Streaming Ticket Assignment For Efficient Support Operation

Service now

NAAN MUDALVAN PROJECT

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INDEX PAGE

1. Introduction
2. Abstract
3. Problem statement
4. Solution
5. Practical use
6. Knowledge gained
7. Milestone 1**:** Setting up ServiceNow Instance
8. Milestone 2**:** Creation of Catalog Item
9. Milestone 3: Designing Laptop Request Form
10. Milestone 4**:** Workflow for Approvals
11. Milestone 5: Notifications and SLAs
12. Milestone 6: Catalog Categories and User Access
13. Core and Motive
14. Conclusion

1. INTRODUCTION:

Streaming Ticket Assignment for Efficient Support Operations In today's fast-paced digital environment, support teams must handle a growing volume of customer inquiries while maintaining high levels of service quality and response speed. Traditional methods of ticket assignment—often manual or round-robin based—can lead to inefficiencies, such as uneven workloads, delayed responses, and lower customer satisfaction.

Streaming ticket assignment introduces a dynamic, real-time approach to distributing support tickets. Instead of batching or queuing tickets for later assignment, tickets are automatically routed to the most suitable available agent as they are created. This method leverages automation, real-time analytics, and contextual understanding to ensure that each ticket is handled by the right person at the right time. By optimizing ticket flow and balancing workloads across support teams, streaming assignment significantly enhances operational efficiency, reduces response times, and improves the overall support experience—for both agents and customers.

In this project, a dedicated service catalog item will be created for laptop requests. The catalog will allow users to:

- Select the laptop model and specifications based on their needs.
- Provide details such as quantity, justification, and department.
- Submit the request, which will be automatically routed to the appropriate approvers.

The system ensures that every request follows a standardized workflow, involving approval from department heads and IT administrators before fulfillment. Additionally, requestors will be kept informed at each stage through automated notifications. Administrators, on the other hand, will have access to reports and dashboards to track laptop demand, usage patterns, and request completion timelines.

ABSTRACT:

Efficient ticket management is critical to delivering timely and Effective customer support. Traditional ticket assignment Methods, such as manual distribution or round-robin systems, Often result in delayed responses, uneven workloads, and Decreased customer satisfaction. This paper explores the Concept of streaming ticket assignment, a real-time, automated Approach that dynamically routes incoming support tickets to the most appropriate and available agents based on predefined Criteria such as skill set, ticket priority, and current workload.

By continuously evaluating ticket flow and agent Availability, streaming assignment systems ensure faster Response times, balanced agent utilization, and improved Resolution rates. This approach not only enhances operational Efficiency but also provides a scalable solution for support teams dealing with high Volumes of customer inquiries. The paper also discusses Implementation strategies, potential challenges, and the Measurable impact of streaming ticket assignment on overall Support performance.

PROBLEM STATEMENT

In modern customer support environments, handling a high Volume of incoming tickets efficiently is a critical challenge. Traditional ticket assignment methods—such as manual Allocation, round-robin distribution, or first-come-first-serve Queues—often lead to operational inefficiencies. These include Delayed response times, uneven workload distribution among Agents, underutilization of specialized skills, and reduced Customer satisfaction. As support teams scale, these static assignment approaches struggle to adapt in real time to dynamic variables such as agent availability, ticket priority, complexity, and customer context. This results in increased resolution times, agent burnout, and a disjointed customer experience. There is a clear need for a more intelligent, adaptive solution That can assign tickets dynamically and efficiently as they Arrive. Streaming ticket assignment addresses this gap by

Introducing real-time, criteria-based routing that optimizes.

3.SOLUTION

Streaming Ticket Assignment System—a real-time, automated ticket distribution mechanism designed to enhance the responsiveness and effectiveness of support operations. This system continuously monitors incoming tickets and

Dynamically assigns them to the most suitable and available support agents based on predefined criteria, such as:

- Agent skill set and expertise
- Current workload and availability
- Ticket priority and customer tier
- Historical performance and response time
- Language and regional preferences

By leveraging real-time data and intelligent routing algorithms,

The streaming assignment model ensures that each ticket is immediately directed to the best-fit agent. This approach not only reduces ticket wait times but also balances workloads across the support team, improves first-contact resolution rates, and enhances the overall customer experience. The solution can be implemented using rule-based engines or enhanced further with ai/ml models for predictive routing and continuous optimization. Integration with existing ticketing platforms (e.g., Zen desk, salesforce, fresh desk) allows seamless adoption without disrupting current workflows. Overall, streaming ticket assignment offers a scalable, adaptive, and efficient alternative to static ticket distribution methods, aligning support operations with modern customer service expectations. Both resource utilization and customer satisfaction.

