(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
18 October 2012 (18.10.2012)

WIPO | PCT

(10) International Publication Number
WO 2012/142344 A3

(51) International Patent Classification:
G06Q 10/00 (2012.01)

(21) International Application Number:
PCT/US2012/033404

(22) International Filing Date:
12 April 2012 (12.04.2012)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
13/085,404 12 April 2011 (12.04.2011) US

(71) Applicant *(for all designated States except US)*: **TELETECH HOLDINGS, INC.** [US/US]; 9197 South Peoria Street, Englewood, Colorado 80112 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **TUCHMAN, Kenneth D.** [US/US]; 9197 South Peoria Street, 2-336, Englewood, Colorado 80112 (US). **SHARPE, Bruce A.** [US/US]; 2783 South Danube Street, Aurora, Colorado 80013 (US). **TRUONG, Henry D.** [US/US]; 4 Meadowcrest Lane, Chelmsford, Massachusetts 01824-3777 (US). **RAHN, Alan B.** [US/US]; 8905 Copeland Street, Highlands Ranch, Colorado 80126 (US).

(74) Agents: **VINCENT, Lester J.** et al.; Blakely Sokoloff Taylor & Zafman LLP, 1279 Oakmead Parkway, Sunnyvale, California 94085 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report (Art. 21(3))*

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

(88) Date of publication of the international search report:
16 July 2015

(54) Title: METHODS FOR PROVIDING SUPPORT SERVICES VIA AN AVAILABLE COMMUNICATION CHANNEL BASED ON USER PREFERENCE AND CLIENT PREFERENCE

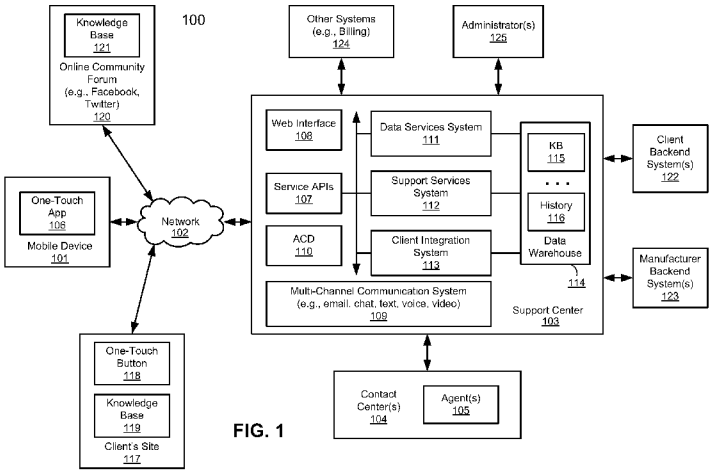


FIG. 1

(57) Abstract: According to one aspect, a request is received at a services application programming interface (API) of a support center from a user for support services of a product. A first list of one or more communication channels that are available for the user to contact an agent of the support center is generated 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. The first list of one or more communication channels is transmitted via the service API to the user. In response to a selection of a communication channel from the first list, a communication session is established between the user and the agent via the selected communication channel for providing support services of the product on behalf of the vendor.

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