CLAIMS

1. A computer-implemented method for product support services, the method comprising:

receiving, at a services application programming interface (API) of a computer server representing a support center, a login request from a mobile application running within a mobile device over a network;

after successfully authenticating a user of the mobile device, retrieving from a user account associated with the user one or more products that have been registered with the support center, wherein the support center provides support services for a plurality of products provided by a plurality of clients as product providers;

for each of the registered products, identifying one or more articles associated with the product that have been published in an online publication forum, wherein the articles have been extracted from a knowledgebase (KB) based on a support history of the product maintained by the support center;

determining a list of support options available to the user for each of the registered products, the support options including a live support option and a self-support option, wherein the availability of the support options are determined based on a client preference of a client that provides the corresponding registered product;

for each live support option available to ~~a~~ the user for each of the registered product, determining a list of communications options that is available for the user to establish a live communication session with a support agent, wherein availability of the communications options are determined based on the client preference of the associated client and a user preference of the user, wherein the client preference has been previously configured and stored in a client database, and wherein the user preference is stored in a user profile of the user maintained by the server; and

transmitting a personalized page to the mobile device to be displayed at a display of the mobile device, the personalized page listing the one or more registered products associated with the user, including names, serial numbers, and product providers of the registered products, wherein each of the registered products is associated with one or more graphical representations representing

the support options that are available to the associated registered product, which when activated, transmits a support request to the support center for support services for the associated product, wherein the personalized page including a first one-touch button to contact ~~an~~ a first agent of the support center using one or more of the available communications options and a link to the one or more articles of the online publication forum to allow the user to attempt finding a solution to the product without having to contact the first agent of the support center, wherein at least a first of the articles published on the online publication forum includes a second one-touch button to allow the user to contact a second agent of the support center during or after reviewing the first article, the graphical representations being presented together within the personalized page to indicate available support options for support services of the associated product;

in response to receiving a support request via an activation of the second one-touch button displayed within the first article when the user accesses the first article via the link displayed within the personalized page, establishing a live communication session using a selected communication channel to contact the second agent;

generating a touch plan including information related to a section of the first article being accessed, the touch plan to track interactions with the second agent via the live communication session; and

sending the touch plan including the information related to the section of the first article for allowing the second agent to provide support services focusing on content of the section of the first article accessed.

2. The method of claim 1, wherein ~~the request is originated from a one-touch application installed on a mobile device of the user, and wherein the list of options is displayed on a display of the mobile device~~ determining a list of communications options that is available for the user to establish a live communication session with a support agent comprises:

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 the client associated with the product for conducting a live support session with the user; and

generating a third list of communication channels 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 client and commonly exist in the first list and the second list of communication channels.

3. The method of claim 1, wherein the user account is associated with a first of a plurality of different types of memberships associated with the user, the different types of memberships associated with different cost structures, and wherein the list of support options available to the user is determined based on the first type of membership associated with the user account~~wherein at least one of the articles published on the online publication forum is associated with a second one-touch button to allow the user to contact the agent of the support center during or after review of the article~~.

4. The method of claim 3, wherein the articles include a self-service article compiled from a plurality of messages posted from a plurality of members of a discussion thread associated with the product in an online community forum~~further comprising, in response to an activation from one of the first one-touch button and the second one-touch button, establishing a communication session between the user and the agent of the support center for support services of the product~~.

5. The method of claim 41, wherein the first one-touch button represents one of one or more first graphical representations associated with the product displayed on the mobile device, each of the first graphical representations corresponding to a different one of the communication channels that ~~is~~ are available for the user to contact the agent from the mobile device, wherein the communication channels include voice, email, and chat communication mechanisms.

6. The method of claim 45, wherein the second one-touch button represents one of one or more second graphical representations associated with the articles displayed on the online

publication forum, each of the second graphical representations corresponding to a different one of the communication channels that ~~is~~ are available for the user to contact the agent from the online publication forum.

7. The method of claim 1, further comprising:

performing analysis on content of a plurality of KBs, the plurality of KBs including at least one of an internal support KB of the support center, a client KB, a manufacturer KB, and an online community KB to identify one or more solutions to a particular problem of a particular product;

integrating the solutions into an article describing the one or more solutions to the particular problem of the particular product;

editing and approving the article to satisfy certain technical and legal requirements; and

enabling the article to be publically accessible in the online publication forum.

8. 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 7.