4.Practical Use of Streaming Ticket Assignment for Efficient Support Operations

1. **Real-TimeTicket Routing:**

As customer requests come in, tickets are immediately analyzed and assigned to the most appropriate agent, ensuring faster response times without waiting in long queues.

2. **Skill-Based** Assignment:

Tickets are matched to agents with the right expertise (e.g., technical issues go to technical specialists), improving the quality of support and first-contact resolution rates.

3. **Workload** Balancing:

The system dynamically monitors agent availability and workload, distributing tickets evenly to prevent burnout and idle time, which increases team productivity and morale.

4. **Priority** Handling:

High-priority or VIP customer tickets are automatically flagged and routed to senior or specialized agents, ensuring critical issues get immediate attention.

5. **Multi-Channel** Support:

Tickets originating from different channels (email, chat, phone, social media) are unified and assigned seamlessly, enabling consistent and efficient multi-channel support.

6. **Scalability during Peak Times:**

During periods of high ticket volume (e.g., product launches, outages),

streaming assignment adapts in real-time to handle spikes efficiently without overloading any single agent.

7. **Performance Analytics and Continuous Improvement:**

Data collected from the assignment process helps identify bottlenecks and optimize routing rules, continuously improving support operations over time.

5.Knowledge Gained from Streaming Ticket Assignment for Efficient Support Operations

1. Improved Understanding of Real-Time Resource Management:

Streaming ticket assignment highlights the importance of dynamically managing agent availability and workloads to optimize operational efficiency and prevent bottlenecks.

2. The Value of Skill-Based Routing:

Matching tickets to agents based on their expertise significantly enhances resolution quality and customer satisfaction, reducing repeat contacts and escalation rates.

3. Impact of Automation on Response Times:

Automating ticket distribution in real time drastically reduces wait times, demonstrating how intelligent systems can accelerate support workflows and improve customer experience.

4. **Scalability Benefits During Peak Demand:**

Streaming assignment systems can flexibly handle sudden surges in ticket volumes, ensuring continuous service levels even under pressure.

5. **Data-Driven Continuous Improvement:**

Collecting and analyzing assignment data enables ongoing refinement of routing algorithms, supporting a culture of continuous operational improvement.

6. **Integration Challenges and Solutions**:

Practical experience reveals best practices for integrating streaming ticket assignment with existing support platforms and workflows, minimizing disruption during adoption.

7. **Enhanced Team Collaboration and Morale:**

Balanced workload distribution helps reduce agent burnout and fosters a more engaged and productive support team.

MILESTONE 1: SETTING UP THE SERVICENOW INSTANCE

Activity 1 – Requesting a Developer Instance

1. Visit the official ServiceNow Developer portal: https://developer.servicenow.com.

2. Create a developer account or log in if you already have one.
3. From the dashboard, go to the Personal Developer Instance section.

