Ideation Phase

Empathize and Discover

Date	7.11.2025
Team ID	NM2025TMID00037
Project Name	Streamlining ticket assignment for efficient support operation
Maximum mark	4

1. Empathize Phase

Purpose:

The Empathize phase helps you deeply understand the people involved in the support process — both support agents and customers. It's about seeing things from their point of view to identify real pain points.
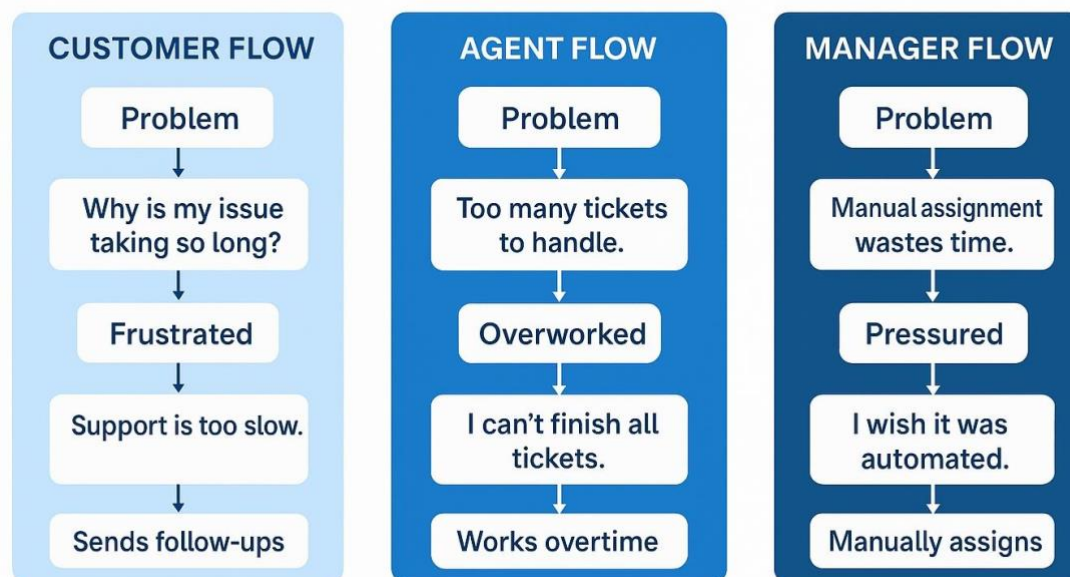
Users Involved:

- *Support Agents:* Handle multiple tickets daily and face uneven workloads.
- *Support Managers:* Assign tickets manually and monitor performance.
- *Customers:* Raise issues and expect quick, accurate responses.

Empathy Insights:

- Agents need a balanced workload to perform better.
- Managers need a faster and fairer assignment method.

Streamlining Ticket Assignment for Efficient Support Operation

CUSTOMER FLOW
- Problem
- Why is my issue taking so long?
- Frustrated
- Support is too slow.
- Sends follow-ups

AGENT FLOW
- Problem
- Too many tickets to handle.
- Overworked
- I can't finish all tickets.
- Works overtime

MANAGER FLOW
- Problem
- Manual assignment wastes time.
- Pressured
- I wish it was automated.
- Manually assigns

2. Discover Phase

Purpose:

The Discover phase focuses on collecting information, analyzing pain points, and uncovering opportunities for improvement based on the empathy findings.

Discover Findings for This Project:

1. Manual ticket assignment causes delay and inconsistency.

2. Agents are not assigned based on skill or availability.

3. Managers spend too much time distributing tickets manually.

4. Customers experience delayed responses and poor satisfaction.

5. There's no intelligent system that can balance workload automatically.

Key Opportunities Discovered:

- ✅ Introduce automation to assign tickets in real-time.

- ✅ Use skill-based and priority-based routing.

- ✅ Enable monitoring dashboards for managers.

- ✅ Improve response time and service quality.