

Ideation Phase

Define the Problem Statements

Date	02 NOVEMBER 2025
Team ID	NM2025TMID02018
Project Name	Streamlining Ticket Assignment For Efficient Support Operations
Maximum Marks	2 Marks

Customer Problem Statement Template:

Support teams face difficulties in efficiently assigning and tracking incident tickets. Manual assignment often leads to uneven workload distribution, missed or delayed responses, and confusion among team members. These inefficiencies affect service quality, increase resolution time, and reduce customer satisfaction.

They need a way to automate ticket assignment based on issue type, priority, and team workload — ensuring balanced distribution, transparency, and faster response times. The solution should provide real-time visibility into ticket ownership and enable automatic reassignment if an agent is unavailable or overloaded. This system will improve operational efficiency and enhance the end-user experience.

Problem	Description	Solution
1 . Uneven workload Distribution	Tickets are manually assigned, causing some agents to get more work than others.	Automate ticket assignment using predefined rules based on priority, category, and availability.
2 .Delayed Ticket Resolution	Manual assignment causes delays as tickets wait for admin review or assignment.	Use Flow Designer to auto-assign tickets instantly when created, reducing wait time.
3.Lack of Visibility	Teams struggle to see who owns which ticket, leading to duplicate work or missed updates.	Display clear ticket ownership in real-time dashboards. Enable auto-notifications for assigned users.
4.Reassignment Confusion	When agents are unavailable, tickets remain unaddressed.	Create a flow to automatically reassign tickets to backup or platform groups.
5.Tracking & Accountability Issues	Difficult to track assignment changes or find who handled the ticket.	Maintain assignment logs and enforce audit trails for transparency and accountability.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Support Admin	Assign tickets quickly	the process is manual	I have to check each issue and assign manually	Stressed and inefficient
PS-2	A Team Manager	Balance workload across agents	tickets are unevenly distributed	there's no automation or workload check	Frustrated and overloaded

Problem Statement PS 1:

As a Support Admin, I'm trying to assign incoming incident tickets to the right team quickly, but the manual assignment process takes time and often leads to workload imbalance. This limitation makes me feel stressed and inefficient, as I cannot ensure fair distribution and timely response.

Problem Statement PS 2:

As a Team Manager, my goal is to ensure that all support agents have a fair and balanced number of tickets to handle. But currently, ticket assignments are done manually, so some agents get too many tickets while others get very few.

Because the system doesn't have an automatic workload check or distribution logic, I must manually monitor and redistribute tickets — which takes extra time and causes delays. This situation makes me feel frustrated and overloaded, as I struggle to maintain fairness and efficiency within my support team.

Implement an automated ticket assignment flow that checks each agent's current workload and availability before assigning a new ticket. This ensures even workload distribution and faster response times.