4. Click on Request Instance to generate a new ServiceNow environment.

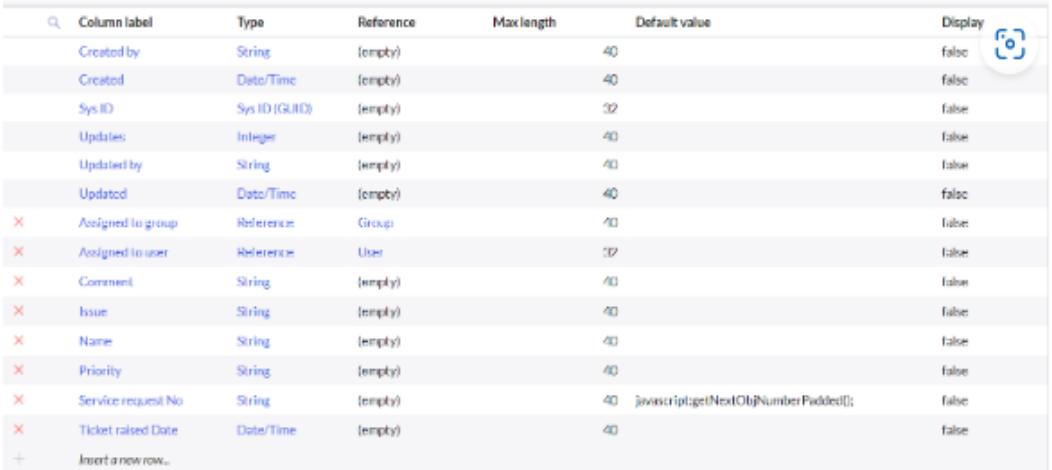
5. Choose the latest available version of ServiceNow and confirm the request.
6. Wait for a confirmation email that includes your instance URL and login credentials.

Activity 2 – Configuring the Instance

1. Use the provided credentials to log in to your ServiceNow instance.

2. Explore the Application Navigator to become familiar with the interface.
3. Set up user roles if needed (admin, developer, requester).

4. Configure the environment for project development by enabling access to Service Catalog and Workflow modules.
5. Verify that your instance is active and ready for further customization.



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MILESTONE 2: CREATION OF CATALOG ITEM

Activity – Creating a Laptop Request Catalog Item

1. In the ServiceNow instance, navigate to Service Catalog → Catalog Definitions → Maintain Items.

2. Click on New to create a new catalog item.

- Enter the details as follows:

    - Name: Laptop Request
    - Category: IT Services → Hardware Requests
    - Short Description: Request for a new laptop.
    - Description: Catalog item to allow users to request laptops with specific configurations.

3. Save the catalog item.
4. Verify that the item appears under the correct category in the Service Catalog.

MILESTONE 3: DESIGNING LAPTOP REQUEST FORM

Activity – Adding Fields to the Form

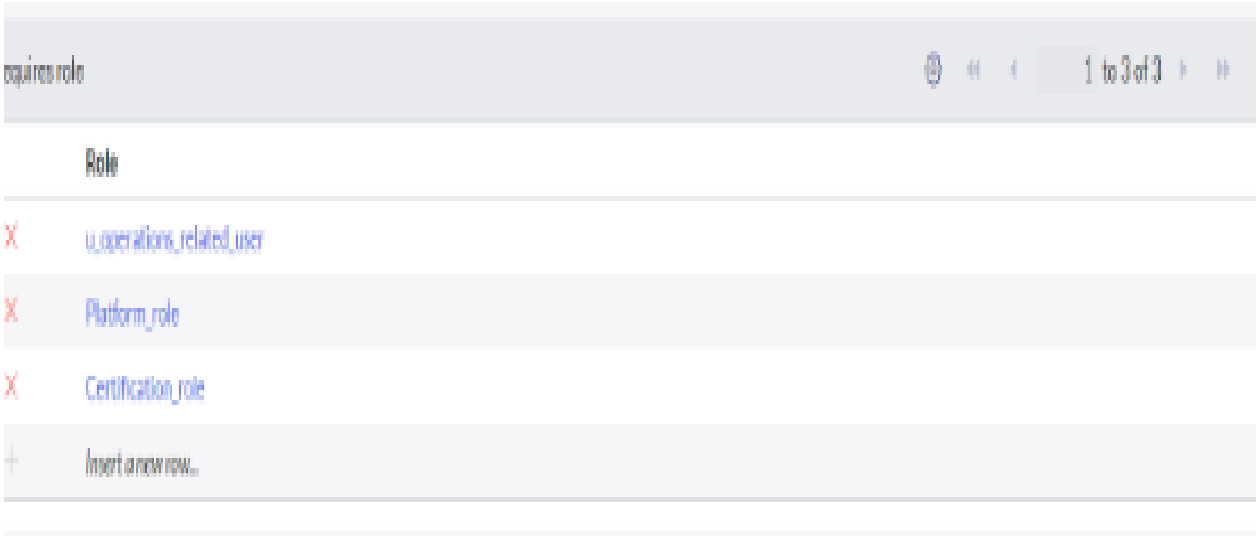
1. Open the Laptop Request catalog item.

