

Ideation Phase
Define the Problem Statements

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

Customer Problem Statement Template:

In many organizations, the customer support process faces delays and inefficiencies due to manual ticket assignment. When multiple support requests are raised, assigning them to the right agents often becomes slow and uneven, leading to longer response times and frustrated customers. Support agents may also receive tasks that do not match their expertise, while others remain underutilized, causing imbalanced workloads and reduced team productivity.

Customers expect quick and accurate responses to their issues, but manual operations make it difficult to meet these expectations consistently. There is a clear need for an automated, intelligent ticket assignment system that ensures every ticket is routed to the most suitable agent based on priority, expertise, and availability—ultimately improving efficiency, reducing delays, and enhancing customer satisfaction.

Problem	Description:	Solution:
Inefficient Ticket Assignment	Tickets are not assigned to the right team or agent quickly.	Implement automated ticket assignment rules based on category and priority.
High Response Time	Manual review of tickets causes delays in resolving incidents.	Use ServiceNow workflow automation to assign tickets instantly.
Lack of Visibility	Admins cannot track which team is handling which ticket.	Add a real-time dashboard to display ticket ownership and progress.
Duplicate or Missed Tickets	Same issue reported multiple times or some go unassigned.	Enable duplicate detection and validation checks before assignment.
Poor User Satisfaction	Delayed response and confusion reduce end-user trust.	Improve SLA tracking and send instant notifications after assignment.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	an Admin	Assign tickets quickly to the right support agents.	The process is manual and time-consuming, leading to confusion.	I don't have an automated system to categorize and route tickets efficiently.	Frustrated and overworked, as I can't ensure fair and fast task distribution.
PS-2	A Team Manager	Distribute work evenly and monitor agent performance.	Some agents get too many tickets while others have fewer.	There is no proper tracking or load-balancing system in place.	Disappointed, because it reduces team efficiency and customer satisfaction.

✔ Problem Statement PS 1:

As an Admin, I am trying to assign tickets quickly to the right support agents so that customer issues can be resolved without delay. However, the current process is manual and time-consuming, which often leads to confusion and inefficiency. Without an automated system, I have to review each ticket, understand its type or priority, and manually decide which agent should handle it. This becomes especially difficult when multiple tickets are raised at the same time.

Because there is no intelligent routing system to categorize and distribute tickets automatically, the workflow becomes slow and inconsistent. It increases the chances of human error and reduces the overall response speed. This situation makes me feel frustrated and overworked, as I cannot ensure fair task distribution or maintain smooth and efficient support operations.

✔ Problem Statement PS 2:

As a Team Manager, I am trying to distribute work evenly among my support agents and monitor their performance to maintain a balanced and efficient workflow. However, some agents receive too many tickets while others handle very few, which creates an uneven workload within the team. This imbalance affects the speed and quality of responses, as overburdened agents struggle to manage multiple tickets at once.

Because there is no proper tracking or load-balancing system, it becomes difficult to monitor agent availability and assign tasks fairly. This lack of automation reduces the team's overall efficiency and increases customer waiting time. It makes me feel disappointed and concerned, as the system fails to support effective teamwork and consistent customer service quality.