# IDEATION PHASE

# EMPATHIZE & DISCOVER PHASE

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| **Date:** | 1 NOVEMBER 2025 |
| **Team ID:** | NM2025TMID02509 |
| **Project Name:** | *Streamlining Ticket Assignment for Efficient Support Operations* |
| **Maximum Marks:** | 4 Marks |

**Empathize Phase**

The *Empathize Phase* aims to understand the real challenges faced by support teams and customers during the ticket assignment process. This step focuses on observing how agents handle tickets, identifying their pain points, and analyzing customer feedback to uncover recurring issues.

Through discussions, surveys, and workflow observations, several key insights were identified:

- Agents spend significant time manually assigning or re-assigning tickets.

- Lack of clarity in ticket categorization leads to confusion and delays.

- Uneven workload distribution among agents affects response times and quality.

- Customers often experience delays or multiple re-assignments before reaching the right support agent.

This phase emphasizes developing a deep understanding of the people involved — agents, support leads, and customers — to recognize how inefficiencies affect productivity and satisfaction. By empathizing with their experiences, it becomes clear that automation, intelligent routing, and skill-based allocation are essential to improving support operations.

**Discover Phase**

The *Discover Phase* focuses on analyzing data, workflows, and system interactions to identify the root causes of inefficiency and delay in ticket management. It bridges the gap between user experiences and process realities.

Comprehensive data collection and analysis were conducted, including:

- Reviewing past ticket histories and escalation trends.

- Studying the "Time to Resolution" and "Re-assignment Frequency."

- Auditing the existing ticketing system's routing and categorization methods.

- Analyzing workload distribution across agents to identify imbalance.

**Findings:**

- Manual ticket routing leads to inconsistent workload distribution.

- Lack of AI-based decision support causes unnecessary re-assignments.

- Urgent or complex tickets are not prioritized effectively.

- Existing automation features in the support system are underutilized.

From this phase, opportunities for improvement were clearly identified  such as skill-based routing mechanisms, and dynamic workload balancing to optimize efficiency and reduce response time.

| Aspect | Description |
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| **Says** | "Ticket assignments take too long." , "I often get tickets that don't match my skills.", "Customers get frustrated when tickets are re-assigned." |
| **Thinks** | "The system could be smarter in assigning tickets.""There must be a better way to balance workload." |
| **Does** | Manually checks each ticket before accepting.Reassigns tickets when not suitable.Communicates repeatedly to clarify ticket ownership. |
| **Feels** | Frustrated due to uneven workload.Overwhelmed when ticket queues are unbalanced.Concerned about customer dissatisfaction. |
| **Pain  Points** | Time wasted in manual sorting and re-assignment.Delays in ticket response and resolution.Lack of proper automation and skill-based routing.Low customer satisfaction due to multiple re-assignments. |