

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27 January 2026
Team ID	LTVIP2026TMIDS36015
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

The screenshot shows a template for a Brainstorm & Idea Prioritization session. On the left, there's a vertical sidebar labeled "Template" with a blue bar at the top. The main area has three columns:

- Before you collaborate:** A section with a lightbulb icon and a brief introduction. It says: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." Below it is a timer icon followed by "10 minutes".
- Define your problem statement:** A section with a brain icon. It describes a problem at ABC Corporation where support team faces challenges in managing and routing tickets, leading to delays in issue resolution and dissatisfaction. The goal is to implement an automated ticket routing system in ServiceNow. Below the text is a timer icon followed by "5 minutes".
- PROBLEM:** A box containing the problem statement: "How might we automate ticket routing in ServiceNow to ensure accurate team assignment, reduce resolution delays, improve customer satisfaction, and enhance overall support efficiency at ABC Corporation?"

At the bottom left, there's a summary of session details: "10 minutes to prepare", "1 hour to collaborate", and "2-3 people recommended".

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

- AI-Based Routing – Use machine learning to analyze ticket content and automatically assign it to the right team.
- Keyword Mapping – Create predefined keyword sets (e.g., “begin,” “error,” “core”) linked to specific support groups.
- Flow Designer Automation – Build ServiceNow flows that trigger routing based on issue type or category.
- Priority Tagging – Automatically assign priority levels to tickets based on urgency or impact.
- Role-Based Assignment – Assign tickets to users based on their role and expertise area.

⌚ 10 minutes

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Group ideas

Cluster 1: Automated Ticket Assignment
Ideas included:

- AI-Based Routing
- Keyword Mapping
- Flow Designer Automation
- Role-Based Assignment

Label: ➡ “Automating ticket routing to ensure accurate and efficient assignment.”

Cluster 2: Smart Ticket Management
Ideas included:

- Priority Tagging
- Escalation Triggers
- Performance Analytics

Label: ➡ “Enhancing ticket handling through prioritization, escalation, and data insights.”

Cluster 3: User Interaction & Intake
Ideas included:

- Email Integration
- Chatbot Support

Label: ➡ “Simplifying ticket creation and categorization through user-friendly channels.”

Cluster 4: Monitoring & Optimization
Ideas included:

- Dashboard Monitoring
- Performance Analytics (shared with Cluster 2 if needed)

Label: ➡ “Tracking and improving team performance with real-time monitoring tools.”

⌚ 20 minutes

Step-3: Idea Prioritization

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Prioritize

Impact	Feasibility	Score
High Impact / High Feasibility (Top Priority — Do First)	High Feasibility	High Score
Flow Designer Automation	Easy to set up in ServiceNow and directly improves efficiency.	
Keyword Mapping	Simple to implement and immediately enhances accuracy.	
Priority Tagging	Improves response management with minimal setup effort.	
High Impact / Low Feasibility (Strategic Goals — Plan Next)	Low Feasibility	Medium Score
AI-Based Routing	Highly beneficial but needs advanced configuration and ML integration.	
Chatbot Support	Great for user convenience but requires additional development resources.	
Low Impact / High Feasibility (Quick Wins — Do If Time Allows)	High Feasibility	Medium Score
Role-Based Assignment	Simple improvement that helps maintain team specialization.	
Dashboard Monitoring	Useful for tracking but doesn't directly impact ticket routing speed.	
Low Impact / Low Feasibility (Low Priority — Reconsider)	Low Feasibility	Low Score
Email Integration	Limited improvement compared to portal automation.	
Performance Analytics	Volatile over time but secondary to automating the core routing.	
Escalation Triggers	Adds complexity and depends on prior automation success.	

⌚ 20 minutes

Importance
If each of these ideas could be done without any additional cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)