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(54) **Title**: METHODS FOR PROVIDING DYNAMIC AND PROACTIVE SUPPORT SERVICES

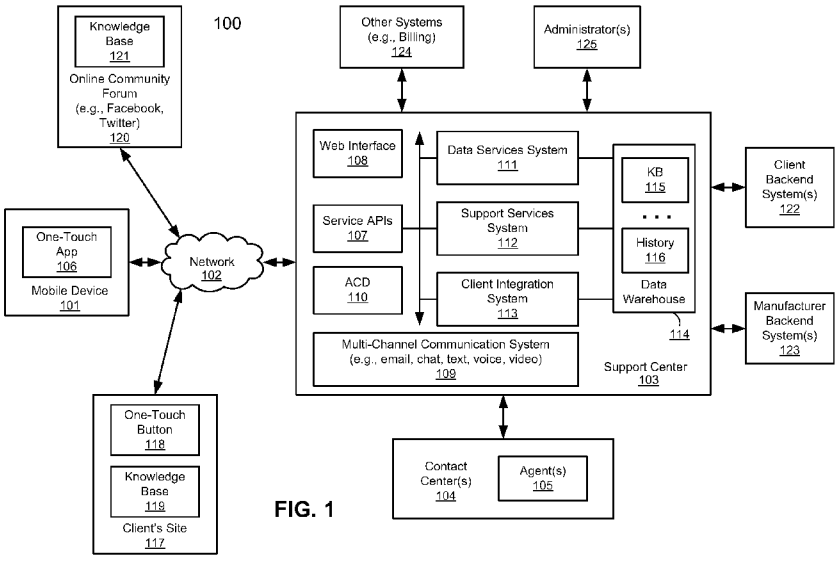


FIG. 1

(57) **Abstract**: According to one aspect of the invention, it is determined, at a support center, a relationship between a first product provided by a first vendor and a second product provided by a second vendor. The first and second products have been purchased by a user via a purchasing facility associated with a client of the support center. In response to a first event received from the client or the first vendor indicating a change of the first product, a first message is transmitted to the user on behalf of the client notifying the user the change of the first product. A second message is automatically transmitted to the user offering a support service of a possible change of the second product in view of the relationship between the first and second products, without requiring the user to initiate a request for the support service.

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