

**GUIDED PROJECT:**  
Streamlining Ticket Assignment  
for  
Efficient Support Operations

**DONE BY:**

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## 1. Introduction

In today's fast-paced business environment, timely and accurate handling of IT support requests is essential for maintaining productivity and customer satisfaction. At ABC Corporation, the growing number of support tickets has made manual assignment inefficient, often resulting in delays, misrouted issues, and increased workload on support staff.

To overcome these challenges, this project focuses on implementing an automated ticket assignment system. By leveraging workflow automation and intelligent routing, the system will ensure that tickets are assigned to the right teams or individuals without manual intervention.

## 2. Project Objectives

The primary objective of this project is to implement an automated ticket assignment system at ABC Corporation that enhances the efficiency of IT support operations. The solution is designed to:

- Automate ticket routing to ensure accurate and timely assignment to the appropriate support teams.
- Reduce delays in issue resolution by minimizing manual intervention.
- Improve customer satisfaction through faster response times.
- Optimize resource utilization by balancing workloads across support teams.
- Enhance operational transparency with clear assignment logic and reporting.

## 3. Key Features

- **Automated Routing** – Tickets assigned to the right team/person.
- **Dynamic Rules** – Configurable logic based on category, priority, etc.
- **Load Balancing** – Distributes workload evenly across teams.
- **Escalation Support** – Auto-escalates tickets nearing SLA breach.
- **Notifications** – Real-time alerts for quicker response.
- **Analytics** – Reports on ticket flow and team performance.

## 4. ServiceNow Developer Setup

1. Go to ServiceNow Developer Portal(<https://developer.servicenow.com/dev.do>).
2. Sign up for a free developer account and fill the following details.
3. Verify your email and log in to the Developer Portal.
4. Request a Personal Developer Instance (PDI).
5. Use App Engine Studio/Creator Studio to build applications.
6. Manage account, request instances, and check developer profile from the Profile Icon.

# Hello, S L A Varshini

Welcome to ServiceNow!

Start using ServiceNow's powerful Now Platform to build applications that make work better for your organization.

[Start Building](#) ➔

🔄 Refreshing Instance



## 5. Detailed Project Implementation

### 5.1 Creating Users:

Users are the foundation of ServiceNow because they represent the individuals who interact with the system—such as employees, customers, or administrators. Defining users properly ensures secure access, role assignment, and accurate ticket ownership.

Steps to Create a User in ServiceNow:

1. In the left navigation panel, click on All and search for Users.
2. Under System Security, select Users.
3. Click New to open a new user form.
4. Fill in the following mandatory details:
  - First Name
  - Last Name
  - User ID (unique identifier)
  - Email Address
  - Password (set securely for login)
  - Roles (optional at this stage)
5. Click Submit to save the user.

Example:

- First User: Katherine Pierce (support team member for certification issues).

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User Newrecord

📎

⚙️

⋮

Submit

User ID

manne.niranjan

Email

niranjanreddymanne250@

✉️

First name

Manne

Language

-- None --

▼

Last name

Niranjan

Calendar integration

Outlook

▼

Title

💡

Time zone

System (America/Los\_Angeles)

▼

Department

🔍

Date format

System (yyyy-MM-dd)

▼

Password needs reset

☐

Business phone

Locked out

☐

Mobile phone

Active

☒

Photo

[Click to add...](#)

Web service access only

☐

Internal Integration User

☐

- Second User: Manne Niranjan (support team member for platform-related issues).

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User Newrecord

📎

⚙️

⋮

Submit

User ID

Katherine Pierce

Email

✉️

First name

Katherine

Language

-- None --

▼

Last name

Pierce

Calendar integration

Outlook

▼

Title

💡

Time zone

System (America/Los\_Angeles)

▼

Department

🔍

Date format

System (yyyy-MM-dd)

▼

Password needs reset

☐

Business phone

Locked out

☐

Mobile phone

Active

☒

Photo

[Click to add...](#)

Web service access only

☐

Internal Integration User

☐

By creating these users, we are setting up distinct identities that will later be linked to specific groups and roles. This ensures accountability, controlled access, and seamless ticket assignment during the automation process.

