

Customer Journey Map

Streamlining Ticket Assignment for Efficient Support Operations

Using ServiceNow

| | Issue Awareness | Portal Access | Ticket Submission | Processing & Assignment | Resolution & Closure |
|-----------------------------|---|--|--|--|--|
| Steps | User experiences technical issue. | Logs into ServiceNow portal. | Fills ticket form and submits. | System stores ticket and triggers flow. | Agent resolves ticket and closes it. |
| User Actions / Interactions | System error, network issue, access denied. | Navigates to "Create Ticket". | Selects category and priority. | Automatic group assignment. | Status updates and notification sent. |
| Goals & Emotions | Wants quick help. Emotion: Frustrated. | Wants simple process. Emotion: Neutral / Hopeful. | Wants confirmation. Emotion: Relief after submission. | Wants fast routing. Emotion: Waiting. | Issue fixed. Emotion: Satisfaction. |
| Pain Points | Does not know whom to contact. | Complex navigation. | Too many fields in form. | Wrong group assignment. | Delayed resolution. |
| Opportunities | Make support portal clearly visible. | Simple and clean UI design. | Reduce unnecessary fields. | Improve flow logic & workload balancing. | SLA tracking and faster response. |