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; ~~and~~

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~~wherein the product information stored in the user asset store is utilized subsequently for supporting identified product~~;

receiving from the user information specifying a 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 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;

transmitting a 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 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 (Paragraphs 52, 75)

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 the request is received from a mobile device of the user over a network by activating a one-touch application installed on the mobile device.~~ 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. The method of ~~claim 2~~claim 1, wherein the machine-readable code represents one of a serial number and a universal product code (UPC) of the product.

4. The method of claim 3, 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. The method of 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. The method of 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. The method of claim 6, 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. The method of claim 7, 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. 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.

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

11. 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

~~a services application programming interface (API) to receive~~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 ~~coupled to the service API to identify~~ 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; ~~and~~

storing in a user asset store associated with the user ~~coupled to the registration module to store~~ 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~~, wherein the product information stored in the user asset store is utilized subsequently for supporting identified product.~~;

receiving from the user information specifying a 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 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;

transmitting a 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 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 the request is received from a mobile device of the user over a network by activating a one-touch application installed on the mobile device.~~ 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. The system of claim 12, wherein the machine-readable code represents one of a serial number and a universal product code (UPC) of the product.

14. The system of claim 13, 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. The system of 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. The system of 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. The system of claim 16, 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. The system of claim 17, 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.

~~19. A computer-implemented method for registering a product for support purposes, the method comprising:~~

scanning, using a scanner of a mobile device, a machine-readable code from a product, wherein the machine-readable code uniquely represents the product;

activating a one-touch application from the mobile device, wherein the one-touch application has been previously installed when registering a user of the mobile device with a support center that provides support services to a vendor that provides the product; and

transmitting, via the one-touch application from the mobile device to the support center over a network, a request having the scanned machine-readable code embedded therein, without providing product information of the product, for registering the product, wherein the support center is configured to identify the product and to compile the product information for the product based on the machine-readable code without requiring the user to specifically provide product information, and wherein the product information is utilized by the support center for subsequent support services of the product.

20. The method of claim 19, wherein the machine-readable code comprises one of a serial number and a universal product code (UPC) of the product.

21. The method of claim 19, further comprising:

displaying on a display of the mobile device a list of one or more products that have been registered with the support center;

in response to a selection of one of the products from the display of the mobile device, displaying a list of one or more communication channels that are available to contact an agent of the support center for supporting the selected product; and

in response to a selection of one or more of the communication channels, establishing via the mobile device one or more communication sessions corresponding to the selected communication channels to contact the agent of the support center for support services of the selected product.

22. 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 19 to 21.

~~23. An apparatus comprising means for performing a method of any of claims 19 to 21.~~

~~24. A mobile device, comprising:~~

~~a scanner to scan a machine-readable code from a product, wherein the machine-readable code uniquely represents the product;~~

~~a memory having a one-touch application executed therein, wherein the one-touch application has been previously installed when registering a user of the mobile device with a support center that provides support services to a vendor that provides the product; and~~

~~a transmitter to transmit to the support center over a network, a request having the scanned machine-readable code embedded therein, without providing product information of the product, for registering the product, wherein the support center is configured to identify the product and to compile the product information for the product based on the machine-readable code without requiring the user to specifically provide product information, and wherein the product information is utilized by the support center for subsequent support services of the product.~~

~~25. The mobile device of claim 24, wherein the machine-readable code comprises one of a serial number and a universal product code (UPC) of the product.~~

~~26. The mobile device of claim 24, further comprising a display to display a list of one or more products that have been registered with the support center, in response to a selection of one of the products from the display, to display a list of one or more communication channels that are available to contact an agent of the support center for supporting the selected product, and in response to a selection of one or more of the communication channels, to establish one or more communication sessions corresponding to the selected communication channels to contact the agent of the support center for support services of the selected product.~~