## 5.2 Creating Groups:

Groups in ServiceNow represent a collection of users who share common responsibilities, such as handling specific categories of support tickets. By creating groups, we ensure that tickets can be routed to teams rather than individuals, improving workload distribution and collaboration.

### Steps to Create a Group in ServiceNow:

1. In the left navigation panel, click on **All** and search for **Groups**.
2. Under **System Security**, select **Groups**.
3. Click **New** to open a new group form.
4. Fill in the required details:
  - **Name** – A unique name for the group (e.g., Certificates Group).
  - **Description** – A short summary of the group's purpose (e.g., Handles certificate-related issues).
  - **Manager** – Assign a manager (optional but recommended for accountability).
5. Click **Submit** to save the group.
6. Repeat the process to create additional groups as required.

### Example Groups:

- **Certificates Group** – Responsible for handling all certificate-related issues.

The screenshot shows the 'New record' form for a Group in ServiceNow. The form has a header bar with a back arrow, a menu icon, the text 'Group Newrecord', and a 'Submit' button. Below the header, there are several input fields: 'Name' (containing 'certificates'), 'Group email' (empty), 'Manager' (containing 'Katherine Pierce'), 'Parent' (empty), and 'Description' (empty). There are search and help icons next to the 'Manager' and 'Parent' fields. A 'Submit' button is located at the bottom left of the form.

- **Platform Group** – Responsible for platform login issues, errors, and account-related problems.

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Group New record

...

Submit

Name

Platform

Group email

Manager

Manne Niranjana

Parent

Description

Submit

By defining groups, tickets can be routed to specialized teams, ensuring that problems are resolved by experts in that domain.

### 5.3 Creating Roles:

Roles in ServiceNow define what actions a user or group can perform. They act as permission sets that grant access to specific tables, applications, or features. Assigning the right roles ensures that users only see and act upon information relevant to their responsibilities.

#### Steps to Create a Role in ServiceNow:

1. In the left navigation panel, click on **All** and search for **Roles**.
2. Under **System Security**, select **Roles**.
3. Click **New** to open a new role form.
4. Fill in the required details:
  - **Name** – A unique role identifier (e.g., Certificate\_role).
  - **Description** – A short explanation of the role's purpose (e.g., Provides access to handle certificate-related tickets).
5. Click **Submit** to save the role.
6. Repeat the process to create additional roles as required.

#### Example Roles:

- **Certificate\_role** – Grants access to users who resolve certificate-related support tickets.

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Role New record

...

Submit

\* Name

Certification\_role

Application

Global

Elevated privilege

☐

Description

Can deal with certification issues

Submit

- **Platform\_role** – Grants access to users handling platform login and error-related issues.

The screenshot shows the 'Role Newrecord' form in ServiceNow. At the top, there's a header bar with a back arrow, a menu icon, the text 'Role Newrecord', and icons for attachments, lists, and a 'Submit' button. Below the header, the form fields are:
 

- '\* Name' field containing 'Platform\_role'.
- 'Application' dropdown menu set to 'Global'.
- 'Elevated privilege' checkbox, which is currently unchecked.
- 'Description' text area containing 'Can deal with platform issues'.

 At the bottom of the form, there is a 'Submit' button.

By assigning roles, we ensure proper **access control, security, and accountability**, allowing only authorized users or groups to work on specific categories of tickets.

## 5.4 Creating Table & Choices:

Tables in ServiceNow act as the **backbone of data storage**. Each table stores a set of records (such as support tickets) with fields like issue type, description, status, and assigned group. For this project, we will create a custom table called **Operations related** to manage support tickets effectively.

### Steps to Create a Table in ServiceNow:

1. In the left navigation panel, click on **All** and search for **Tables**.
2. Under **System Definition**, select **Tables**.
3. Click **New** to open a new table form.
4. Fill in the following details:
  - **Label:** Operations related
  - **Create module** → Checked
  - **Create mobile module** → Checked
  - **New menu name:** Operations related
5. Define the required **table columns** (e.g., Issue, Description, Assigned To, Status).
6. Click **Submit** to save the table.

### Adding Choices for the “Issue” Field:

To standardize ticket creation and enable automation, we add predefined choices to the **Issue** field using Form Design.

