Ideation Phase
Define the Problem Statements

Date	07 November 2025
Team ID	NM2025TMID09092
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	2 Marks

Customer Problem Statement Template:

Customers face frequent delays in issue resolution because support tickets are manually assigned to teams. The manual process often leads to incorrect routing, uneven workload distribution, and slower response times. These inefficiencies reduce customer satisfaction and increase the operational burden on support teams.

They need an automated system that can intelligently categorize and route tickets to the right team based on issue type, urgency, and workload balance. Automation would reduce manual effort, minimize human error, and ensure timely issue resolution, improving overall efficiency and service quality.

ServiceNOW Ticket Assignment: User Pain Point

I am	I'm trying to	But	Because	Which makes me me feel
A Service Catalog user in in IT who who needs quick, reliable, reliable support.	get my ticket ar technical issue resckly or request resolved efficiently right team.	my ticket often often or geten miscactagrirized, bounced between incorrect qeques, long delays.	the automated assignment assicgnt rule are too too generric or the manual triage slond error-prone.	frustrated, produndutive, acking in conffidence in IT support system

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Support Manager	Assign tickets to the right team	it takes too long to manually review and assign each ticket	there's no automated system to route tickets based on issue category	frustrated and overworked

PS-2	A Support Agent	Manage my workload efficiently	I often receive too many or irrelevant tickets	there's no workload-balancing mechanism	stressed and demotivated

Problem Statement PS 1:

As a support manager, I'm trying to assign incoming tickets to the appropriate teams quickly, but the manual process takes too long and often leads to errors. Because there's no automated system to categorize and route tickets, some issues are misrouted or delayed. This makes me feel frustrated and overwhelmed, as I struggle to maintain consistent service levels. I need an automated ticket assignment solution that intelligently classifies and routes tickets to ensure faster and more accurate handling.

Problem Statement PS 2:

As a support agent, I want to manage my workload efficiently, but I often receive too many tickets or ones that don't match my expertise. Because the current system doesn't balance workloads or consider agent specialization, it creates uneven distribution of tasks. This makes me feel stressed and demotivated, as it affects productivity and service quality. I need a workload-balancing feature that ensures fair distribution of tickets and improves operational efficiency.