

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	30 October 2025
Team ID	NM2025TMID00370
Project Name	Streamlining Ticket Assignment for Efficient Support Operations.
Maximum Marks	4 Marks

Brainstorming & Idea Prioritization Template:

Brainstorming encourages collaborative creativity to identify innovative ways to improve support efficiency. For this project, our goal was to design an automated ticket assignment system using ServiceNow that ensures faster, more accurate issue resolution while balancing workloads among support agents.

The brainstorming session helped us analyze existing challenges in manual ticket routing and develop data-driven ideas to optimize the support workflow.

Step 1: Team Gathering, Collaboration and Problem Selection:

Our team discussed common issues in IT support operations, particularly the delay and inefficiency caused by manual ticket assignment. After analyzing several problem areas, we selected “**Streamlining Ticket Assignment**” as our focus area.

The main objective was to automate ticket routing based on agent skills, workload and priority—reducing response times and improving customer satisfaction.



Brainstorm & idea prioritization

Use this template in your own brainstorming session so your team can unleash their creativity and develop smarter ways to optimize support operations.

1. Team gathering
 2. Idea listing and grouping
- Idea prioritization

Define your confidence

Outline situations where support teams face challenges in ticket assignment and what improvements your solution

☒ Problem statement

Identify where inefficiencies occur in ticket assignment and routing

☒ Goal setting

Discuss and write down goals to ensure faster ticket resolution and balanced workload

Find; reference

<https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Define your problem statement

Manual ticket assignment often leads to delays, uneven workload distribution, and slower response times in support operations.

Manual ticket assignment often leads to delays, uneven workload distribution, and slower response times



Step 2: Brainstorming, Idea Listing and Grouping:

We listed all possible ideas to automate and enhance the ticket assignment process using ServiceNow. Each idea was discussed, grouped and evaluated for technical feasibility and potential impact.

Ideas generated included:

- Automating ticket assignment based on agent skill sets and availability.
- Implementing a priority-based routing mechanism (e.g., critical, high, medium, low).
- Integrating AI/ML models to predict and assign tickets dynamically.
- Creating real-time dashboards to monitor ticket load per agent/team.
- Sending automated notifications and SLA reminders to ensure timely resolution.
- Enabling escalation workflows for unresolved tickets.

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

Meena	Aravind	Sanjay
Skill-based ticket routing	Automated workload balancing	AI ticket categorization
SLA monitoring alerts	Dashboard visualization	Priority-based assignment
Ticket escalation workflow	Real-time agent tracking	

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like title.

🕒 20 minutes

Group A	Group B
Automation & Routing Sula poingan	Monitoring & Alerts Destar Devator
Group C	Group D
Analytics & Insights Dashboard	Integration & Workflow ServiceNow intrag

Step 3: Idea Prioritization:

After listing all ideas, we applied impact vs. feasibility analysis to prioritize key solutions for implementation. High-impact and easily deployable features were chosen for the initial phase.

Prioritized ideas:

- Automated ticket assignment based on skill and workload.
- Real-time dashboard for workload visualization.
- SLA monitoring and automated escalation.
- AI-based ticket prediction and categorization (future enhancement).