1. Navigate to the created table and select **Form Design**.
2. Open the **Issue** field.
3. Add the following choices:



- Unable to login to platform
- 404 error
- Regarding certificates
- Regarding user expired

Table  
New record

A table is a collection of records in the database. Each record corresponds to a row in a table, and each field on a record corresponds to a column on that table. Applications use tables and records to manage data and processes. [More Info](#)

\* Label

Operations related

\* Name

u\_operations\_related

Extends table

Application

Global

Create module

☒

Create mobile module

☒

Add module to menu

-- Create new --

New menu name

Operations related

Remote Table

☐

Columns

Controls

Application Access

Table Columns

for text

Search

Dictionary Entries>Keywords = created

## 5.5 Assigning Users & Roles to Groups:

After creating users, groups, and roles, the next step is to **link them together**. This ensures that each user belongs to the correct group and is given the proper role permissions. By doing this, tickets can be routed seamlessly to the right teams.

### 5.5.1 Certificates Group:

1. In the left navigation panel, click on **All** and search for **Groups**.
2. Under **System Security**, select **Groups**.
3. Open the **Certificates Group** created earlier.
4. Under the **Group Members** tab:
  - Click **Edit**.
  - Select **Katherine Pierce** from the user list.
  - Click **Save**.
5. Under the **Roles** tab:

- Click **Edit**.
- Select **Certificate\_role**.
- Click **Save**.

Now, Katherine Pierce is a member of the Certificates Group and can handle certificate-related tickets.

The screenshot displays the 'Group certificates' configuration page. At the top, there are tabs for 'Roles', 'Group Members (1)', and 'Groups'. The 'Group Members (1)' tab is active, showing a list of users. Below the tabs, there is a search bar and a list of users. The user 'Katherine Pierce' is listed as a member of the group.

**Group Configuration:**

- Name: certificates
- Group email: [empty]
- Manager: Katherine Pierce
- Parent: [empty]
- Description: [empty]

**Group Members:**

- User: Katherine Pierce

### 5.5.2 Platform Group:

1. In the left navigation panel, click on **All** and search for **Groups**.
2. Under **System Security**, select **Groups**.
3. Open the **Platform Group** created earlier.
4. Under the **Group Members** tab:
  - Click **Edit**.
  - Select **Manne Niranjana** from the user list.
  - Click **Save**.
5. Under the **Roles** tab:
  - Click **Edit**.
  - Select **Platform\_role**.
  - Click **Save**.

Now, Manne Niranjana is part of the Platform Group and authorized to resolve platform-related tickets.

<

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Group Platform

🔗

🔧

...

Update

Delete

↑

↓

Name

Platform

Group email

✉

Manager

Manne Niranjana

🔍

ⓘ

Parent

🔍

Description

Update

Delete

Roles (1)

Group Members (1)

Groups

≡

🔍

Created

▼

Search

⚙

—

Actions on selected rows...

▼

Edit...

Group = Platform

<input type="checkbox"/>	🔍	Created	Role	Granted by	Inherits
<input type="checkbox"/>		2025-09-16 04:48:20	Platform_role	{empty}	true

⏪

⏩

1 to 1 of 1

⏪

⏩

## 5.6 Assigning Roles to Tables:

Once the table is created, it is important to control **who can read and write records** within it. By assigning roles to the **Operations related** table, we ensure that only authorized groups (Platform and Certificates) can access and update tickets. This improves **security, accountability, and data integrity**.

### Steps to Assign Roles to the Table:

1. In the left navigation panel, click on **All** and search for **Tables**.
2. Under **System Definition**, select **Tables**.
3. Open the **Operations related** table created earlier.
4. Navigate to the **Application Access** tab.
5. Click on your profile (top-right corner) → **Elevate Role** — select **security\_admin** — click **Update**.
6. Under **u\_operations\_related [Read] operation**:
  - In the **Requires Role** section, double-click to insert a new row.
  - Add **Platform\_role** and **Certificate\_role**.
  - Click **Update**.

< Access Control u\_operations\_related ACL has denied access. Update Delete

[More Info](#)

Requires role 1 to 1 of 1

	Role
✕	u_operations_related_user
✕ ✎	Platform_role
✕ ✎	Certification_role
+	Insert a new row...

7. Under **u\_operations\_related [Write] operation:**

- In the **Requires Role** section, double-click to insert a new row.
- Add **Platform\_role** and **Certificate\_role**.
- Click **Update**.

