**Ideation Phase**

**Define the Problem Statements**

| Date | 2 NOVEMBER 2025 |
|---|---|
| Team ID | NM2025TMID00329 |
| Project Name | Streamlining Ticket Assignment for Efficient Support Operations |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template**

Organizations that rely on manual processes for managing IT support tickets often face inefficiencies, communication delays, and human errors. When tickets are not properly categorized or routed, the overall productivity of the support team decreases, and customer satisfaction suffers. The lack of automation in the assignment process leads to uneven workload distribution and slower problem resolution.

This results in several operational challenges such as:

- Misrouted tickets causing longer resolution times.

- Manual dependency leading to inconsistent ticket assignment.

- Poor visibility into ticket ownership and progress.

- Delays in handling critical issues due to lack of prioritization.

- Reduced customer trust and support quality.

Organizations require a centralized and automated ticket routing system that ensures each issue is assigned to the right team instantly, based on predefined conditions.



**Problem statement slide template**

**Problem**
This slide is an editable slide with all your needs.

**Solution**
This slide is an editable slide with all your needs.

**Result**
This slide is an editable slide with all your needs.

**Example:**

| I am (User) | I'm trying to | But | Which makes me feel |
|---|---|---|---|
| Support Agent | Assign tickets to the right team quickly | The process is manual and prone to errors | Overwhelmed and inefficient |
| System Administrator | Manage and monitor ticket flow | Tickets get misrouted or delayed | Stressed and frustrated |
| Customer | Get timely resolution for my issue | My ticket often reaches the wrong team | Ignored and dissatisfied |

**Problem Statement PS-1:**

As a Support Agent, I am trying to assign tickets accurately and quickly, but manual processes make it difficult to track categories and select the correct group. This causes delays and uneven workloads, making me feel frustrated and less productive. I need an automated workflow that can route tickets to the right group instantly based on issue type.

**Problem Statement PS-2:**

As a System Administrator, I want to ensure smooth operation and visibility of ticket flow, but without automation, I often face routing errors and lack real-time insight into ticket status. This makes me stressed when escalations occur. A rule-based automation using ServiceNow Flow Designer would ensure accuracy, consistency, and reduced human intervention.

**Problem Statement PS-3:**

As a Customer or End User, I want my issue resolved quickly, but due to manual routing and delays, my ticket often reaches the wrong team or takes longer to get attention. This makes me feel neglected and dissatisfied. An automated ticket routing system that assigns my request to the correct department will ensure timely resolution and better service experience.

**Summary**

The manual method of ticket assignment is inefficient, time-consuming, and error-prone. By automating this process through ServiceNow, the organization can streamline ticket flow, improve coordination between teams, and achieve faster issue resolution. The defined problem statements form the foundation for designing a robust and intelligent ticket routing system.