2. Under the Variables tab, add fields to capture request details:
    - Laptop Model (Choice field: e.g., Dell, HP, Lenovo)
    - Configuration (String/Choice: i5, i7, RAM, SSD options)

    - Quantity (Integer)
    - Justification (Multi-line Text, Mandatory)
    - Department (Reference field to Department table)
3. Apply field properties:

    - Make Justification and Department fields mandatory.
    - Set Quantity field default to “1.”

4. Save the form and preview it under the catalog.



MILESTONE 4: WORKFLOW FOR APPROVALS

Activity – Building the Approval Workflow

1. Navigate to Workflow Editor → New Workflow.

2. Name the workflow Laptop Request Approval Workflow.
3. Drag and drop activities:
    - Approval – User: Manager Approval (first level).

    - Approval – User: IT Approval (second level).
    - Task Assignment: Assign request to IT team after approvals.
4. Configure workflow conditions:
    - If manager rejects → request is closed with rejection note.

    - If manager approves → routed to IT for final approval.
    - Once IT approves → laptop provisioning task is generated.
5. Save and publish the workflow.

MILESTONE 5: CATALOG CATEGORIES AND USER ACCESS

Activity – Creating Categories

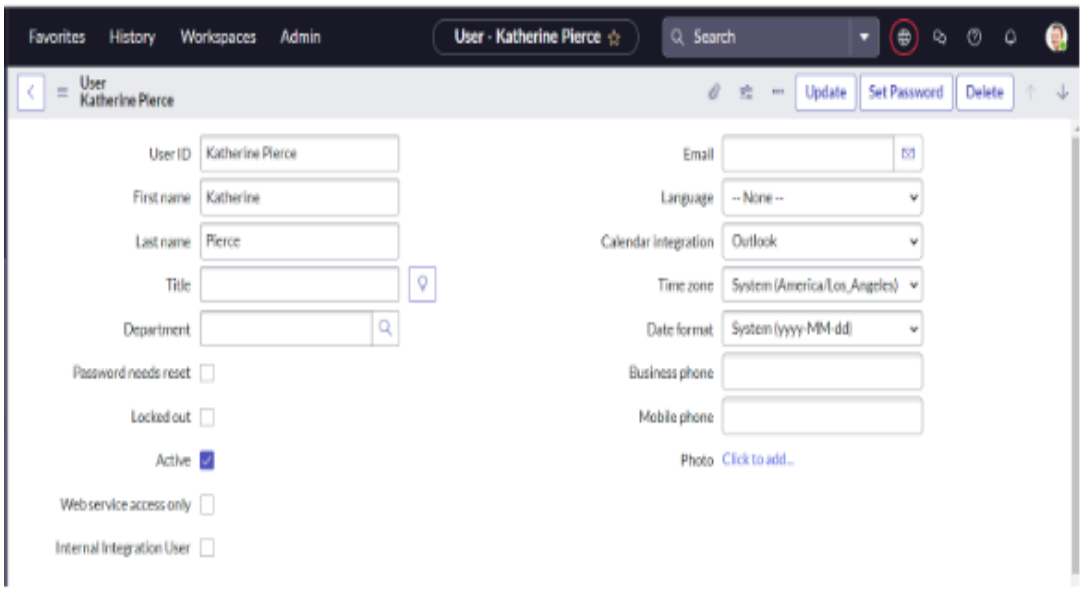
1. Navigate to Service Catalog → Catalog Definitions → Maintain Categories.
2. Add categories such as:

- Standard Laptops
  - High-Performance Laptops
  - Lightweight/Portable Laptops

3. Assign catalog items to these categories for easier selection.

Activity – Applying Role-Based Access

1. Define user roles: Requestor, Approver, IT Staff.
2. Configure access so:
   - Students/Employees (Requestors) can only submit requests.
   - Managers (Approvers) can review and approve.
   - IT Staff can process fulfillment tasks.



