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TELETECH HOLDINGS, INC. [US/US]; 9197 South
Peoria Street, Englewood, Colorado 80112 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **TUCHMAN, Ken-
neth D.** [US/US]; 9197 South Peoria Street, 2-336, Engle-
wood, Colorado 90112 (US). **SHARPE, Bruce A.**
[US/US]; 2783 South Danube Street, Aurora, Colorado
80013 (US). **TRUONG, Henry D.** [US/US]; 4 Medow-
crest Lane, Cheimsford, Massachusetts 01824-3777 (US).
RAHN, Alan B. [US/US]; 8905 Copeland Street, High-
lands Ranch, Colorado 80126 (US).(74) Agents: **VINCENT, Lester J.** et al.; Blakely Sokoloff
Taylor & Zafman LLP, 1279 Oakmead Parkway,
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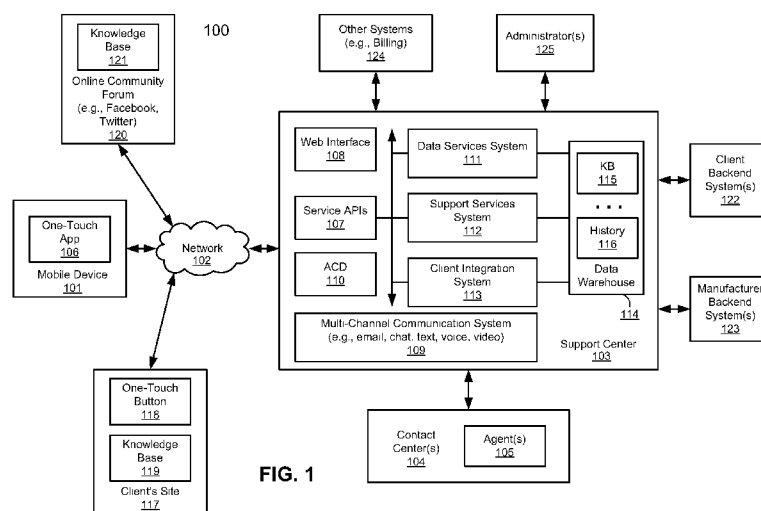


FIG. 1

(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 provided by a client of the support center. In response to the request, one or more articles associated with the product are identified that have been published in an online publication forum, where the articles have been extracted from a knowledgebase (KB) based on a support history of the product maintained by the support center. A list of support options is presented to the user, including a first one-touch button to contact an agent of the support center and a link to the one or more articles of the publication forum to allow the user to attempt finding a solution to the product without having to contact the agent of the support center.