

Ideation Phase

Empathize & Discover

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Project Name: Streamlining Ticket Assignment for Efficient Support Operations

Empathy Map Canvas

In this phase, our team observed how support agents and managers handle tickets in the current system.

We found that most of the work is done **manually**, which often causes **delays, wrong assignments, and uneven workloads**.

Agents spend extra time forwarding tickets instead of solving them, and managers struggle to balance team tasks.

By talking to both agents and managers, we understood their main needs:

- To route tickets automatically to the right team.
- To balance the number of tickets among all agents.
- To improve response time and customer satisfaction.

From these insights, our team realized the need for an **automated ticket assignment system** that assigns tickets based on skill, priority, and workload.

This would make ticket handling faster, fairer, and more efficient for everyone involved.

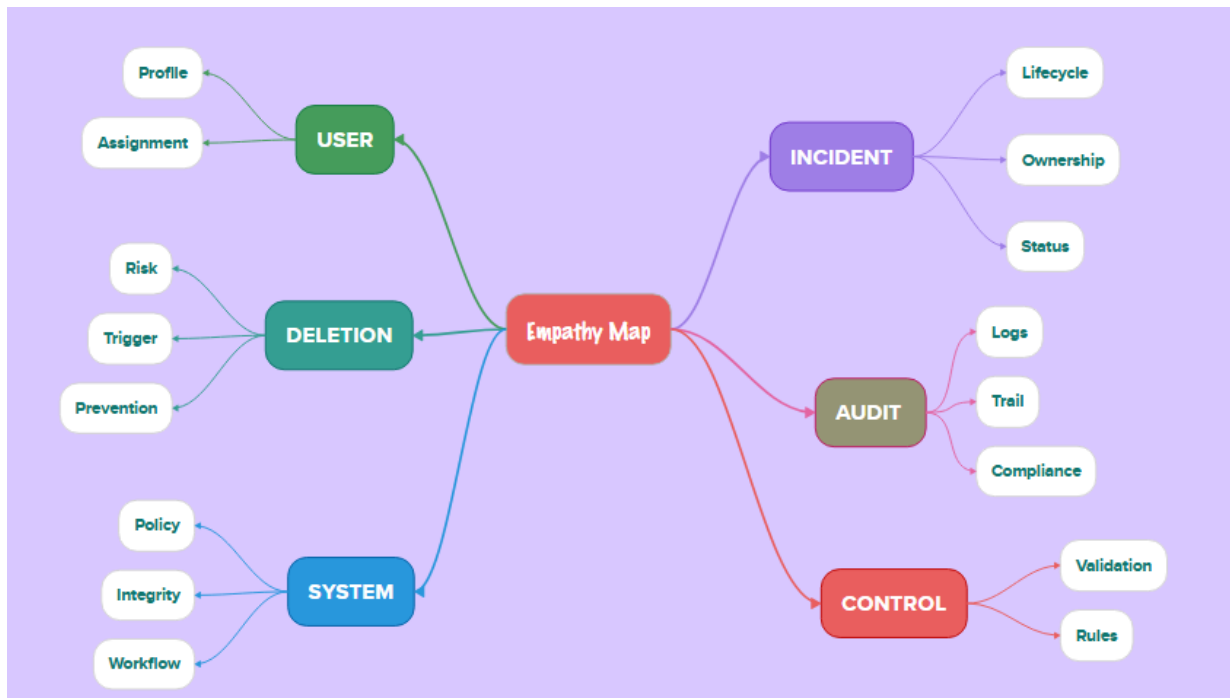


Fig 1 : Empathy Map



Fig : Support agents analyzing ticket assignment challenges.



Example: Automated Ticket Assignment System

From our empathy mapping, we learned that manual ticket handling wastes time and reduces efficiency.

To solve this, we designed a **smart workflow in ServiceNow** that:

- Automatically sends each ticket to the correct team.
- Balances the workload among agents.
- Alerts managers about unassigned or delayed tickets.

This system helps improve both **team productivity** and **customer satisfaction**.