

TITLE OF THE INVENTION

Single Click Communication Between A Consumer and Service Provider

TECHNICAL ART

- 5 The present invention relates generally to the field of communications network. More particularly, embodiment(s) of the invention relate to method and system for communication between a consumer and service provider via communications network with a single click.

BACKGROUND OF THE INVENTION

- Mobile Instant Messaging (MIM) is a near real-time messaging service on the internet mobile technologies. MIM application tools have found wide applications on the Internet. Within an instant messaging system, an Instant Messenger ID is a unique identifier for a participant or user associated with an Instant Messenger client application. Short Message Service (SMS) is a technology that allows simple text messages to be communicated between mobile telephones. Due to limitations of existing related applications technology and insufficient combination with Internet applications, an open message exchange between the Internet and mobile telephone networks is not available within the necessary information of both identifier and receivers.

- A communication channel usually requires user to acquire the contact information of the business user in order to establish contact using conventional platforms such as sms, email and mobile instant messaging applications such as whatsapp and we chat etc. In this instance, several steps have to be taken before establishment of the connection can be launched such as acquiring the company information and contact details before keying in the information in to the various platforms and contacting them directly. As a result, excessive steps resources are involved and excessive time will be used to initiate contact between users and business users.

- US Patent Application No. 20140089150 , entitled "ONE CLICK TO UPDATE BUYER IN MASS ON PURCHASER ORDERS AND PREPARE CHANGES TO COMMUNICATE TO SUPPLIER" relates to a computer-implemented method comprising: presenting a user interface element within a user interface of a computing device; in response to detecting user interaction with the user interface element, performing, without requiring human intervention following the detecting of the user interaction, a set of operations for each particular record of a plurality of records, the set of operations comprising: changing a value of a specified field of

the particular record from an old value to a new value; and performing at least one of: (a) creating a change order that indicates that the old value was changed to the new value in the particular record, or (b) storing, in an audit history, data that indicates that the old value was changed to the new value in the particular record.

- 5 US Patent Application No. 20100205540, entitled "TECHNIQUES FOR PROVIDING ONE-CLICK ACCESS TO VIRTUAL CONFERENCE EVENTS" discloses an apparatus may include a virtual conference (VC) server component operative to generate a conference bridge for a bridge owner. The VC server component may provide a link to the conference bridge, and provide access to a virtual conference with the bridge owner via the link. The VC server
10 component may also include a profile module operative to store the conference bridge in a directory profile for the bridge owner. The VC server component may also include a server meeting module operative to create a virtual conference with the bridge owner when the link is accessed.

- US Patent No. 8,499,246 discloses a method for providing single click communication,
15 comprising: providing access to a plurality of communication types of a plurality of individuals on a single user interface that provides a plurality of blocks, at least one block being associated with at least one icon depicting availability of an individual of the plurality of individuals; receiving a user selection of the individuals to be displayed in the single user interface; receiving a single click selection of an available communication type for the individual, the
20 availability of the communication type determined based on an ability of the individual to accept the communication type; reviewing a profile associated with the individual to determine one or more contact identifiers associated with the selected communication type; and initiating the selected communication type between a user and the individual using the one or more contact identifiers.

- 25 Disadvantageously, each different communication type (e.g., phone call, e-mail, chat) requires activation or access via either a different device or different program, and there is no existing related applications technology with internet applications that allows a communication between a consumer and service provider via communications network with a single click.

SUMMARY OF THE INVENTION

- 30 A main object of the present invention is to provide a method for providing single click communication, between a consumer and service provider, using a communication system comprising a data system, a server system, a consumer client system and a business client system, comprising the steps of:

(i) providing a list of relevant business clients to the consumer client system;

(ii) a upon selection, the server system identifies the business client and displays an indication of a single click action that the consumer is to perform in order to contact the identified business client, wherein the consumer client system sends to a server system the provided identifier and request for a chatroom, and the server system uses the identifier to have a chatroom to establish contact with the business, and exchange of additional information which can be sent by the user or the business client.

Still another object of the present invention is to provide a system for providing single click communication, between a consumer and service provider, comprising:

10 a consumer client system identifying business clients with keywords and names, and displaying information that identifies the business client and displaying an indication of a single action that a consumer being to perform in order to contact the identified business client;

a business client system that automatically added into a chatroom each time a consumer client system initiates a single action connection with it. It also identifies other business clients with keywords and names, and displaying information that identifies the other business client and displaying an indication of a single action that a business client system being perform in order to contact the identified business client; and

a server system responding to the single action connection request from the consumer client system, adding consumer client system and business client system into the chatroom.