< Access Control u\_operations\_related Update Delete

Requires role 1 to 1 of 1

	Role
✕	u_operations_related_user
✕ ✎	Platform_role
✕ ✎	Certification_role
+	Insert a new row...

## 5.7 Creating ACLs:

Access Control Lists (ACLs) in ServiceNow provide **fine-grained security** by controlling access to specific tables, records, and fields. While assigning roles to tables gives broader access, ACLs allow us to define **exact permissions** for who can read, write, or update particular fields within the table.

### Steps to Create an ACL in ServiceNow:

1. In the left navigation panel, click on **All** and search for **ACL**.
2. Under **System Security**, select **Access Control (ACL)**.
3. Click **New** to create a new ACL.
4. Fill in the required details:
  - **Table** – Select the table (e.g., Operations related).

- **Operation** – Choose the operation (Read, Write, Create, Delete).
  - **Field** – Specify a field if needed (e.g., Issue).
5. Scroll down to the **Requires Role** section:
    - Double-click to insert a new row.
    - Add the **admin** role (or another role as required).
  6. Click **Submit** to save the ACL.

#### Example ACLs for This Project:

- Field: **Issue** – Access restricted to admin.
- Field: **Priority** – Access restricted to admin.
- Field: **Ticket Raised Date** – Access restricted to admin.
- Field: **Status** – Access restricted to admin.

u_operations_related.u_priority	Allow If	write	record	true	admin
u_operations_related.u_issue	Allow If	write	record	true	admin
u_operations_related.u_name	Allow If	write	record	true	admin
u_operations_related.u_ticket_raised_date	Allow If	write	record	true	admin
u_operations_related.u_service_request_no	Allow If	write	record	true	admin
u_operations_related	Allow If	delete	record	true	admin

## 5.8 Creating Flows for Ticket Assignment:

Flows in ServiceNow automate actions based on triggers. In this project, we use **Flow Designer** to automatically assign tickets in the **Operations related** table to the correct support group, based on the issue type selected by the user.

By setting up these flows, we eliminate manual ticket routing, reduce delays, and ensure that tickets always reach the right team.

### 5.8.1 Assign Tickets to the Certificates Group:

#### Steps:

1. Navigate to **All** → **Flow Designer** under **Process Automation**.
2. Click **New** → **Flow**.
3. Configure Flow Properties:
  - **Flow Name:** Regarding Certificate

- **Application:** Global
  - **Run As User:** System User
  - Click **Submit**.
4. Add a Trigger:
- Click **Add a Trigger** → search for **Create or update a record**.
  - Configure:
    - **Table:** Operations related
    - **Condition:** Issue is “Regarding Certificates”
  - Click **Done**.

Operations related Created or Updated where (Issue is regarding certificates)

Trigger: Created or Updated

\* Table: Operations related [u\_operation...]

Condition: All of these conditions must be met

Issue is regarding

Run Trigger: For every update

Advanced Options

When to run the flow

5. Add an Action:
- Click **Add an Action** → search for **Update Record**.
  - Configure:
    - **Table:** Auto-assigned from trigger
    - **Field:** Assigned to Group
    - **Value:** Certificates
  - Click **Done**.

Action Properties

Action: Update Record

Action Inputs

\* Record: Trigger... Operations relate...

\* Table: Operations related [u\_operation...]

