

TEAM ID: NM2025TMID03458

TITTLE: EDUCATIONAL ORGANIZATION USING SERVICENOW

IDEATION PHASE.

Purpose

During the ideation phase, an educational organization needs data-driven insights to identify needs, opportunities, and problem areas. ServiceNow reporting helps analyze current workflows, service requests, student/faculty needs, and support gaps before generating solutions.

Goals of ServiceNow in Ideation

Goal	Explanation
Identify pain points	Understand issues faced by students, faculty, and staff
Spot improvement opportunities	Reveal long wait times, bottlenecks, recurring issues
Support decision-making	Provide factual evidence for problem areas
Prioritize ideas	Use data to rank initiatives based on impact and urgency

Key ServiceNow

1Incident & Request Trends

- Volume of student & staff requests
- Common categories (IT, facility, academic systems)
- Peak time periods

Helps understand what problems need innovative solutions.

2SLA & Resolution Performance

- Average response/resolve times
- SLA breaches
- Departments causing delays

Identifies efficiency gaps and need for automation or improved workflows.

3 Customer Satisfaction

- CSAT ratings by department/service
- Comments from users (students/faculty)

Direct voice-of-customer used to generate improvement ideas.

4 Knowledge Base Usage

- Article views
- Self-service success rate
- Topics frequently searched but not found

Guides content/knowledge improvements and chatbot/self-service ideas.

5 Problem Analytics

- Recurrent incidents
- Root causes
- Affected services (LMS, Wi-Fi, HR, admissions, etc.)

Helps ideate automation, preventive maintenance, new processes.

Examples of Insights to Power Ideation

Insight from Report	Possible Idea
High ticket volume for Wi-Fi	Network upgrade / automated signal monitoring
Frequent login issues to LMS	Single Sign-On or password automation
Long resolution time for student helpdesk	Chatbot or tier-0 self-service
Low knowledge base usage	Simplify KB or training drives for student self-help

Outcome of Using Reports in Ideation

- Data-driven innovation proposals
- Prioritized improvement areas
- Clear business case for solutions
- Strong foundation for next phase (define & prototype)

Example Use-Case Narrative

“The university analyzed ServiceNow incident trends and found 40% of tickets related to LMS login and Wi-Fi availability. SLA breach reports showed delays during peak academic periods. Based on ServiceNow analytics, the ideation team proposed SSO implementation, campus Wi-Fi optimization, and AI-based student self-service.”

Deliverables in Ideation Phase Using Reports

- Problem statements supported by data
- Idea shortlist with priorities
- Process improvement opportunities
- Innovation roadmap