20 Yet a further object of the present invention is to provide a method for providing single click communication, wherein the server system receives and stores the chat history for consumers using various computer systems.

Another further object of the present invention is to provide a method for providing single click communication, wherein the additional information is in the form of media files, which can be sent by either the user or the business client.

Yet another further objection of the present invention is to provide a method for providing single click communication, wherein the server system retrieves the previous chat conversation for the same user of the communication system.

Another yet object of the present invention is to provide a method for providing single click communication, wherein the server system stores the previous chat in association with an identifier of the customer.

Still yet another object of the present invention is to provide a method for providing single click communication, wherein the server system provides the identifier to the client system.

Yet another object of the present invention is to provide a method for providing single click communication, further comprising the step of providing chat history information to the
 5 requesting business client if it is requested by the data system.

Still another object of the present invention is to provide a method for providing single click communication, further comprising the step of combining previous chat history stored in association with the identifier if the server system receives a request from a client system.

BRIEF DESCRIPTION OF THE DRAWINGS

10 The present invention is illustrated by way of example, and not by way of limitation, in the figures of the accompanying drawings and in which:

FIG. 1A is a block diagram illustrating an embodiment of single-action connecting of the present invention, wherein the display of a screen describing a business entity that may be connected.

15 FIG. 1B illustrates the display of a screen confirming a single-action connect in accordance with the present invention.

FIG. 2 is a block diagram illustrating an embodiment of the present invention, wherein the single click communication system includes a consumer client system, a server system and a business client system.

20 FIG. 3 is a block diagram illustrating consumer user log in to the system to proceed to communication in accordance to an embodiment of the present invention.

FIG. 4 is a block diagram illustrating the generation of search result in accordance with the preferred embodiment of the present invention.

FIG. 5 is a flow chart illustrating the preferred embodiment in accordance with the present
 25 invention.

FIG. 6 is a flow chart showing a loop action continuation in accordance with the present invention.

FIG. 7 is a flow chart showing a single action connection in accordance with the present invention.

FIG. 8 is a flow diagram of a routine showing a consumer client system to connect a multiple business client system in accordance with the present invention.

FIG. 9 is a flow diagram of a routine showing a single action connect in accordance with the present invention.

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DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

In the following description, for the purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of the present invention. It will be apparent; however, to one skilled in the art that the invention may be practiced without some of these specific details. In addition, the following description provides examples, and the accompanying drawings show various examples for the purposes of illustration. However, these examples should not be construed in a limiting sense as they are merely intended to provide examples of embodiments of the invention rather than to provide an exhaustive list of all possible implementations. In other instances, well-known structures and devices are shown in block diagram form in order to avoid obscuring the details of the disclosed features of various described embodiments.

It is contemplated that these software modules may be stored in any type of suitable non-transitory storage medium or transitory computer-readable transmission medium. Examples of non-transitory storage medium may include, but are not limited or restricted to a programmable circuit; a semiconductor memory such as a volatile memory such as random access memory "RAM," or non-volatile memory such as read-only memory, power-backed RAM, flash memory, phase-change memory or the like; a hard disk drive; an optical disc drive; or any connector for receiving a portable memory device such as a Universal Serial Bus "USB" flash drive. Examples of transitory storage medium may include, but are not limited or restricted to electrical, optical, acoustical or other form of propagated signals such as carrier waves, infrared signals, and digital signals.

The term "message" represents information configured for transmission over a network.

Referring to FIG. 1, an exemplary embodiment of a single action connecting between a consumer and service provider via a communications network in accordance with the present invention. In accordance with the present invention, there is provided a method for providing single click communication, between a consumer and service provider, using a communication system comprising a consumer client system, a server system, a consumer client system and a business client system, comprising the steps of:

- (i) searching for desired business entities using keywords and geographical settings;
- (ii) adding one or more departments into a chat room;
- (iii) displaying an indication of a single click action that the consumer user is to perform in order to contact the identified business client, wherein the consumer client system sends to a server system the request to add consumer user and business user in to a new chat room, and exchange of additional information which can be sent by the user or the business client.