\* Fields: Assigned to group, certificates

+ Add field value

Delete Cancel Done

6. Save and **Activate** the Flow.

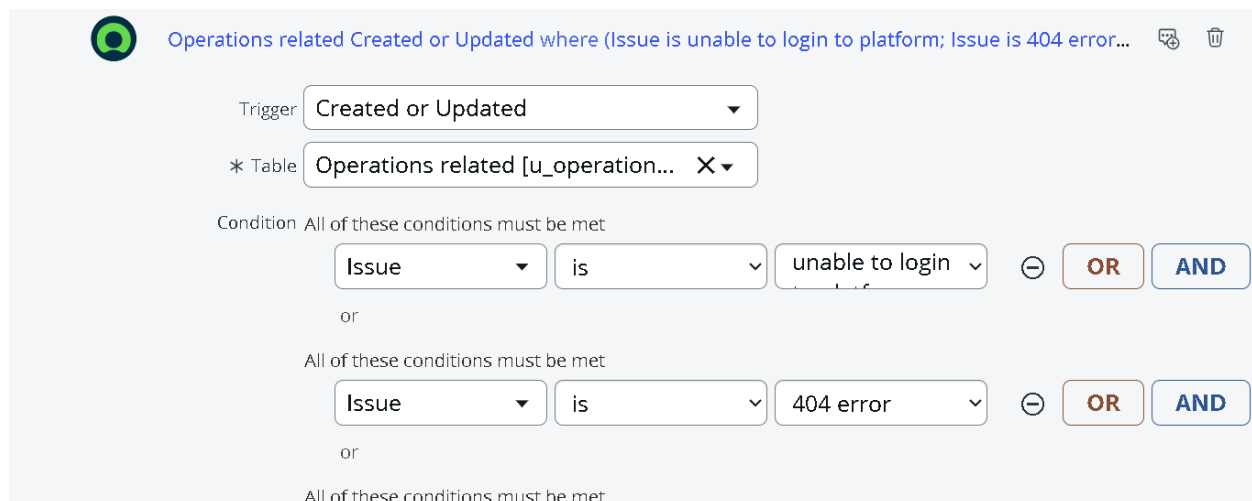
Now, any new ticket with the issue “*Regarding Certificates*” is automatically routed to the Certificates Group.

## 5.8.2 Assign Tickets to the Platform Group:

### Steps:

1. Navigate to **All → Flow Designer** under **Process Automation**.
2. Click **New → Flow**.
3. Configure Flow Properties:
  - **Flow Name:** Regarding Platform
  - **Application:** Global
  - **Run As User:** System User
  - Click **Submit**.
4. Add a Trigger:
  - Click **Add a Trigger** → search for **Create or update a record**.
  - Configure:
    - **Table:** Operations related
    - **Conditions:**
      - Issue **is** “Unable to login to platform”
      - OR Issue **is** “404 Error”
      - OR Issue **is** “Regarding User expired”
  - Click **Done**.

### TRIGGER



The screenshot shows the 'Operations related Created or Updated where (Issue is unable to login to platform; Issue is 404 error...)' trigger configuration. The trigger is set to 'Created or Updated' for the table 'Operations related [u\_operation...'. The conditions are configured as follows:

- Condition 1: All of these conditions must be met
  - Issue is unable to login
- or
- Condition 2: All of these conditions must be met
  - Issue is 404 error
- or
- Condition 3: All of these conditions must be met

5. Add an Action:
  - Click **Add an Action** → search for **Update Record**.
  - Configure:
    - **Table:** Auto-assigned from trigger
    - **Field:** Assigned to Group
    - **Value:** Platform
  - Click **Done**.

## ACTIONS Select multiple

1



Update Operations related Record ⓘ



### Action Properties

Action Update Record ▼

### Action Inputs

\* Record Trigge... ▶ Operations relate... X 📄 🔍

\* Table Operations related [u\_operation... X ▼] 📄 🔍

\* Fields Assigned to group X ▼ Platform X ▼ ⓘ 📄 🔍 ⌵

+ Add field value

6. Save and **Activate** the Flow.

Now, all tickets related to platform issues are automatically routed to the Platform Group.

## 6. Conclusion

The implementation of the **automated ticket assignment system** at ABC Corporation has transformed the way support operations are managed. By leveraging the capabilities of ServiceNow, the project successfully addressed the challenges of manual ticket routing, misallocation of requests, and delayed response times.

Through the creation of **users, groups, roles, tables, ACLs, and automated flows**, the support process is now:

- **Faster** – Tickets are instantly routed to the appropriate support group.
- **Accurate** – Manual errors in assignment are eliminated.
- **Efficient** – Resources are better utilized through balanced workloads.
- **Customer-focused** – Faster resolution times lead to improved customer satisfaction.

This initiative not only streamlined internal operations but also strengthened trust with end-users by ensuring that issues are resolved promptly and by the right teams. It demonstrates how **automation in IT Service Management (ITSM)** can reduce administrative overhead and empower support staff to focus on problem-solving rather than manual processes.

Ultimately, the project highlights ServiceNow's potential as a powerful platform for **enhancing operational efficiency, ensuring accountability, and delivering high-quality IT support services**.