

Ideation phase

Define the Problem statements

Customer Problem Statement Template

Support teams currently face significant issues due to **manual and queue-based ticket assignment**. This leads to **delays** (tickets waiting in the queue), frequent **misrouting** (issues going to agents lacking the necessary skill or context), and **uneven agent workload** (some agents are overloaded while others are idle). These inefficiencies severely reduce **First Contact Resolution (FCR)** rates and increase **Average Handle Time (AHT)**, resulting in customer frustration and agent burnout. The solution must provide an automated, rule-based system that ensures tickets are routed to the **most qualified and available agent** in real-time. This system will improve operational efficiency, data integrity, and support agent effectiveness.

Element	Description
Problems	Manual assignment, uneven workload, misrouted tickets, slow resolution, low FCR.
Discussion	Consult Agents on routing errors, Team Leads on skill gaps, and Managers on poor AHT trends.
Ideas	Skill-based routing, real-time capacity checks, AI ticket categorization, priority queuing.
Solutions	Implement a central Intelligent Ticket Assignment Workflow with load balancing and skill matching.

Problem & Solution Table

Optimizing Ticket Assignment for Efficient Support

Problem	Description	Solution
 Manual Assignment & Uneven Load	Team leads manually assign tickets, lacking real-time view of agent availability and current workload. This creates bottlenecks and burns out agents.	✓ Implement Real-Time Load Balancing: Automated distribution based on agent capacity and online status.
 Misrouted Tickets & Delays	Tickets aren't matched to specialized agent skills, leading to transfers, increased handle time, and frustrated customers.	✓ Develop Skill-Based Routing: Use an agent matrix to match ticket requirements with expertise.

Reference: miro.com/templates/customer-problem-statement/

Problem Statement PS-1: Workload Imbalance and Low Agent Utilization

I am a Team Manager, and I am trying to **balance the workload** across my entire team to maintain high productivity and morale. However, the current manual assignment process fails to provide real-time capacity data and assign tickets accordingly. This results in **severe workload imbalance**, where some agents are dealing with large backlogs while others remain underutilized. This inefficiency leads to **slow resolution times** and increases the risk of agent burnout.

Problem Statement PS-2: Misrouting Due to Lack of Skill-Based Assignment

I am a Support Agent, and I am trying to efficiently resolve customer incidents quickly and accurately. However, I am frequently assigned complex incidents that **require specialized technical expertise** (e.g., Database or Billing knowledge) which I do not possess. This happens because the current system **lacks a skill matrix or automated routing logic**. Consequently, I am forced to spend time triaging and manually transferring the ticket, leading to **increased Average Handle Time (AHT)** and a poor customer experience due to multiple handoffs.