In accordance with the present invention, a business entity registers with a centralised database server, and in the registration process, the business entity registers their company information, professional or departments and also keywords to describe their skill sets or services.

The search engine of the present invention generates search result based on the keywords and geographical settings, e.g. Postal code and country. The search result is displayed based on the radius (in KM) between the consumer client system's location and the business client system's location. Each of the business entity in the search result contains company name and their list of keywords. The consumer user will be able to click on any of the business entity in the search result to start an instant messaging.

Business client system has public profile while consumer client system has private profile. Any client system with public profiles can be searched by other users. But any system with private profiles can be searched by other users. This means that a consumer client system is able to search for any business client system but cannot be vice-versa. Business client system is able to search for other business system client. A consumer client system is able to invite another consumer client system into an existing chatroom.

The method and system for single-action to initiate connection between a consumer user and a business user in a client/server environment is disclosed in accordance with the present invention. The single-action communication system of the present invention provides the advantages of reducing the number of steps needed to contact a business entity such as acquiring the business entity's phone number/email address etc. and reducing the amount of sensitive information that is transmitted between a client system and a server system, such as the user will not be required to disclose personal details of the user, such as emails or phone/mobile numbers, to the business entity.

When consumer user desires to communicate with business user, the consumer user needs only to perform a single action (e.g., touch the mobile screen using finger or stylus) to communicate with the business entity. When the user performs that single action, the client

system notifies the server system via HTTP protocol. The server system then completes the request by adding all users (Consumer and Business) in to a chatroom. Thus, once the chatroom is created with all the consumer and business users added, the consumer user can start to communicate with the business entity. Furthermore, since the consumer information only consists of the display profile picture and name, sensitive information such as personal contact details will not be revealed to the business entity to be transmitted via the Internet or other communications medium.

FIG. 1A illustrates the display of a screen 100 describing the search result 102 containing a list of companies with online status 102a. The search result 102 is sent from the server system to the consumer client system when a search request using the search mechanism 101 with keywords 101a and geographical setting 101b as search parameters is sent to the server system.

In accordance with the present invention, the consumer user requests to view the information about the business entity shown on the screen 100 contains a detailed description of the company 103 with add sales department button 103a and add finance department button 103b to add departments to the chatroom 105, a single action button 103c and a call us button 103d (as shown in FIG. 1B). To anyone who is skilled in the art, he would appreciate that these various sections can be omitted or rearranged or be adapted in various ways. Generally, the consumer user of the single click system of the present invention is to be aware of the business entity that that he wishes to connect to by the single action, and of the single action needed to start communicating.

The description of the summary section of the detailed description of the company 103 provides information that identifies and describes the company(s) that the user wishes to connect to. The search engine section of the system generates the search result 102 based on the keyword searched and geographical settings eg. Postal code, country. For each search request the server system 210 (FIG. 2) responds with the company summary description in the search result 102. The detailed description 103 is displayed when the consumer user clicks on any of the company in the search result 102.

It is obvious that one skilled in the art would appreciate that a single application page on the server system may contain all these sections but the single action connection section can be selectively included or excluded before sending the chatroom 105 request to the server system. This example of single-action connecting section 103 allows the user to select departments and then specify with a single click of touch to connect. Once the user touches the connect button, the chatroom 105 will be created and consumer and business users will be added in and start communicating.

To reduce the chances of sensitive information being intercepted or revealed to the business user, the server system sends only basic information, such as display name and profile picture so that the user will be confident that the server system will not display personal information to the business user which in turn will protect the privacy of the user.

- 5 Whenever the consumer user initiates a single action connection, the server system would send the screen of FIG. 1A to be displayed. Once the single-action connection is established, the new chatroom entry is added the chat list 104. It confirms that the connection has been established and also provides a button for the consumer users to return back to this chatroom.

To help minimize confusion due to overwhelming ongoing single action connections, the server
 10 system 210 combines all the previous various single-action connection chats can be grouped in the chat list 104. For example, for two single action connections carried out on the same day, if both two single-action connections are carried out to business belonging to the same keyword category they may be effectively combined in the chat list 104 under the same keywords. However, if the other chat is carried out to business with different keywords, then
 15 the two single-item connection chats would not be combined.

