

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

Step 1: Team Gathering, Collaboration, and Problem Selection

Problem Statement:

In ABC Corporation, support tickets are currently assigned manually to support teams, leading to delays and inefficiencies in resolving customer issues. The goal is to implement an **automated ticket routing system** in **ServiceNow** that assigns incoming tickets to the correct support group (Platform or Certificates) based on the issue type.

Team Collaboration:

The team met to identify key areas causing delays in customer support. After analyzing existing ServiceNow processes, we concluded that ticket assignment is repetitive and can be automated using built-in tools like **Flow Designer**.

Why We Selected This Problem:

- Manual ticket assignment leads to delayed issue resolution.
- Employees spend time deciding which team handles which request.
- Automation can reduce response time, improve accuracy, and increase customer satisfaction.

Step 2: Brainstorming, Idea Listing, and Grouping

Brainstormed Ideas:

Idea No.	Idea Description	Tools/Concepts Used	Expected Outcome
1	Create automatic ticket routing using ServiceNow Flow Designer	ServiceNow	Faster ticket assignment
2	Use AI/ML model to predict the correct group	TensorFlow	Smarter, learning-based routing
3	Add notifications for group members when a new ticket is assigned	ServiceNow Notifications	Instant awareness of new tickets
4	Create dashboards for tracking ticket metrics	ServiceNow Reports	Visibility into support performance
5	Set up escalation for unresolved tickets	Flow Designer (Escalation)	Improved accountability

Grouping of Ideas:

- **Automation Ideas:** Auto-assign using Flow Designer, Escalations.
- **Analytics Ideas:** Reports and dashboards.
- **AI Enhancement Ideas:** TensorFlow-based routing.
- **Communication Ideas:** Notifications for team members.

Step 3: Idea Prioritization

After evaluating all ideas based on **impact**, **feasibility**, and **time**, the following were prioritized for implementation.

Priority	Idea	Reason for Selection	Feasibility	Impact
①	Flow Designer-based automatic ticket assignment	Core requirement, easy to implement	High	High
②	Create groups and assign users	Needed for automation logic	High	Medium

③	Add notification on assignment	Improves usability	Medium	Medium
④	AI model for ticket prediction	Optional enhancement (future scope)	Low	High
⑤	Reporting and dashboards	Adds professional polish	Medium	Medium

Chosen Solution:

The team chose to **implement the automatic ticket routing system using ServiceNow's Flow Designer**.

This solution required:

- Creating users, groups, and roles
- Building a custom table "Operations Related"
- Defining access through ACLs
- Designing Flows to route tickets based on the issue field

Example Outcome:

Issue	Assigned Group	Responsible User
Unable to login to platform	Platform Group	Manne Niranjana
Regarding certificates	Certificates Group	Katherine Pierce

Expected Benefits:

- 🕒 Faster response time for customers
- 🧑 Reduced workload on admins
- 📊 Better tracking of ticket flow
- 💬 Improved collaboration between support teams

- 🧠 Easy future integration with AI (TensorFlow model)

Future Enhancements:

- Integrate TensorFlow to auto-detect issue type from ticket description
- Add SLA tracking and escalation logic
- Include dashboards showing ticket trends and performance metrics