# ****Phase 1: Problem Understanding & Industry Analysis****

## ****Problem Statement: Internal Helpdesk CRM****

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### ****Requirement Gathering****

**Core Functionality:**  
Employees should be able to raise IT support tickets for issues such as password resets, software installation, or hardware problems. Tickets should automatically get assigned to the right IT support staff based on category, and the status should be tracked until resolution.

**Reporting & KPIs:**  
The system should measure average resolution time, ticket volume per category per month, and percentage of tickets resolved within SLA timelines.

**Automation:**  
Notifications should be sent to employees when tickets are created, updated, or resolved. Escalations should occur automatically if SLA timelines are breached.

### ****Stakeholder Analysis****

* **Employees:** Need a simple way to raise tickets and get updates quickly.
* **IT Support Team:** Need an organized queue of tickets to work on and update status easily.
* **IT Manager:** Needs dashboards and reports to monitor SLA performance and team workload.
* **Management:** Wants visibility into major recurring issues to take preventive actions.

### ****Business Process Mapping****

**Step 1:** Employee logs in and submits a ticket.  
**Step 2:** System auto-assigns ticket to appropriate support staff based on category.  
**Step 3:** Support staff works on the issue and updates ticket status.  
**Step 4:** Ticket is marked closed once resolved, and notification is sent to employee.  
**Step 5:** Resolution time and ticket data are captured for reports.

**Simple Process Flow Diagram (describe or draw):**

[Submit Ticket] → [Auto Assign] → [Work on Ticket] → [Close Ticket] → [Report Metrics]

### ****Industry-Specific Use Case Analysis****

An internal helpdesk CRM is critical for any corporate environment to ensure smooth IT operations. It helps reduce downtime, ensures SLA compliance, and improves employee satisfaction. For cybersecurity, it tracks security-related tickets like MFA issues or phishing reports, enabling faster incident response.

### ****AppExchange Exploration****

Explore ITSM and helpdesk apps on AppExchange such as **Service Cloud**, **Spoke Desk**, or **Milestones PM** to understand best practices in case management, escalation rules, and SLA tracking. These apps can provide inspiration for dashboards, reports, and automation flows.

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