Referring to FIG. 2, there is shown a block diagram of the system for communication between a consumer and service provider via a communication network with a single click. Generally, the system for providing single click communication, between a consumer and service provider, comprising:

- 20 The server system 210 handles the keyword search requests from consumer client system 220, verification of consumer and business client systems and supports chatroom services for both consumer and business client system. As shown in FIG. 2, it depicts the preferred embodiment supports the single action connect over the Internet using HTTP. The server system 210 includes a chat server 211, a search server 212, a search result screen 213, a
 25 business user client database 214, a consumer client database 215, a chat room database 216, a consumer client identifier table 217 and a business client identifier table 218. The search result screen 213 contains a list of business user based on specified keywords and geographical settings. The search server 212 receives a HTTP request and then populates the search result screen 213 accordingly. In accordance with the invention, the HTTP request
 30 as mentioned indicates that the consumer user has performed the single action to effect single-action connect. The consumer user database 215 of the server system 210 contains consumer information such as names and profile picture. The business user database contains business information such as company name, company logo, telephone, email, keywords associated with their business and address. The chat room database 216 registers
 35 new consumer client sign up, maintains the availability of both consumer client and business

client, maintains the current chat sessions, maintains chat history and also setup the chat room. It is obvious that one skilled in the art would appreciate that chat history can be stored in the form of media files on the local machine. The consumer client identifier table 217 contains a mapping from each consumer client identifier which is a globally unique identifier that uniquely identifies a consumer client system. The business client identifier table 218 contains a mapping from each business client identifier which is a globally unique identifier that uniquely identifies a business client system.

The consumer client system 220 contains a program and its assigned client identifier. The client identifier is stored in a file. In one preferred embodiment, the chat server system 211 assigns and sends consumer client identifier once when the consumer client logs in to the chat server 211. From then on the consumer client system 220 includes the consumer client identifier with all messages so that chat server 211 can identify the source of the messages. Also the consumer client identifier is included in all search request so that search server can associate the search result with consumer client system. The chat server 211, search servers 212 and client system 220 interact by exchanging information via communication 230 (FIG. 2) over the Internet.

Again referring to FIG. 2, the business client system 240 contains a program and assigned client identifier. The business identifier is stored in a file. In the preferred embodiment, once the business client system 240 logs in with the chat server 211 by providing information needed in the business user database. The chat server 211 then assigns and sends the business client identifiers to the business client system 240. The business client system 240 includes the business client identifier with all messages so that the chat server 211 can identify the source of the messages. The chat server 211, the search servers 212 and the client system 220 interact by exchanging information via communication 250 over the Internet.

In accordance with the preferred embodiment of the present invention, wherein the server system 210, the Chat History Database 219 receives and stores the chat history for consumers using various computer systems, and the exchanged additional information is in the form of media files, which can be sent by either the user or the business client.

In the present invention, chat server 211, chatroom database 216 and history database 219 maintains all the chatroom and chat history. A single connection can achieve either a conversation resumption or initiation of a new conversation. Whenever a consumer client system enters in to a single action connection, a chatroom request is sent to chat server 211. Chat server 211 determines if it is a new chat room request or an old chatroom request. If it is a new chatroom request, a new chat room entry is added into the chatroom database 216. If it is an existing chat room, chat server 211 queries the chatroom database 216 to determine

which chatroom the consumer client belongs to and then queries the chat history database 219 for the related chat history and send it to consumer client. Similarly the process is the same for the business client system except that business client is unable to start a new conversation with any consumer client system. It is obvious that one skilled in the art would appreciate that chat history can be stored in the form of media files. Other than the exchange of information via messages, other forms of information can be exchanged in the forms of digital files such as voice messages, videos, pictures, document files and also voice calling etc.

FIG. 3 is a flow chart showing a consumer user returned back to an existing chatroom with a service provider in accordance with the present invention. The consumer user 311 logs in with a consumer ID, select a chatroom 312 and then proceeds to a single action connection 313. Both business and consumer user are added into the chat room. Chat history loaded into consumer client system 314 and the conversation resumes. The single action connection is successful, which is indicated as 315 in the flowchart of FIG.3.

In an example, given a scenario, previously, Customer A had sent an enquiry to the operator of service provider B previously regarding a camera, so when the customer selects the same chatroom, the previous chat history will automatically be shown together with the new message entered. The operator of the service provider B will also be able to retrieve the previous enquiry information which in turn makes the communication between both the customer and the service provider more efficient.

