

Ideation Phase

Brainstorm & Idea Prioritization Template

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



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: Decide who should participate in the session and send an invite. Share relevant information or pre-work sheets.
- 2 Set the goal: Think about the problem you're focusing on moving in the brainstorming session.
- 3 Learn how to use the facilitation tools: Use the facilitation tools to run a happy and productive session.

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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 negatively impacted customer satisfaction, response times, 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 an effective and productive session:

 Stay in topic.	 Encourage creativity.
 Dare to disagree.	 Respect everyone's input.
 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,” “centrifuge”) 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

Prithiv R S

Sangeeth Deseri G

Namya N T

3

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.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Keyword Mapping — Simple to implement and immediately enhances accuracy.	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Priority Tagging — Improves response management with minimal setup effort.	
<input type="checkbox"/>	<input type="checkbox"/> High Impact / Low Feasibility (Strategic Goals — Plan Next)	
<input type="checkbox"/>	<input type="checkbox"/> AI-Based Routing — Highly beneficial but needs advanced configuration and ML integration, requiring significant resources and time.	
<input type="checkbox"/>	<input type="checkbox"/> Role-Based Assignment — Simple improvement that helps maintain team specialization.	
<input type="checkbox"/>	<input type="checkbox"/> Dashboard Monitoring — Useful for tracking but doesn't directly impact ticket routing speed.	
<input type="checkbox"/>	<input type="checkbox"/> Low Impact / Low Feasibility (Low Priority — Reconsider)	
<input type="checkbox"/>	<input type="checkbox"/> Email Integration — Limited improvement compared to portal automation.	
<input type="checkbox"/>	<input type="checkbox"/> Performance Analytics — Valuable over time but secondary to automating the core routing.	
<input type="checkbox"/>	<input type="checkbox"/> Escalation Triggers — Adds complexity and depends on prior automation success.	

⌚ 20 minutes

Importance
In case of multiple tasks could be done without any one being chosen, which would have the most positive impact.

Feasibility

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