

Ideation Phase

Empathize & Discover

Date	01 November 2025
Team ID	NM2025TMID07096
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Empathy Map Canvas

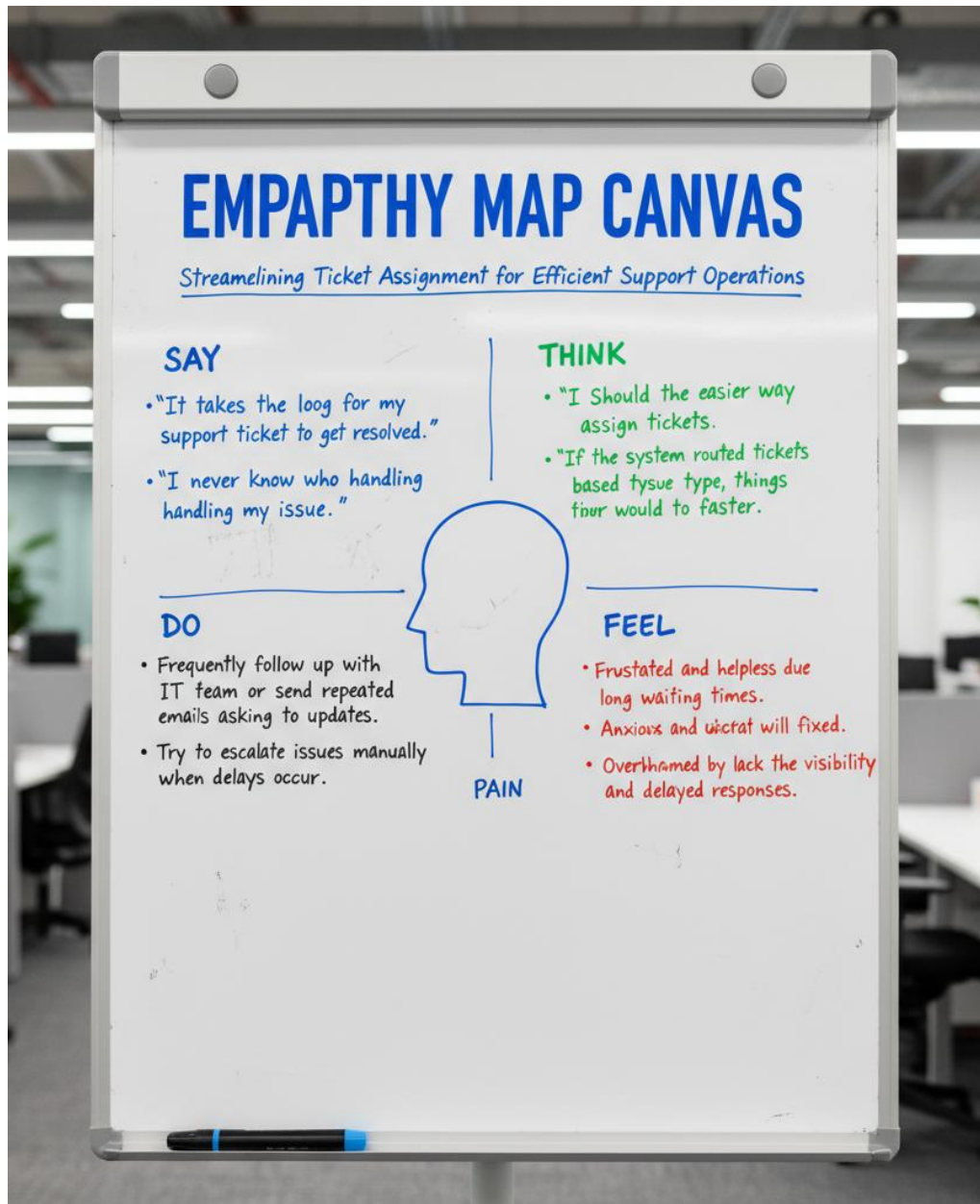
In the **Empathize & Discover** phase, the team observed how employees currently raise support tickets through **manual forms or email communication**. They found that employees often feel **frustrated and ignored** because their tickets are **delayed, misplaced, or left unresolved** due to the absence of an automated tracking system.

By interviewing **support agents, team leads, and employees**, the team discovered that this traditional process causes **confusion, uneven workload distribution, and poor communication** between departments. Support staff often struggle to prioritize or assign issues properly, leading to **delayed responses and reduced productivity**.

Through these insights, the team understood the importance of an **automated ticket assignment system** that can intelligently **route support requests** to the right department or agent based on **priority, category, or skillset**. This would ensure **faster resolution, greater transparency, and improved employee satisfaction**.

This clear understanding of user pain points helped shape a more **streamlined, efficient, and data-driven support operation** that reduces manual effort and enhances overall service quality.

Example:



Example: Automatic Approval Notifications

In the **Streamlining Ticket Assignment for Efficient Support Operations** system, automatic ticket assignment notifications simplify and accelerate the support workflow by removing manual dependencies and improving communication between teams.

When a support request is created, the system automatically identifies the appropriate support agent or department based on predefined criteria such as category, priority, or issue type. An instant notification is sent to the assigned agent with all relevant details, ensuring that action can be taken immediately.

Once the ticket is assigned or updated, the requester receives an automatic status notification—keeping them informed about progress without the need for repeated follow-ups. This automation ensures faster resolution, better accountability, and transparent communication across the support process. By eliminating manual routing and delays, the system enhances efficiency, reduces response times, and delivers a more seamless and satisfying experience for both employees and support teams.

