

Ideation Phase
Brainstorm & Idea Prioritization
Template

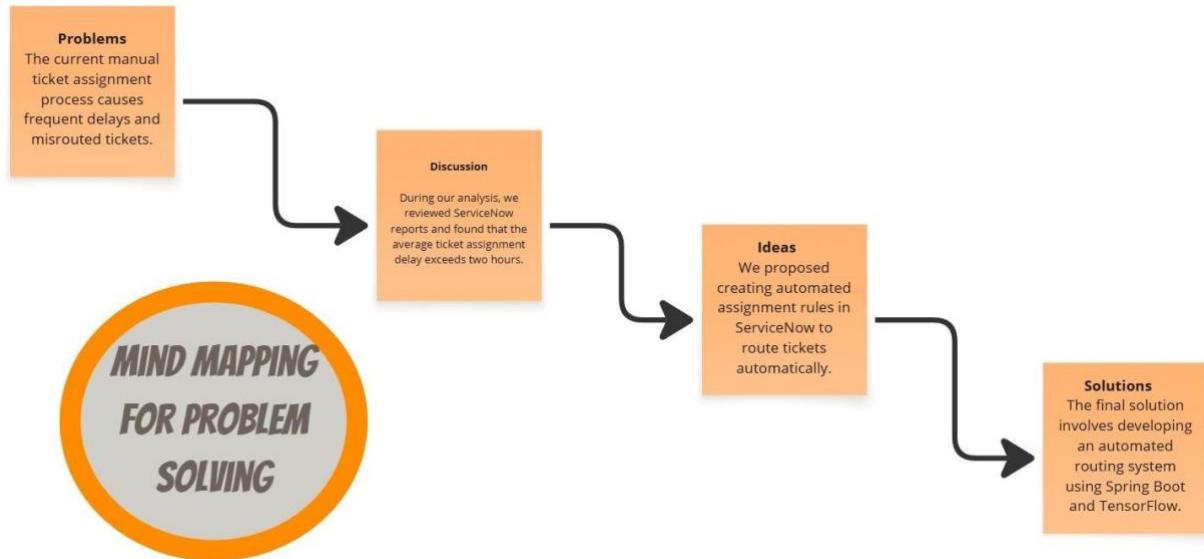
Date	2 Nov 2025
Team ID	NM2025TMID07850
Project name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 marks

Streamlining Ticket Assignment for Efficient Support Operations Template:

The project “Streamlining Ticket Assignment for Efficient Support Operations” aims to enhance the efficiency of customer support systems by automating the process of ticket distribution. In many organizations, manual ticket handling often causes delays, uneven workloads, and slower response times. This project introduces an intelligent solution that automatically assigns tickets to the right support agents based on factors such as ticket type, priority, and agent expertise.

By implementing an automated assignment mechanism, the project helps reduce human errors and improves overall team productivity. It ensures faster response times, balanced task distribution, and improved customer satisfaction. Ultimately, this system supports a more organized, data-driven, and efficient workflow for support operations.

Step-1: Teams Gathering, Collaboration and select the problem statement:



Step-2: Brainstorm, Idea Listing and Grouping:

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<p>Initial Idea: Automate ticket routing using ServiceNow rules based on issue type and priority.</p> <p>Teammate builds on idea: Add auto-reassign if tickets stay unacknowledged.</p> <p>Teammate builds on idea: Balance workload by routing to least-busy agents.</p>	<p>Initial Idea: Use Flow Designer to auto-assign incidents on creation.</p> <p>Teammate builds on idea: Include SLA timers for faster response.</p> <p>Teammate builds on idea: Send alerts to agents when new tickets arrive.</p>	<p>Initial Idea: Apply ML to predict the right team using past ticket data.</p> <p>Teammate builds on idea: Add feedback from agents to verify assignment.</p> <p>Teammate builds on idea: Retrain model regularly to improve accuracy.</p>

Fig 2: Image that Describes the Work Done by Teammates

✓ Brainstorming:

Team members discussed various issues in the existing ticket assignment process and shared innovative ideas freely to explore effective automation solutions without judgment, encouraging creativity and participation.

Idea Listing:

All proposed ideas were documented carefully to capture every possible improvement, such as priority-based routing, agent workload tracking, and automatic ticket reassignment.

Grouping:

Similar ideas were categorized under key modules like ticket categorization, agent performance tracking, and response optimization to identify core features and simplify decision-making.

Action Planning:

The finalized ideas were converted into clear implementation steps with assigned roles, development timelines, and testing responsibilities for each team member.

Step-3:Idea Prioritization:



Fig3: Image of steps to Streamline Ticket Assignment

Idea Prioritization

After gathering and grouping all ideas, the team prioritized them based on impact, feasibility, and time to implement. The most critical ideas—such as automated ticket routing, workload balancing, and real-time tracking—were given top priority because they directly improve support efficiency and customer satisfaction.

Lower-priority ideas, like advanced analytics and visual dashboards, were scheduled for later phases to ensure the core automation system is developed and tested first. This structured prioritization helped the team focus on building a strong, functional foundation before adding additional enhancements.