

# Ideation Phase

Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Date	01/11/2025
Team ID	NM2025TMID08294

## Problem statement :

ABC Corporation, a leading technology company, was facing challenges with efficiently assigning support tickets to the appropriate teams. With a vast array of products and services, the support team found it increasingly difficult to manually route tickets to the right groups, leading to delays in issue resolution and customer dissatisfaction.

## Key Challenges :

1. Lack of proper ticket categorization, leading to misrouting and delays.
2. Manual assignment bottlenecks that cause slow response times and uneven workloads.
3. Inconsistent workload distribution across support agents.
4. Limited agent skill matching, resulting in longer resolution times.
5. Insufficient use of automation and AI for intelligent ticket routing.
6. Scalability issues when handling growing ticket volumes and maintaining SLA compliance.

## Objectives :

The objective of this initiative is to implement an automated system for ticket routing at ABC Corporation, aimed at improving operational efficiency by accurately assigning support tickets to the appropriate teams. This solution aims to reduce delays in issue resolution, enhance customer satisfaction, and optimize resource utilization within the support department.

1. The system will quickly route tickets to the right teams, helping to solve issues faster and reduce waiting time.
2. It will improve customer satisfaction by ensuring that customers get faster and more accurate responses to their problems.
3. The automated system will help balance workloads among support teams, making better use of available staff and resources.

## **Idea Generation :**

During brainstorming sessions, several ideas were proposed to enhance ticket management efficiency:

1. Implementing a manual prioritization dashboard.
2. Using an external third-party ticketing tool.
3. Developing an automated routing mechanism within ServiceNow.

## **Idea Screening :**

After evaluating potential approaches based on cost, scalability, and integration capabilities, the automation-based solution using ServiceNow was chosen. This idea required minimal additional infrastructure, aligned with existing enterprise tools, and could ensure accurate and real-time routing of tickets to the appropriate teams.

## **Feasibility Study :**

- Technical Feasibility – ServiceNow offers inbuilt automation, ACLs, and Flow Designer modules that support dynamic routing.
- Operational Feasibility – Staff are already familiar with ServiceNow, minimizing training needs.
- Economic Feasibility – Utilizes existing ServiceNow infrastructure, reducing costs and implementation effort.

## **Proposed Solution :**

The proposed system automates the ticket routing process using ServiceNow. A custom table ('Operations Related') was designed to record support requests, with predefined issue choices. Automated flows analyze each ticket's issue and assign it to the correct support group (Certificate or Platform). Access Control Lists ensure that only authorized users and roles can modify or view data, maintaining data integrity and security.