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Team ID	LTVIP2025TMID60592
Project Name	STREAMLINING TICKET ASSIGNMENT FOR SUPPORT EFFICIENT OPERATIONS

CUSTOMER JOURNEY MAP :

Here is a Customer Journey Map focused on streamlining ticket assignment for efficient support operations in ServiceNow. This map follows the journey of a support agent (internal user) and optionally includes the end-user experience, since both are affected by how tickets are handled.



Customer Journey Map

Project Goal: Streamlining Ticket Assignment for Efficient Support Operations in ServiceNow

Persona: Support Agent / End-User

Stage	Actions	Touchpoints	Pain Points	Opportunities
1. Ticket Creation	- User raises an incident or request - Fills form or emails helpdesk	- ServiceNow portal - Email - Chatbot	- Incorrect or incomplete ticket data - Manual triaging needed	- Use dynamic forms - Guided form suggestions - Auto-categorization
2. Initial Assignment	- Ticket goes to a generic queue - Manually assigned by agent or lead	- Assignment group - Email notifications	- Delays in assignment - Wrong group or agent assigned	- Automated assignment rules - ML-based suggestions
3. Triage & Routing	- Assigned agent reviews, may reassign - Adds tags or priority	- Incident view in ServiceNow	- Time-consuming manual decisions - Inconsistent priority evaluations	- Use Flow Designer & Decision Tables - Auto-priority setting

4. Resolution	- Agent investigates & resolves issue - Communicates with user	- Comments on ticket - Email/chat	- Duplicate or outdated info - Reopened tickets due to poor assignment	- Knowledge base suggestions - Auto-link related issues
5. Closure	- Ticket marked resolved/closed - Satisfaction survey sent	- ServiceNow status update - Survey	- User dissatisfaction if delays occurred	- Quicker resolution from better initial assignment - SLA compliance improved
6. Reporting & Feedback	- Agents/managers analyze workload - SLA & backlog reviews	- Dashboards - Performance Analytics	- High backlog from uneven load - Lack of insight into assignment patterns	- Real-time dashboards - Feedback loops for rule optimization

Summary of Opportunities:

- Automation using ServiceNow's Flow Designer, Assignment Rules, and Predictive Intelligence.
- Load Balancing to prevent agent overload.
- SLA Monitoring to ensure timely handling.
- Improved UX for both users and agents.
- Continuous Feedback to refine ticket routing logic.