

Define Problem Statement Phase

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Project Name: Streamlining Ticket Assignment for Efficient Support Operations

Customer Problem Statement Template:

In support operations, tickets are often manually assigned to agents or teams, leading to inefficiencies, uneven workload distribution, and delayed responses. Manual assignment increases the chances of human error, where tickets might be misrouted, unassigned, or delayed due to lack of visibility and automation.

This results in longer resolution times, reduced customer satisfaction, and unnecessary escalation of incidents. Support managers and agents need a streamlined, automated method to assign tickets efficiently based on priority, category, and availability.

By implementing an automated ticket assignment mechanism in **ServiceNow**, we can improve operational efficiency, reduce manual errors, and enhance customer experience through faster issue resolution.

Reference:

<https://miro.com/templates/customer-problem-statement/>

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But
PS-1	Support Agent	Assign tickets quickly to the right team	The system takes time to
PS-2	Support Manager	Ensure equal ticket distribution	Some agents get overla

Problem Statement PS 1:

As a **support agent**, I am trying to assign tickets efficiently to the right teams or individuals. However, the process is **manual and time-consuming**, causing delays and confusion when multiple tickets arrive simultaneously. This reduces response speed and increases the backlog of unresolved issues. I need an **automated ticket assignment** process that allocates tickets based on **skills, availability, and priority**, ensuring faster resolutions and better workflow management.

Problem Statement PS 2:

As a **support manager**, I want to monitor ticket distribution across my team. However, the current system does **not provide an automated balancing mechanism**, resulting in **uneven workloads** and poor resource utilization. This affects team morale and overall service quality. A **smart ticket routing feature** in ServiceNow would ensure balanced assignments, quicker responses, and improved customer satisfaction.

Diagram 1: Ticket Assignment Flow

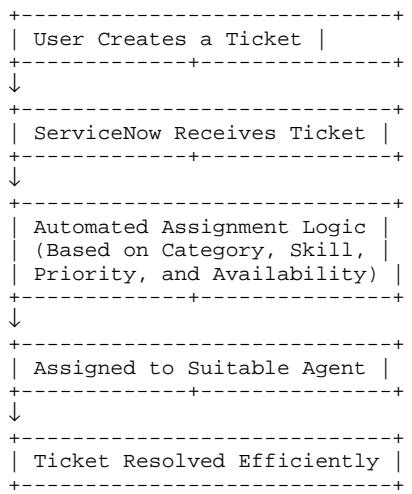


Diagram 2: Automated Ticket Workflow Overview

