

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

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.

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

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

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

"Why isn't my issue resolved yet?" — from @

"You sent this ticket to the wrong group again." — from coworkers

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"Automation could really help us." — during team discussions

Feels

Overwhelmed by too many tickets

Manually checks and reassigns tickets daily

Communicates with other teams to reroute tickets



SUPPORT ENGINEER

Support Engineer (or
IT Support Staff)

of ASC Corporation