

Ideation Phase: Empathize & Discover

Streamlining Ticket Assignment for Efficient Support Operations

Date	01 NOVEMBER 2025
Team ID	NM2025TMID01728
Topic Name	Streamlining Ticket Assignment for efficient support operations
Maximum Marks	4 Marks

Empathy Map Canvas:

In the "Empathize & Discover" phase, the team focuses on the experience of the **Support Agent**, who is the primary user of the ticket assignment system. They observe that agents feel **stressed** and **overwhelmed** when new tickets arrive due to the time-consuming manual process of reading, categorizing, and assigning tickets to the right team or specialist. This manual effort leads to **delays** for the customer, **burnout** for the agent, and frequent **mis-assignment**, requiring tickets to be bounced back and forth. The key discovery is the agents' need for an **automated, rules-based system** that intelligently routes tickets based on keywords, past history, and agent specialization. This discovery is crucial for designing a solution that improves both **support speed** and **agent morale**.

Example:

- **Think & Feel:** "Am I qualified for this ticket? I hope I don't reassign it to the wrong person again. This is taking up all my time." (Stress, Frustration)
- **See:** A long, constantly refreshing queue of unassigned tickets; colleagues manually changing ticket statuses; customers complaining about slow response times in team chats.
- **Say & Do:** Ask the team leader for help categorizing a complex ticket; open every new ticket to read the full description before assigning it; use spreadsheets to track team capacity.
- **Pain:** Wasting time on triage instead of solving problems; high pressure to maintain low response times; getting blamed for mis-assignments.
- **Gain:** A clear, prioritized personal queue; immediate confidence that the ticket is with the right specialist; more time to focus on complex solutions.

The empathy map helped us understand the agent's challenges when **manually triaging and assigning support tickets**. It showed the pain points around **wasted time, cognitive load, and the fear of making errors**. This guided us to design a solution that provides **intelligent, automated assignment** based on capacity and expertise.

Example: Automated Assignment Workflow

By deeply understanding the **Support Agent's** perspective through empathy mapping, we identified the critical inefficiencies and stress associated with **manual ticket assignment**. These insights revealed pain points such as "**analysis paralysis**" due to overwhelming ticket volume, **inconsistent categorization**, and **slow handover times** between teams. We can address this by implementing an **AI-driven routing engine** that uses machine learning to instantly tag, prioritize, and assign tickets directly to the most appropriate agent based on their current workload, skill set, and language. This will significantly eliminate agent frustration, improve first response time, and ensure that the right expertise handles the customer's issue immediately.