

Ideation Phase

Define the Problem Statements

Date	24 June 2025
Team ID	LTVIP2025TMID20421
Project Name	Streamlining Ticket Assignment For Efficient Support Operations
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Maximum Marks	2 Marks

Customer Problem Statement

Who is the customer?

IT support agents and helpdesk teams within organizations using the ServiceNow platform.

What is the problem?

Support agents are often overwhelmed by inefficient ticket assignment processes, leading to uneven workloads, delayed response times, and poor user satisfaction. Managers struggle with manual ticket routing, lack of real-time visibility into agent availability, and limited automation for priority or SLA-based assignments.

When/where does the problem occur?

This occurs throughout daily support operations, especially during high-volume ticket inflow, shift changes, or when dealing with high-priority incidents that need immediate attention.

What is the impact of the problem?

- Increased ticket resolution time
- Decreased customer satisfaction
- Burnout among agents due to workload imbalance
- Escalations due to missed SLAs
- Poor visibility into performance metrics and bottlenecks

Why does this matter?

If not addressed, the lack of a streamlined, automated ticket assignment process leads to inefficiencies that negatively affect both customer experience and team productivity. Organizations risk higher operational costs and lower service quality, which impacts business credibility.

Empathy and Customer Viewpoint

By focusing on these needs, the solution aims to empower IT support teams with intelligent tools that not only automate ticket assignment but also improve efficiency, reduce agent workload imbalance, and enhance service quality.

I am	Describe customer with 3-4 key characteristics - who are they?	An IT support agent or team manager responsible for handling incoming service tickets and ensuring timely resolutions.
I'm trying to	List their outcome or "job" the core about - what are they trying to achieve?	Efficiently assign and resolve support tickets while meeting SLAs and balancing workloads across the team.
but	Describe what problems or barriers stand in the way - what bothers them most?	The ticket assignment process is manual and inconsistent, leading to delayed responses and overloading certain team members.
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	There is no intelligent, automated system that routes tickets based on priority, agent skill level, or availability.
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them?	Frustrated due to repeated bottlenecks, anxious about missing deadlines, and overwhelmed by an unbalanced workload.

Problem Statement Table – Streamlining Ticket Assignment

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	IT support agent	Resolve tickets quickly and on time	Tickets are assigned manually and unevenly	No smart assignment rules exist	Overwhelmed and stressed
PS-2	Support team manager	Balance workload across the team	Some agents are overloaded while others are idle	No visibility into current workload or skills	Frustrated and helpless
PS-3	SLA compliance officer	Ensure SLA deadlines are met	Tickets often miss response time targets	No automated escalation workflow	Anxious and under pressure
PS-4	ServiceNow admin	Automate ticket routing logic	Assignment requires custom scripts	No low-code automation tools are used	Restricted and delayed
PS-5	Support lead	Track team performance in real time	Dashboard data is outdated or missing	No real-time monitoring in place	Disconnected and uninformed