FIG. 4 is a flowchart showing search result by keywords search in accordance with the present invention. Keywords and search radius are used in carrying out a search and the result of the search is displayed for the particular company 401. A single action connection is done by consumer in step 402, chat between the user and the company (service provider) starts in a chat room. Any additional business user can be added into the consumer user chat room.

FIG. 5 is a flowchart showing how online and offline status of business user is being connected in the present invention. Once single action connection is performed, the single action connection is successful in step 501, if business user is online in step 502a else business user is in offline steps 502b. Auto reply is sent to consumer user 503 after 502a step. Then regardless of business user status, consumer user sends a message to business user in step 504

FIG. 6 is a flowchart showing a loop action continuation after a successful single action connection for a consumer user in accordance with the present invention. For more enquiries,

the customer user can choose to return back to the search results to start new single action connections or to start a new search.

FIG. 7 is a flowchart of a routine showing the single-action connection for a customer user with short term and long term relationship with business user.

- 5 After the consumer user has successfully used the single action connection in step 701 and created the chatroom, the chatroom will be added to the consumer client system chat list. And after the conversation has ended, the consumer user exits the chatroom in step 702, the chatroom and the chat history will be deleted permanently in the server system in step 703. Then consumer user can choose to add this business user to "long term" business user list
- 10 703a or discard the business user in step 703b. This reduces the need for consumer to search for the same business user.

- FIG. 8 is a flow diagram of a routine that shows a consumer client system to connect to multiple business client systems using the single-action connection. In Step 801, the consumer user clicks on the announcement command and search various business users to an
- 15 announcement list based on keywords tagged or company name from the database in to the list of business user the consumer user wish to connect to , in step 802, the consumer user will then write an message or inquiry which will successfully establish the single action connection and in step 803, multiple chat rooms will be created whereby the chatroom will be added to the chat list of each Individual Business Users that was selected in the list in step 801. Also a
 - 20 new chat list appears on consumer client system listing all the business user selected. In continuation of step 803, each individual selected business user will be added to the chatroom, the business user will then decide whether to continue with the enquiry and start the connection. Should the consumer user have more enquiries, he may return to the previous page and use the announcement button command to repeat the process in step 805.

- 25 For example, customer A would like to make enquires on the prices of a specific model of a camera with a few electronics products provider, A, B, C, he clicks on the announcement button. He types keywords and names of the Service Provider A, B, C and add them to the list. Customer A then writes his question and click send thus generating the Single Action Connection command. Service Providers A, B and C will receive a notification and a chatroom
- 30 will be created in each of the chat lists of service provider A, B and C. Service provider A, B and C will be able to answer to Customer A enquiry in each individual chatroom. Customer A will then exit the chatroom if he has no more enquiries, he can choose to keep the chatrooms in the list for long term uses or delete it if customer A intends to use it for a 1 time enquiry. Customer A may continue to repeat the process and use the announcement command for
- 35 other enquires.

FIG. 9 is a flow diagram of a routine that shows the single-action connection of a consumer user to connect to multiple operator e.g. Sales departments of the same business user in the same chatroom.

Referring to the figure, in Step 901, the consumer user will perform a successful single connect command to the selected business user. In step 902, a chatroom will be created and the selected operator (such as sales) is added to the chatroom. If the enquiry requires more other department assistance, another operator (such as the customer service) of the required department can be added to the chatroom by the operator (e.g. sales) to assist the enquiry. If there are no more enquiries, the process will be ended in step 903.

For example, in another scenario, customer A would like to make enquires on the prices of a specific model of a camera as well the warranty terms and conditions as a form of package deal with an electronics products provider A. He types keywords and names of the Service Provider A and select on the electronic products provider A, on the company page information of electronic provider A, customer selects the sales department and clicks on the single connect command button. Customer A will enter his enquiry to the sales operator, the sales operator on knowing his enquiry regarding warranty will add in another operator from the warranty and maintenance department into the chatroom, there will be 3 parties in the chatroom now. The operator will then be able to assist customer A enquiry with the sales operator being kept in the loop. This in turn will result in the enquiry to be made more efficiently in such a way that certain steps such as getting the particulars of the customer A and getting the warranty department to contact him or the customer A to contact the warranty department directly.

C User to B User Interaction vs B User to B User Interaction vs B user to C user Interaction

In the present invention, consumer user profile Information disclosed will only be profile picture and name and is viewable by business users only, other personal details will only be disclosed via the conversation in the consumer user's own discretion. Consumer users can't be search via the search engine and is not stored in the search database.

