

## Ideation Phase

### Empathize & Discover

**Date:** 13 OCT 2025

**Team ID:** NM2025TMID09193

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

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#### 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.

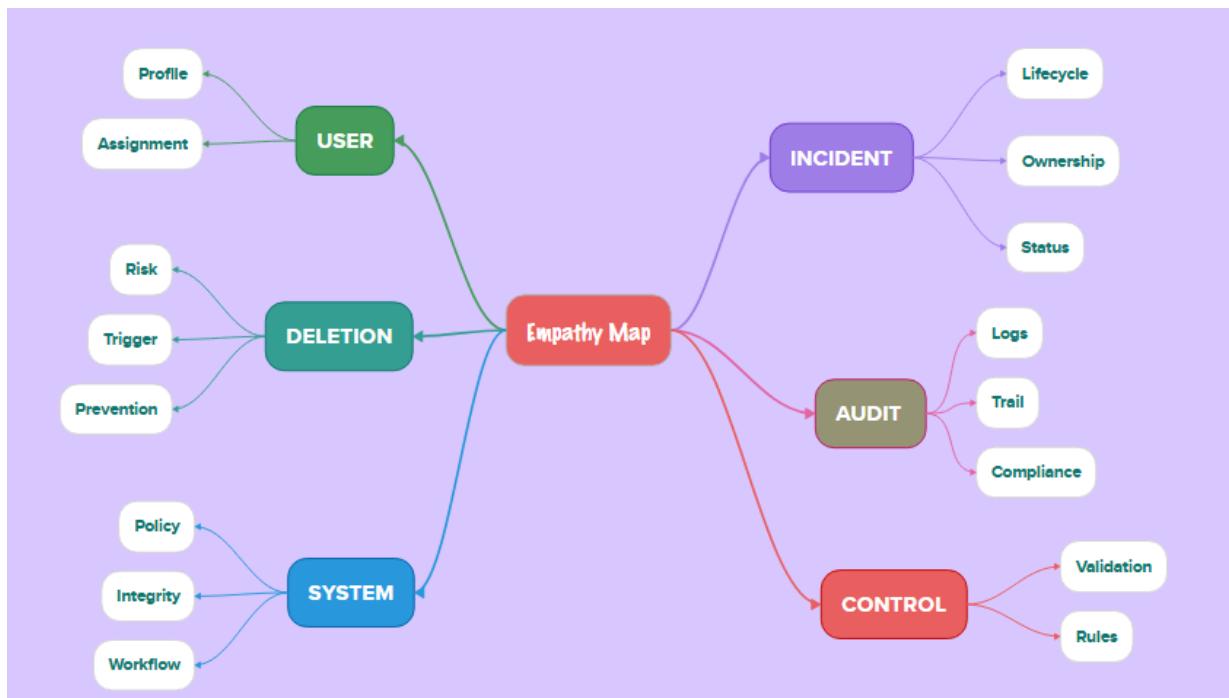


Fig 1 : Empathy Map



Fig : Support agents analyzing ticket assignment challenges.



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#### 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**.