

<b>Project Title</b>	<b>Streamlining Ticket Assignment for Efficient Support Operations</b>
<b>Date</b>	<b>02.11.2025</b>
<b>Team ID</b>	<b>NM2025TMID01861</b>
<b>Maximum Marks</b>	<b>4 Marks</b>

## User Persona

**Primary User:** Support Engineer (or IT Support Staff) at ABC Corporation

**Secondary User:** Employee submitting a service request

## SAYS (What the user says)

- “I spend too much time figuring out who should handle each ticket.”
- “It’s frustrating when the wrong team gets the request.”
- “I just want tickets to go to the right group automatically.”
- “Delays make customers unhappy, and it affects our performance.”

## THINKS (What the user is thinking)

- “There must be a faster way to assign tickets.”
- “Manual processes waste time and cause confusion.”
- “Automation could help us focus more on solving issues instead of sorting them.”

- “I need a reliable system that reduces errors.”

## **SEES (What the user sees)**

- ServiceNow interface showing many unassigned tickets.
- Other engineers manually reassigning tickets.
- Increasing backlog due to misrouted requests.
- Frustrated coworkers and delayed responses to customers.

## **HEARS (What the user hears)**

- “Why isn’t my issue resolved yet?” — from customers.
- “You sent this ticket to the wrong group again.” — from coworkers.
- “We need a faster, smarter system.” — from managers.
- “Automation could really help us.” — during team discussions.

## **FEELS (Emotions)**

- Overwhelmed by too many tickets.
- Frustrated by repeated manual work.
- Stressed about meeting deadlines.
- Hopeful that automation will make things easier.

## **DOES (User actions & behaviors)**

- Manually checks and reassigns tickets daily.

- Communicates with other teams to reroute issues.
- Tries to identify common patterns in ticket types.
- Participates in testing automated solutions.

## INSIGHTS

- Users want a **smart, reliable ticket routing system** that removes repetitive manual steps.
- Automation can **reduce human error** and **speed up support resolution**.
- With proper group setup and Flow Designer logic, ServiceNow can ensure the right team gets the right ticket every time.

## Outcome

By understanding the users' frustrations and needs, the team developed a **Flow Designer-based automation** that:

- Routes tickets instantly to the correct group.
- Frees engineers from manual work.
- Improves resolution times and customer satisfaction.

