

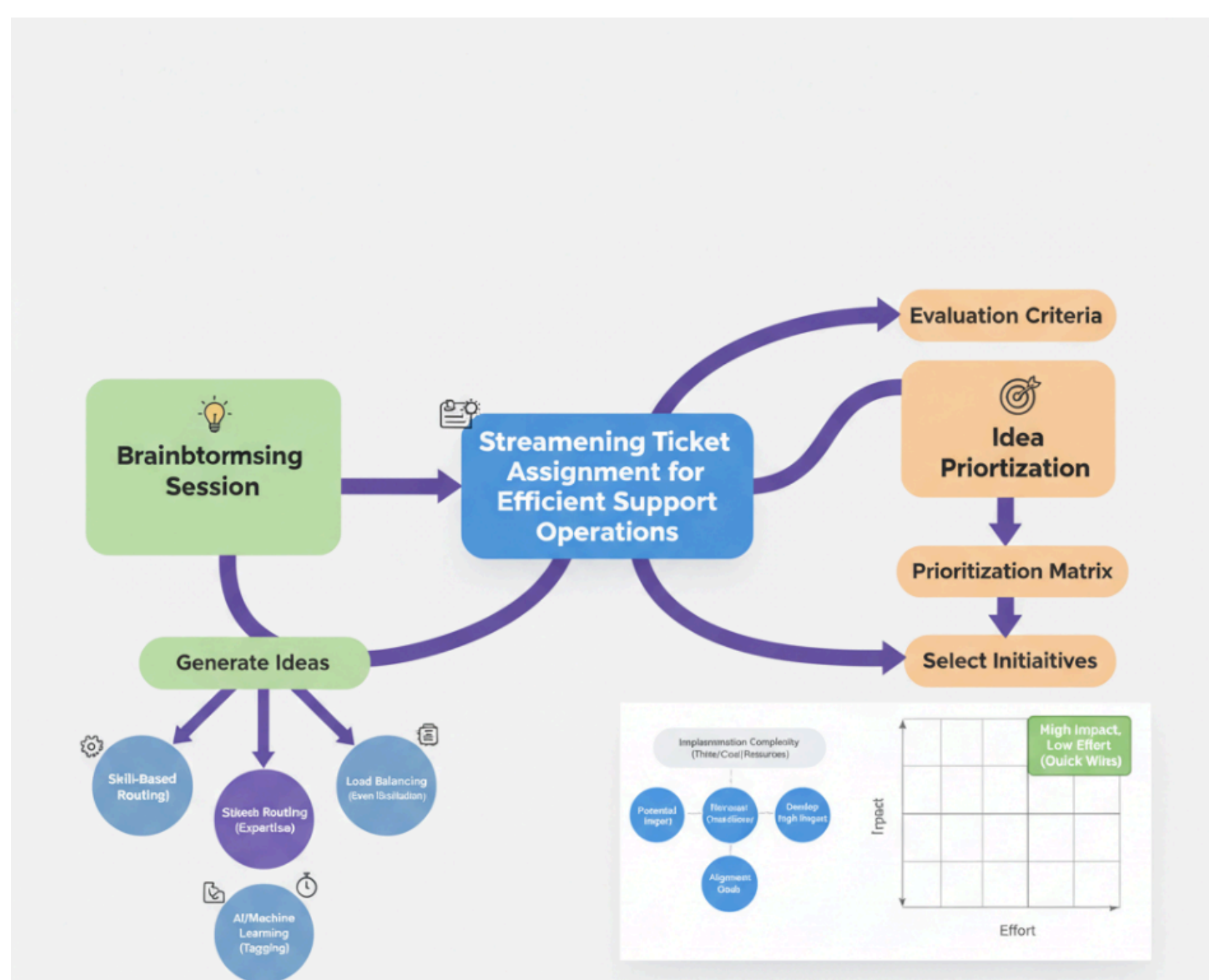
# IDEATION PHASE

## Brainstorm & Idea Prioritization

Date	02 NOV 2025
TeamID	
Project Name	Streamlining Ticket Assignment for efficient support operations
Maximum mark	4 marks

Streamlining Ticket Assignment for efficient support operations:

The **ideation phase** for streamlining ticket assignment begins with a focused **brainstorming session** aimed at generating a diverse pool of potential solutions to current operational friction points. This collaborative exercise should transcend departmental silos, inviting input from support agents (who understand the daily pain points), team leads (who see overall trends), and technical teams (who grasp system limitations). The goal is to identify ideas ranging from simple workflow tweaks, like **automated basic triage** based on keywords, to more complex technological upgrades, such as implementing **true skill-based routing** or utilizing **machine learning** to predict ticket urgency and assign it to an appropriately skilled agent with the optimal current workload.



Once a comprehensive list of ideas is compiled, the crucial step of **idea prioritization** follows. This involves evaluating each concept against a standardized set of criteria, typically focusing on **potential impact** (how much it will reduce resolution time or improve customer satisfaction), **implementation complexity** (required time, cost, and technical resources), and **strategic alignment** with the overall support mission. The ideas are then often plotted on an **Impact/Effort matrix** , allowing the team to visually identify "**Quick Wins**" (high impact, low effort) for immediate action, distinguish them from "**Major Projects**" (high impact, high effort), and discard low-value options, ensuring resources are strategically allocated to initiatives that promise the greatest return on support efficiency.