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(54) **Title**: ONE-TOUCH SUPPORT SERVICES APPLICATION PROGRAMMING INTERFACES

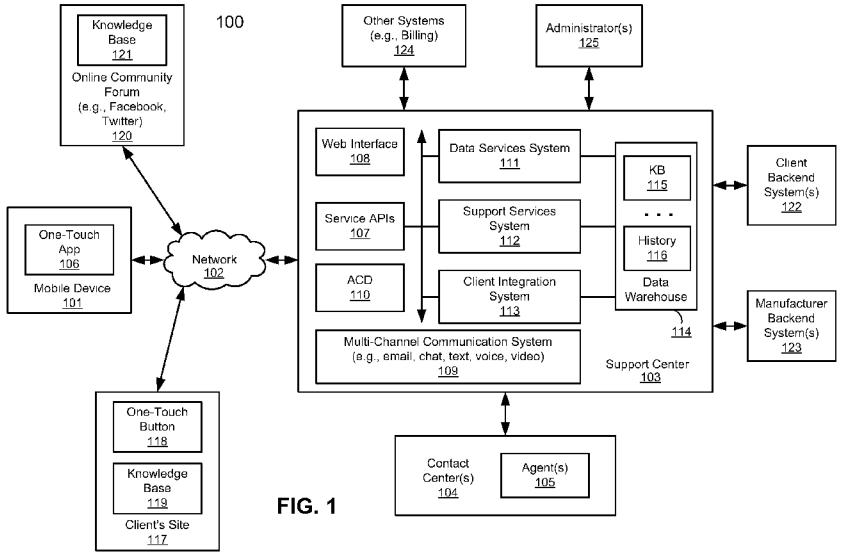


FIG. 1

(57) **Abstract**: According to one aspect, a request is received 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, where the request is received from a user for support services of a product. In response to the request, a case identifier (ID) is instantly generated that uniquely identifies a current instant support services session associated with the user for supporting the product. A touch plan is dynamically created representing an instance of the support services session, where the touch plan is identified and tracked by the case ID. A communication session is established between an agent and the user to allow the agent to provide support services to the user based on the touch plan.

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