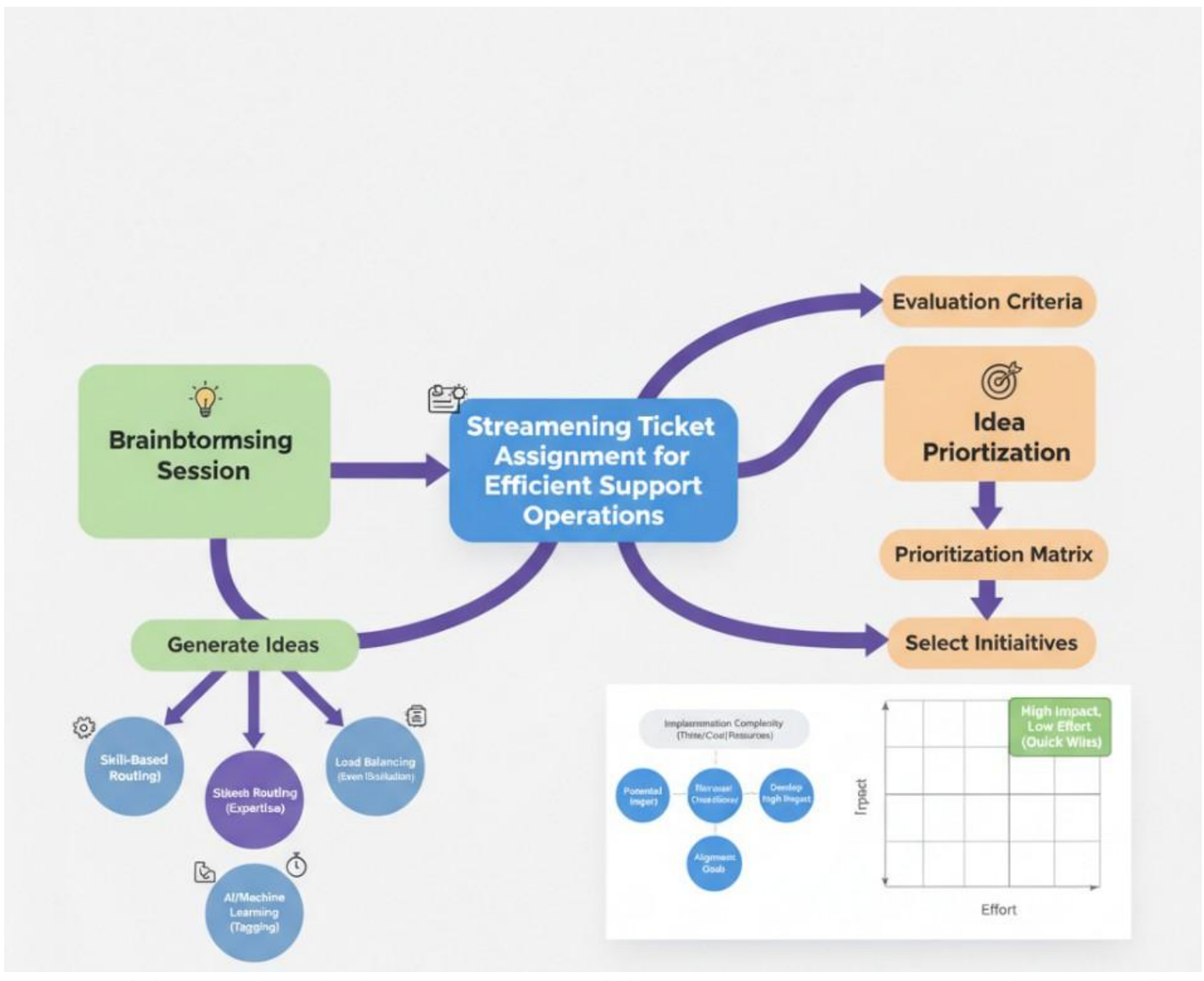
IDEATION PHASE

Brainstorm & Idea Prioritization

Date	02 NOV 2025
Team ID	NM2025TMID06943
Project Name	Streamlining Ticket Assignmentfor efficient support operations
Maximum mark	4 marks

Ideation: Generating Innovative Solutions for Streamlined Ticket Assignment

The **Ideation phase** for streamlining ticket assignment begins with a focused brainstorming session designed to generate a wide range of potential solutions to existing operational challenges. This collaborative process should break down departmental silos by including diverse perspectives — from **support agents** (who experience the day-to-day pain points), **team leads** (who observe broader patterns and performance trends), and **technical teams** (who understand system constraints and capabilities).



The objective is to cultivate both **incremental improvements** and **transformative innovations**. Ideas might range from simple workflow enhancements — such as automating basic triage through keyword detection — to advanced technological solutions, like **skill-based routing** or **machine learning models** that predict ticket urgency and dynamically assign issues to agents with the appropriate expertise and optimal workload.

Idea Prioritization: Evaluating and Selecting the Most Impactful Solutions

Once a comprehensive list of ideas has been generated, the next critical step is **idea prioritization**. This process involves systematically evaluating each concept using a standardized set of criteria — typically focusing on three key dimensions:

- **Potential Impact:** How effectively the idea can reduce resolution time, improve customer satisfaction, or optimize agent workload.
- **Implementation Complexity:** The estimated time, cost, and technical resources required to execute the idea.
- **Strategic Alignment:** How well the idea supports the broader goals and mission of the support organization.

To visualize these evaluations, ideas are often plotted on an **Impact/Effort Matrix**, enabling teams to clearly distinguish between categories such as:

- **Quick Wins:** High-impact, low-effort initiatives that can deliver immediate improvements.
- **Major Projects:** High-impact, high-effort initiatives requiring significant planning and investment.
- **Low-Value Options:** Ideas with limited impact or disproportionate effort, which can be deprioritized or discarded.

This structured approach ensures that resources are allocated strategically, focusing on initiatives that promise the **greatest return in support efficiency and customer experience**.