MILESTONE 6: TESTING AND VALIDATION

Activity – Testing the Catalog Item

1. Submit a sample laptop request as a student/employee.

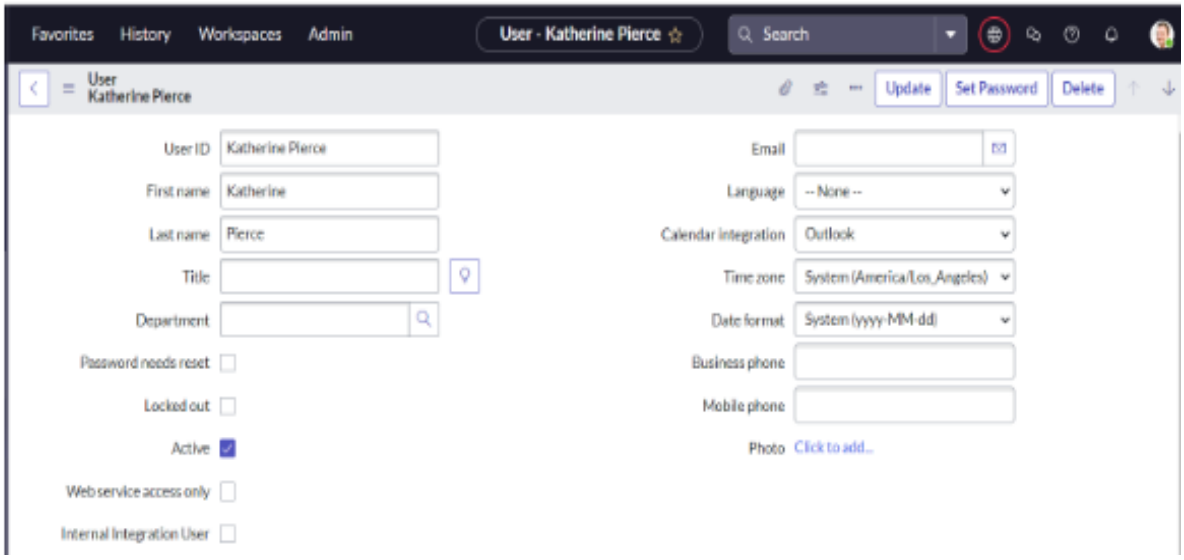
2. Verify that the request routes correctly to the manager for approval.
3. Approve the request as a manager, then confirm it moves to IT approval.

4. Fulfill the request as IT staff and check that the system records the action.

Activity – Validation

1. Ensure mandatory fields prevent incomplete submissions.
2. Confirm notifications are sent at each stage.
3. Verify SLA timers are triggered and monitored.

4. Test reports and dashboards to ensure accurate data display.



CORE AND MOTIVE OF THE PROJECT :

The core of streaming ticket assignment lies in the real-time, Intelligent distribution of incoming support tickets to the most Suitable agents. This system dynamically considers factors such As agent skills, availability, workload, and ticket priority to Ensure that each customer issue is addressed promptly and Effectively. It replaces static, manual, or batch-based Assignment methods with a continuous, automated process that Optimizes support efficiency and service quality.

The primary motive behind implementing streaming ticket assignment is to enhance the overall efficiency and responsiveness of support operations. By automating and optimizing ticket routing, organizations aim to reduce response and resolution times, balance workloads among agents, improve customer satisfaction, and enable scalable support that can adapt seamlessly to fluctuating ticket volumes. Ultimately, the goal is to provide a smoother, faster, and more personalized support experience for customers while maintaining a motivated and productive support team.

CONCLUSION:

Implementing a streaming ticket assignment approach within ServiceNow significantly enhances the efficiency and responsiveness of support operations. By continuously routing incoming tickets based on real-time agent availability, skill sets, and workload, the model reduces resolution time, minimizes backlog, and improves service quality. This dynamic, automated process ensures equitable workload distribution and empowers support teams to focus on issue resolution rather than manual ticket management. As organizations continue to scale, streaming ticket assignment offers a sustainable, intelligent solution for maintaining operational excellence and delivering consistent customer satisfaction.