Consumer user to Business User interaction will basically be a one way direction and must first be initiated by the Consumer User.

The business user profile information disclosed will be essential company information such as name, location etc. and is viewable by both consumer users and other business users. Business users can be searched via the search engine. The business user can search for other business users to use the one-click connection to establish contact.

Business user to Business User interaction of the present invention, however, will be bidirectional and can be initiated by the either one of the business user.

Business user to Consumer user Interaction

5 In the present invention, a business user to consumer user interaction can only take place if the consumer user has previously initiated contact with the business user using single click connection command.

Registration of business users

10 In accordance with the preferred embodiment of the present invention, in order to verify the users, all business entities are required to register the account using their UEN or the like (business registration number that is assigned by the relevant government authorities), the fields for entering the business user's information includes: First name, Last name, Company, Email, etc. This serves as a measure to ensure the authenticity of the business user (public profile user). For example, if a bad email address was entered by the user, an error message may be created and provided to the user.

15 Having disclosed exemplary embodiments, it is contemplated that modifications and variations may be made to the disclosed embodiments while remaining within the scope of the embodiments of the invention as defined by the following claims.

CLAIMS:

1. A method for providing single click communication, between a consumer and service provider, using a communication system comprising a data system, a server system, a consumer client system and a business client system, comprising the steps of :

(i) providing access to a data system containing business client details;

(ii) providing an identifier to the data system that identifies the business client with keywords and names;

(iii) displaying of information by the information system that identifies the business client and displaying an indication of a single click action that the consumer is to perform in order to contact the identified business client, wherein the data system sends to a server system the provided identifier and request for a chat box, and the server system uses the identifier to have a chat box to establish contact with the consumer, and exchange of additional information which can be sent by the user or the business client.

2. The method for providing single click communication as set forth in Claim 1, wherein the server system receives and stores the chat history for consumers using various computer systems.

3. The method for providing single click communication as set forth in Claim 1, wherein the additional information is in the form of media files, which can be sent by either the user or the business client.

4. The method for providing single click communication as set forth in Claim 2, wherein the server system retrieves the previous chat conversation for the same user of the communication system.

5. The method for providing single click communication as set forth in Claim 2, wherein the server system stores the previous chat in association with an identifier of the customer.

5 6. The method for providing single click communication as set forth in Claim 5, wherein the server system provides the identifier to the client system.

10 7. The method for providing single click communication as set forth in Claim 1, further comprising the step of providing chat history information to the requesting business client if it is requested by the data system.

8. The method for providing single click communication as set forth in Claim 1, further comprising the step of combining previous chat history stored in association with the identifier if the server system receives a request from a client system.

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9. A system for providing single click communication, between a consumer and service provider, comprising :

20 a data system having an identifier that identifies business clients with keywords and names, and displaying information that identifies the business client and displaying an indication of a single action that a consumer being to perform in order to contact the identified business client;

25 a server system receiving a request to have a chat box from the data system in responding to the indicated action being performed, wherein the request is sent to the identifier , and the server system using the identifier to have a chat box to establish contact with the consumer, and exchanging of additional information.

10. The system for providing single client communication as set forth in Claim 9, wherein the data system containing business client details is accessible by an instant message connection.

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11. The system for providing single click communication as forth in Claim 10, wherein the identifier to the data system identifies the business client with keywords and names.

5 12. The system for providing single click communication as set forth in Claim 10, wherein the data system displays information that identifies the business client and displaying an indication of a single click action that the consumer is to perform in order to contact the identified business client.

10 13. The system for providing single click communication as set forth in Claim 10, wherein the data system sends to a server system the provided identifier and request for a chat box, and the server system uses the identifier to have a chat box to establish contact with the consumer, and exchange of additional information which can be sent by the user or the business client.

15 14. The system for providing single click communication as set forth in Claim 10, wherein the server system receives and stores the chat history for consume using computer systems, and the server system combines previous chat history stored in association with the identifier included in the request to establish new connection.

20 15. The system for providing single click communication as set forth in Claim 10, wherein a user establishes an instant messaging connection with any users in a geographical area.

25 16. The method for providing single click communication as set forth in Claim 1, wherein a user establishes an instant messaging connection with any users in a geographic area without maintain a contact list by any of the contact list of the user.