

## Ideation Phase

# Define the Problem Statements

Date	1 November 2025
Team ID	NM2025TMID01446
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	2 Marks

### Customer Problem Statement Template:

Support teams often struggle with inefficient ticket assignment processes. Tickets may not reach the right agent quickly, leading to slower response times, uneven workload distribution, and reduced customer satisfaction. Manual routing and lack of visibility into agent workloads often cause confusion and delay in resolving critical issues. As a result, customers experience longer wait times and inconsistent service quality.

They need a streamlined and automated ticket assignment process that ensures each request is routed to the most suitable agent or team based on skill set, workload, and ticket priority. Intelligent routing, clear visibility dashboards, and workload balancing can significantly improve efficiency, ensuring that support operations run smoothly and customers receive timely resolutions.

Problem	Type	Description	Impact	Real-World Example
Manual Routing Errors	Current	Tickets are assigned by hand based on agent availability or keywords, resulting in mismatches between ticket skills and agent expertise.	Delays in resolution (e.g., 20-50% longer wait times), increased escalations, and higher error rates.	In a mid-sized tech firm like a SaaS company using Zendesk, a hardware support ticket was routed to a software specialist, causing a 3-day delay and customer churn—mirroring issues reported in 2023

Problem	Type	Description	Impact	Real-World Example
				Gartner IT service reports.
Uneven Workload Distribution	Current	Agents receive disproportionate ticket volumes due to lack of balancing mechanisms, leading to overload for some and idle time for others.	Agent burnout, reduced productivity (e.g., 15-30% variance in resolution times), and overall team morale decline.	At a bank's helpdesk (similar to JPMorgan's service ops), top performers handled 40% more tickets, resulting in a 25% error spike during peak hours, as highlighted in Forrester's 2024 support efficiency studies.
Lack of Priority Handling	Potential	Without automated prioritization, urgent tickets (e.g., critical outages) get buried in queues, exacerbating response times as volumes grow.	Escalated service level agreement (SLA) breaches, revenue loss from downtime, and reputational damage.	In e-commerce platforms like Shopify partners, during Black Friday surges, non-prioritized payment error tickets led to \$100K+ in lost sales, a scenario projected in IDC's 2025 IT ops forecasts.

Problem	Type	Description	Impact	Real-World Example
Poor Visibility and Reporting	Potential	Absence of dashboards means supervisors can't monitor assignments in real-time, hindering proactive adjustments.	Inefficient resource allocation, missed trends (e.g., recurring issue spikes), and compliance risks in regulated industries.	A healthcare provider's ticketing system (e.g., akin to Epic integrations) failed to track assignment bottlenecks during audits, risking HIPAA violations and fines up to \$50K, as seen in real HIPAA breach cases from 2024.
Scalability Limitations	Potential	As ticket volumes increase with business growth, legacy systems can't handle automation, causing bottlenecks.	Operational silos, higher hiring costs for manual scaling, and inability to support 24/7 global ops.	Amazon Web Services support teams in 2022 faced scaling issues during AWS outages, where manual assignments delayed resolutions by hours, contributing to widespread user frustration documented in post-incident analyses.