. The system of claim 11~~claim 12~~, wherein the registration module is configured to:

identify the user and compiling user information based on the request without requiring the user specifically provide the user information; and

store the user information in the user asset store.

~~17.~~15. The system of claim ~~16~~14, wherein the request includes a device identifier (ID) that uniquely identifies the mobile device, wherein the user is identified based on the device ID.

~~18.~~16. The system of claim ~~17~~15, wherein the device ID represents one of a media access control (MAC) address or an international mobile subscriber identity (IMSI) code of the mobile device.