

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19-02-2026
Team ID	LTVIP2026TMIDS24891
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

Our brainstorming session focused on addressing the problem of manual ticket routing at ABC Corporation. Through collaborative idea sharing, we identified and grouped key solutions aimed at improving efficiency, accuracy, and response time in support operations. After evaluating all ideas based on impact and feasibility, automation using ServiceNow Flow Designer, keyword mapping, and priority tagging were selected as top priorities. These solutions will streamline the ticket assignment process, reduce delays, and enhance customer satisfaction. The mural summarizing our session has been shared with stakeholders for review, and a copy has been exported for documentation and further planning.

⌚ 10 minutes to prepare
⌚ 1 hour to collaborate
👥 2-3 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going:

⌚ 10 minutes

- ☐ **Team gathering**
Determine who should participate in the session and send invites. Be sure to include anyone involved in your workflow.
- ☐ **Set the goal**
To increase the probability of success, focus on solving the most pressing issues.
- ☐ **Learn how to use the facilitation tools**
Use the facilitation super-powers to run a happy and productive session.

⌚ 5 minutes

Define your problem statement

At ABC Corporation, the support team faces challenges in efficiently managing and routing incoming support tickets. The manual process of assigning tickets to appropriate teams often leads to **delays in issue resolution**, **misclassification of tickets**, and **inconsistency in support staff**. This inefficiency negatively impacts **customer satisfaction**, **response time**, and **resource utilization**. To address these challenges, the goal is to **implement an automated ticket routing system** within ServiceNow that accurately assigns tickets to the correct support groups based on issue type. By automating this process, ABC Corporation aims to **streamline support operations**, **reduce resolution time**, and **enhance overall service quality**.

⌚ 5 minutes

PROBLEM

How might we automate ticket routing in ServiceNow to ensure accurate assignments, reduce resolution delays, improve customer satisfaction, and enhance overall support efficiency at ABC Corporation?



Key rules of brainstorming

To run a smooth and productive session:

- ⌚ Stay on topic.
- ⌚ Encourage creativity.
- ⌚ Make judgments.
- ⌚ Focus on quantity.
- ⌚ Stay focused.
- ⌚ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

- AI-Based Routing – Use machine learning to analyze ticket content and automatically assign it to the right team.
- Keyword Mapping – Create predefined keyword lists (e.g., “login,” “error,” “certificate”) linked to specific support groups.
- Flow Designer Automation – Build ServiceNow flows that trigger routing based on issue type or category.
- Priority Tagging – Automatically assign priority levels to tickets based on urgency or impact.
- Role-Based Assignment – Assign tickets to users based on their role and expertise area.

⌚ 10 minutes

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Group ideas

Cluster 1: Automated Ticket Assignment
Ideas included:

- AI-Based Routing
- Keyword Mapping
- Flow Designer Automation
- Role-Based Assignment

Label: ➡ “Automating ticket routing to ensure accurate and efficient assignment.”

Cluster 2: Smart Ticket Management
Ideas included:

- Priority Tagging
- Escalation Triggers
- Performance Analytics

Label: ➡ “Enhancing ticket handling through prioritization, escalation, and data insights.”

Cluster 3: User Interaction & Intake
Ideas included:

- Email Integration
- Chatbot Support

Label: ➡ “Simplifying ticket creation and categorization through user-friendly channels.”

Cluster 4: Monitoring & Optimization
Ideas included:

- Dashboard Monitoring
- Performance Analytics (shared with Cluster 2 if needed)

Label: ➡ “Tracking and improving team performance with real-time monitoring tools.”

⌚ 20 minutes

Step-3: Idea Prioritization

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Prioritize

High Impact / High Feasibility (Top Priority — Do First)

- Flow Designer Automation** – Easy to set up in ServiceNow and directly improves efficiency.
- Keyword Mapping** – Simple to implement and immediately enhances accuracy.
- Priority Tagging** – Improves ticket management with minimal setup effort.
- Role-Based Assignment** – Low Feasibility (Strategic Goals – Plan Now!)
- AI-Based Routing** – Highly beneficial but needs advanced configuration and ML integration.
- Chatbot Support** – Great for user experience but requires additional development resources.
- Low Impact / High Feasibility (Quick Wins — Do If Time Allows)**
- Escalation Triggers** – Adds complexity and depends on prior automation success.

⌚ 20 minutes

Importance
If each of these tasks could get done with very little difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which ones are more feasible than others? (Cost, time effort, complexity, etc.)