9. An apparatus comprising means for performing a method of any of claims 1 to 7.

10. A system for product support services provided by a support center, the system comprising:

a services application programming interface (API) to receive a login request from a mobile application running within a mobile device over a network;

a security module to authenticate the mobile application based on the login request;

after successfully authenticating a user of the mobile device, a reporting module to retrieve from a user account associated with the user one or more products that have been registered with the support center, wherein the support center provides support services for a plurality of products provided by a plurality of clients as product providers;

a self-support knowledge manager coupled to the services API to identify, for each of the registered products, one or more articles associated with the product that

have been published in an online publication forum, wherein the articles have been extracted from a knowledgebase (KB) based on a support history of the product maintained by the support center;

wherein the reporting module determines , for each of the registered products, a list of support options available to the user for each of the registered products, the support options including a live support option and a self-support option, wherein the availability of the support options are determined based on a client preference of a client that provides the corresponding registered product;

for each live support option available to ~~a~~ the user for each of the registered products, wherein the reporting module determines a list of communications options that is available for the user to establish a live communication session with a support agent, wherein availability of the communications options are determined based on the client preference of the associated client and a user preference of the user, wherein the client preference has been previously configured and stored in a client database, and wherein the user preference is stored in a user profile of the user maintained by a server; and

wherein the reporting module

transmits a personalized page to the mobile device to be displayed at a display of the mobile device, the personalized page listing the one or more registered products associated with the user, including names, serial numbers, and product providers of the registered products, wherein each of the registered products is associated with one or more graphical representations representing the support options that are available to the associated registered product, which when activated, transmits a support request to the support center for support services for the associated product, the personalized page including a first one-touch button to contact ~~an~~ a first agent of the support center using one or more of the available communications options 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 first agent of the support center, wherein at least a first of the articles published on the online publication forum includes a second one-touch button

to allow the user to contact a second agent of the support center during or after reviewing the first article, the graphical representations being presented together within the personalized page to indicate available support options for support services of the associated product,

in response to receipt of a support request via an activation of the second one-touch button displayed within the first article when the user accesses the first article via the link displayed within the personalized page, establish a live communication session using a selected communication channel to contact the second agent,

generates a touch plan including information related to a section of the first article being accessed, the touch plan to track interactions with the second agent via the live communication session, and

sends the touch plan including the information related to the section of the first article for allowing the second agent to provide support services focusing on content of the section of the first article accessed.

11. The system of claim 10, wherein the reporting module determines a list of communications options that is available for the user to establish a live communication session with a support agent further comprises the reporting module to: ~~the request is originated from a one-touch application installed on a mobile device of the user, and wherein the list of options is displayed on a display of the mobile device~~

retrieve 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;

retrieve a second list of communication channels from the client database, wherein the second list of communication channels are preferred by the client associated with the product for conducting a live support session with the user; and

generate a third list of communication channels 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 client and commonly exist in the first list and the second list of communication channels.

12. The system of claim 10, wherein the user account is associated with a first of a plurality of different types of memberships associated with the user, the different types of memberships associated with different cost structures, and wherein the list of support options available to the user is determined based on the first type of membership associated with the user account~~at least one of the articles published on the online publication forum is associated with a second one-touch button to allow the user to contact the agent of the support center during or after review of the article~~.

13. The system of claim 12, wherein the articles include a self-service article compiled from a plurality of messages posted from a plurality of members of a discussion thread associated with the product in an online community forum~~wherein in response to an activation from one of the first one-touch button and the second one-touch button, a communication session is established between the user and the agent of the support center for support services of the product~~.

14. The system of claim ~~13~~10, wherein the first one-touch button represents one of one or more first graphical representations associated with the product displayed on the mobile device, each of the first graphical representations corresponding to a different one of the communication channels that ~~is~~ are available for the user to contact the agent from the mobile device, wherein the communication channels include voice, email, and chat communication mechanisms.

15. The system of claim ~~13~~ 14 wherein the second one-touch button represents one of one or more second graphical representations associated with the articles displayed on the online publication forum, each of the second graphical representations corresponding to a different one of the communication channels that ~~is~~ are available for the user to contact the agent from the online publication forum.

16. The system of claim 10, wherein the self-support knowledge manager is configured to perform analysis on content of a plurality of KBs, the plurality of KBs including at least one of an internal support KB of the support center, a client KB, a

manufacturer KB, and an online community KB to identify one or more solutions to a particular problem of a particular product,

integrate the solutions into an article describing the one or more solutions to the particular problem of the particular product,

edit and approve the article to satisfy certain technical and legal requirements, and

enable the article to be publically accessible in the online publication forum.