<h1 style="text-align:center">Ideation Phase</h1>

<h1 style="text-align:center">Brainstorm & Idea Prioritization Template</h1>

Date: 2 NOVEMBER 2025
Team ID: NM2025TMID06479
Project Name: Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks: 4 Marks

Template Description:

This project focuses on improving the efficiency of support operations by automating and optimizing the ticket assignment process in ServiceNow. The goal is to reduce manual workload, minimize response time, and ensure that tickets are assigned to the right support personnel based on skill, workload, and priority. The process includes identifying bottlenecks in current manual assignments, designing a rule-based or AI-assisted assignment workflow, and implementing automated routing in ServiceNow. A test scenario validates the improved ticket routing by comparing manual vs automated assignment outcomes. Analytical reports track performance and productivity.

Step 1: Team Gathering, Collaboration and Selecting the Problem Statement

Team members collaboratively discussed challenges in support operations and identified ticket assignment as a major issue causing delays and uneven workloads. After analysis, the team

Idea	Impact	Feasibility	Priority
Automated Assignment	High	High	1
Workload Dashboard	Medium	High	2
AI Prediction	High	Medium	3

finalized the problem statement — 'Streamlining Ticket Assignment for Efficient Support Operations'. The project was planned to be implemented using ServiceNow to automate ticket routing and monitoring.

Fig 1: Team Collaboration Process

Problem Discussion	Idea Collection	Final Selection

Step 2: Brainstorm, Idea Listing and Grouping

Team members shared and discussed ideas freely. Ideas included automation rules, agent skill mapping, AI-based prioritization, and workload balancing.
Fig 2: Brainstorming and Grouping Process

Automation Logic	Agent Management	Reporting & Monitoring	User Experience
Rules, workflows	Skills, workload	Dashboards, metrics	Notifications, SLA alerts

Step 3: Idea Prioritization

Ideas were prioritized based on impact, feasibility, and implementation time. The most critical feature — Automated Ticket Assignment — was chosen as the main focus. Other ideas like workload dashboards and reassignment tracking were planned for future enhancement.

Fig 3: Idea Prioritization Matrix

| Reassignment Tracking | Medium | Medium | 4 |