

Ideation Phase

Define the Problem Statements

Date	01 NOVEMBER 2025
Team ID	NM2025TMID07749
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	2 Marks

Customer Problem Statement Template:

In current support systems, ticket assignment is often manual, delayed, or unbalanced among agents. This results in inefficient workload distribution, slower response times, and reduced customer satisfaction.

Support teams struggle with prioritizing and routing tickets to the right personnel, leading to missed SLAs and communication gaps.

They need a smarter, automated process that assigns tickets based on agent availability, expertise, and priority level. This would improve resolution speed, enhance accountability, and streamline overall support operations.

Problem & Solution Table		
Problem	Description	Solution
Uneven Ticket Distribution	Tickets are manually assigned, causing some agents to get overloaded while others remain idle, leading to delays and inconsistent service quality.	Implement an automated ticket assignment system that distributes tickets based on agent availability, skill set, and current workload to ensure balanced assignments.
Delayed Response and Resolution	Manual review and assignment take extra time, and agents remain idle. This leads to slower response rates and missed SLAs.	Introduce AI-driven prioritization to automatically route and assign high-priority tickets to the most suitable agents for faster resolution.
Lacked Transparency and Tracking	Team leads struggle to monitor ticket status, slow down assignments, and poor communication causes miscommunication issues.	Introduce an AI-driven dashboard for supervisors to track ticket status, agent availability, and agent response time for faster resolution.
Reassignment and Conflicts	Tickets are often reassigned multiple times due to incorrect initial allocation, wasting time and effort.	Develop a real-time dashboard for supervisors that considers agent expertise, agent category, and workload to avoid reassignment and conflicts.
Inconsistent Customer Experience	Some customers receive quick support while others face delays, creating a poor and damaging service credibility.	Use an automated workflow logs and notification system to ensure all tickets are tracked and handled, ensuring consistent service credibility.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Support Agent	Manage and respond to tickets efficiently	the tickets are assigned unevenly or to the wrong person	there's no automated or optimized ticket assignment system	overwhelmed and demotivated
PS-2	A Team Lead	Monitor ticket progress and team performance	tickets are delayed or reassigned multiple times	there's no real-time visibility or workload balance mechanism	frustrated and unable to ensure timely resolution

Problem Statement PS 1:

As a **support agent**, I want to manage and resolve tickets effectively, but the current system assigns tickets manually or unevenly among agents. This causes confusion, overload for some agents, and idle time for others. It makes me feel overwhelmed and reduces my efficiency in handling customer requests. I need an automated, intelligent ticket assignment process that distributes tickets based on agent workload and skillset, ensuring faster and fairer ticket handling.

Problem Statement PS 2:

As a **team lead**, I want to ensure that tickets are tracked and resolved promptly, but I face challenges due to unclear visibility of ticket distribution and reassignment delays. Without an automated assignment or monitoring mechanism, it becomes difficult to balance workloads and maintain SLA compliance. This makes me feel frustrated and unable to optimize team performance. A system that automatically assigns, tracks, and rebalances tickets based on real-time conditions would streamline operations and improve customer satisfaction.