

Project Design Phase

Problem – Solution Fit

Date	24 June 2025
Team ID	LTVIP2025TMID20412
Project Name	Streamlining Ticket Assignment For Efficient Support Operations
Mentor Name	Dr Shaik Salma Begum
Maximum Marks	2 Marks

Problem–Solution Fit

The Problem–Solution Fit for this project reflects how the **Streamlining Ticket Assignment** system using **ServiceNow** addresses major inefficiencies in managing IT support operations. By automating the ticket routing process, the solution aligns with the operational pain points and behavioral patterns of support agents and managers—enhancing responsiveness, transparency, and team efficiency.

Purpose

- Solve ticket routing delays and uneven workload distribution with a fair and automated system.
- Accelerate support response times by assigning tickets based on specific issue types and conditions.
- Improve SLA adherence and reduce stress among agents through clearly defined assignments.
- Minimize dependency on manual monitoring and routing, which often leads to human error.
- Ensure transparency and accountability by tracking ticket ownership and assignment logic.

Problem–Solution Summary

Identified Problem	Proposed Solution
Tickets assigned manually, causing delays and bias	Automated routing using Flow Designer based on issue type and predefined rules
No consistent criteria for ticket distribution	Rule-based logic for assigning tickets to correct support groups
SLA breaches due to delayed or missed assignments	Faster routing ensures timely ticket attention and reduces SLA violations
Agents overloaded while others remain idle	Balanced workload via group-level routing aligned to issue categories
No visibility into routing logic	Transparent flows and audit trails built within the ServiceNow platform

Outcome

By achieving problem–solution fit, this project ensures:

- Tickets are routed quickly and accurately, reducing delays and increasing customer satisfaction.
- Workload is balanced among groups, improving team efficiency and morale.
- The automation logic mirrors real-life scenarios, leading to seamless integration and adoption.
- Service teams operate with greater control and clarity, aligning support efforts with business objectives.

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS IT support teams and help desk agents Support operations managers End-users who raise support tickets at ABC Corporation	6. CUSTOMER CONSTRAINTS CC Limited team availability during certain hours Need for minimal system downtime Budget constraints for purchasing third-party tools Lack of training or knowledge of ServiceNow automation features	5. AVAILABLE SOLUTIONS AS Manual assignment by team leads Shared email inboxes for issue tracking Use of external ticket routing plugins (non-native to ServiceNow) Limitations: error-prone, slow, not scalable, no real-time updates	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Automatically assign support tickets to the correct team Reduce delays in responding to user issues Balance workload between support groups Avoid SLA violations due to misrouted or unassigned tickets	9. PROBLEM ROOT CAUSE RC No standardized logic for ticket assignment Reliance on human decision-making for every incoming issue Lack of automation tools customized to internal issue categories	7. BEHAVIOUR BE Manually checking ticket content and assigning to groups Using email notifications to track pending assignments Logging updates manually for SLA tracking Escalating delayed tickets after deadlines are missed	
Identify strong TR & EM	3. TRIGGERS TR Users complaining about slow ticket resolution Repeated misassignments causing extra work Need for audit trails and faster reporting SLA penalties due to unresolved issues	10. YOUR SOLUTION SL Use ServiceNow Flow Designer to automatically route tickets Create condition-based triggers for issues like "404 Error", "Login Issues", etc. Assign tickets to specific support groups (Platform, Certificates) based on issue type Implement business rules, flows, and auto-assignment to reduce manual effort and errors	8. CHANNELS of BEHAVIOUR CH Interacting with ServiceNow platform Using internal dashboards to monitor ticket queues Team chats for routing discussion 8.2 OFFLINE Verbal hand-offs or manual notes for ticket escalation Whiteboard assignments in physical war rooms (for major outages)	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before: Frustrated, confused, under pressure to respond quickly After: Confident, in control, relieved due to automation and transparency			