

Project Design Phase

Proposed Solution

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Team ID: 1B7E2B53849503BABC14DF402D5447BF

Project Name: Streamlining Ticket Assignment for Efficient Support Operations

S.No.	Parameter	Description
1	Problem Statement (Problem to be solved)	In ServiceNow-based support operations, manual ticket assignment often causes delays.
2	Idea / Solution Description	The solution introduces an automated ticket assignment mechanism within ServiceNow.
3	Novelty / Uniqueness	Unlike basic manual assignment, the solution leverages ServiceNow 's workflow automation capabilities.
4	Social Impact / Customer Satisfaction	Improved response times and faster issue resolution enhance end-user satisfaction. This leads to better customer loyalty and positive reviews.
5	Business Model (Revenue Model)	While not directly revenue-generating, this solution significantly reduces operational costs by automating a labor-intensive process.
6	Scalability of the Solution	The approach can be scaled to include different types of tickets like incidents, requests, and problems.

Solution Description:

In the ServiceNow platform, the proposed solution focuses on automating ticket assignment through business rules and workflows. When a new ticket is created, the system analyzes parameters such as issue category, urgency, agent workload, and skill set to determine the best-fit assignee. This ensures a seamless ticket lifecycle — from creation to closure — without manual intervention.

The automation process leverages native ServiceNow assignment rules, flow designer actions, and performance analytics to improve support efficiency. This leads to faster ticket resolution, improved accountability, and overall better support operations.

By automating the ticket assignment process, organizations can eliminate human bias, reduce misrouting, and achieve faster turnaround times. The implementation also supports real-time monitoring through ServiceNow 's Performance Analytics, giving team leads actionable insights on workload and performance trends.

The solution aligns with ITIL best practices and ensures compliance with enterprise support standards. It not only increases productivity but also enhances customer satisfaction through consistent and timely support responses.