

## Ideation Phase

### Empathize & Discover

Date	1 NOVEMBER 2025
Team ID	NM2025TMID00443
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	2 Marks

### Empathy Map

#### 1. Think & Feel

- “Tickets are piling up — who should handle which one?”
- Worried about team burnout due to uneven ticket distribution.
- Feels pressure to meet SLAs while maintaining customer satisfaction.
- Frustration about lack of automation and visibility.

#### 2. See

- Sees multiple tickets coming in from various platforms (email, chat, support portal).
- Notices delays and confusion in assigning tickets manually.
- Observes team members picking easier tickets while complex ones stay pending.

#### 3. Say & Do

- Says: “We need a fair system for ticket allocation.”
- Frequently checks dashboards manually.
- Reassigns tickets when team members are overloaded.
- Conducts daily follow-ups to check ticket progress.

#### 4. Hear

- Hears complaints from customers about delayed responses.
- Receives management feedback on SLA breaches.
- Gets suggestions from agents for better tools or automation.

### Insights

- The current manual process creates inefficiencies and uneven workloads.
- Lack of automation and prioritization leads to missed SLAs and poor team morale.
- Team leads spend excessive time managing assignments instead of focusing on issue resolution.

## **Problem Statement**

Support team leads need an automated and intelligent ticket assignment system that ensures balanced workloads, faster responses, and transparency in operations.

## **Proposed Solution**

Develop an AI-powered ticket assignment system that:

- Automatically assigns tickets based on agent skills, availability, and workload.
- Prioritizes tickets by urgency and customer impact.
- Integrates with existing tools (e.g., ServiceNow, Zendesk, Slack) for real-time notifications.
- Provides dashboards for visibility into team performance and ticket flow.

# Ideation Phase - Empathize & Discover

Date: 31 January 2025

Team ID: Enter your team ID

**Project Name:** Streamlining Ticket Assignment for Efficient Support Operations

## Empathy Map Canvas

An empathy map is a visual framework used to understand users more deeply – what they perceive to behaviours and attitudes.



