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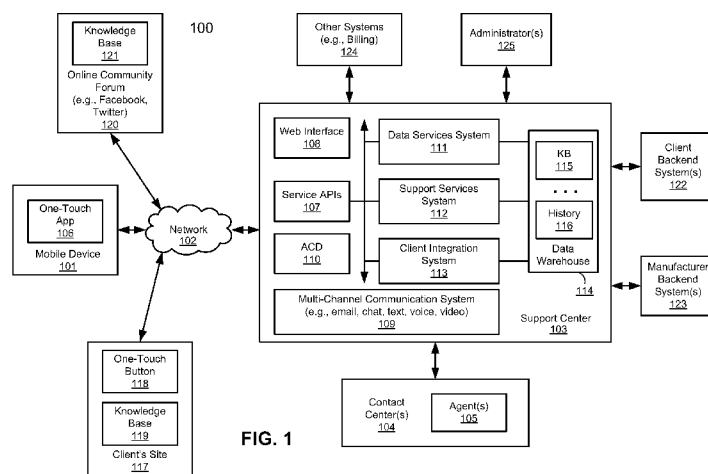
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BASED ON USER PREFERENCE AND CLIENT PREFERENCE

FIG. 1

(57) Abstract: According to one aspect, a request is received at a services application programming interface (API) of a support center from a user for support services of a product. A first list of one or more communication channels that are available for the user to contact an agent of the support center is generated based on a second list of one or more communication channels preferred by the user and a third list of one or more communication channels preferred by a vendor associated with the product. The first list of one or more communication channels is transmitted via the service API to the user. In response to a selection of a communication channel from the first list, a communication session is established between the user and the agent via the selected communication channel for providing support services of the product on behalf of the vendor.

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C. DOCUMENTS CONSIDERED TO BE RELEVANT <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">Category *</th> <th style="width: 70%;">Citation of document, with indication, where appropriate, of the relevant passages</th> <th style="width: 20%;">Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Y</td> <td>US 2011/0055309 A1 (GIBOR et al) 03 March 2011(03.03.2011), see entire document.</td> <td style="text-align: center;">1-17</td> </tr> <tr> <td style="text-align: center;">Y</td> <td>US 2002/0032736 A1 (IDEHARA) 14 March 2002(14.03.2002), see entire document.</td> <td style="text-align: center;">1-17</td> </tr> <tr> <td style="text-align: center;">Y,P</td> <td>US 2011/0264527 A1 (FITZPATRICK et al) 27 October 2011 (27.11.2011), see entire document.</td> <td style="text-align: center;">5-7 and 12-14</td> </tr> <tr> <td style="text-align: center;">Y</td> <td>US 2006/0010405 A1 (HAITANI et al) 12 January 2006(12.01.2006), see entire document.</td> <td style="text-align: center;">5-7, 12-14 and 18-21</td> </tr> <tr> <td style="text-align: center;">Y</td> <td>US 2001/0053980 A1 (SULIMAN, Jr. et al) 20 December 2001 (20.12.2001), see entire document.</td> <td style="text-align: center;">6-7, 13-14 and 18-21</td> </tr> </tbody> </table>			Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	Y	US 2011/0055309 A1 (GIBOR et al) 03 March 2011(03.03.2011), see entire document.	1-17	Y	US 2002/0032736 A1 (IDEHARA) 14 March 2002(14.03.2002), see entire document.	1-17	Y,P	US 2011/0264527 A1 (FITZPATRICK et al) 27 October 2011 (27.11.2011), see entire document.	5-7 and 12-14	Y	US 2006/0010405 A1 (HAITANI et al) 12 January 2006(12.01.2006), see entire document.	5-7, 12-14 and 18-21	Y	US 2001/0053980 A1 (SULIMAN, Jr. et al) 20 December 2001 (20.12.2001), see entire document.	6-7, 13-14 and 18-21
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