


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Team ID	LTVIP2026TMIDS71126
Team Leader	Sai Harshitha Uddisa
Team Member	Sai Sarani Vanicharla
Team Member	Sai Sri Ramya Kudupudi
Team Member	Satya Chittimenu

### 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

1

**Team gathering**  
Did 7-9 participants in the session and send 4-7 invites. Share the need for innovation or problem statement.

2

**Set the goal**  
Think about the problem you're focusing on solving in the brainstorming session.

3

**Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.  
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1

### Define your problem statement

At ABC Corporation, the support team faced challenges in efficiently managing and routing incoming support tickets. The manual process of assigning tickets to appropriate teams often led to **delays in issue resolution, misrouted requests, and increased workload** for support staff. This inefficiency negatively impacted **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 team assignment, reduce resolution delays, improve customer satisfaction, and enhance overall support efficiency at ABC Corporation?

Key rules of brainstorming

To run a successful and productive session:

1 Stay on topic

2 Encourage creativity

3 Don't judge

4 Encourage every idea

5 Stay focused

6 If possible, be visual

## Step-2: Brainstorm, Idea Listing and Grouping

**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," "credit card"), 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

**Prithvi B S**

**Sangeetha Dasan S**

**Romya N T**

**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

**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 response management with minimal setup effort.
- ☐ **High Impact / Low Feasibility (Strategic Goals — Plan Next)**
- ☒ **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)**
- ☒ **Role-Based Assignment** – Simple improvement that helps maintain team specialization.
- ☒ **Dashboard Monitoring** – Useful for tracking but doesn't directly impact ticket routing speed.
- ☐ **Low Impact / Low Feasibility (Low Priority — Reconsider)**
- ☒ **Email Integration** – Limited improvement compared to portal automation.
- ☒ **Performance Analytics** – Valuable over time but secondary to automating the core routing.
- ☒ **Escalation Triggers** – Adds complexity and depends on prior automation success.

⌚ 20 minutes

**Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

**Feasibility**

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