Ideation Phase

Define the Problem Statements

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Project Name: Streamlining Ticket Assignment for Efficient Support Operations

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Customer Problem Statement Template:

Support teams at **ABC Corporation** face challenges in handling large volumes of tickets due to manual assignment processes.
Tickets are often misrouted or delayed, leading to longer resolution times and lower customer satisfaction.
Agents spend unnecessary time reassigning or triaging tickets, which affects productivity and increases workload.

They need an **automated ticket routing system** that intelligently assigns issues to the right team based on **issue type, priority, and expertise**.
This solution would **reduce human error**, **optimize resource utilization**, and **improve response efficiency**.
Ultimately, this will enhance the customer experience and strengthen operational performance across the support department.

Reference:

https://miro.com/templates/customer-problem-statement/

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Support Agent	Assign tickets to the right teams	it takes too long to manually review and route each issue	the current system lacks automatic routing and skill-based assignment	overwhelmed and unproductive
PS-2	A Support Manager	Ensure tickets are handled efficiently	routing errors often cause delays and missed SLAs	there's no centralized logic to match tickets with agent expertise	frustrated and under pressure to meet service targets

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Problem Statement PS-1:

As a **support agent**, I am trying to quickly assign tickets to the correct teams, but the current process is **manual and time-consuming**.

This results in frequent misassignments and delays in customer response times.

It makes me feel **overwhelmed and less productive**, as I spend more time routing than resolving issues.

I need an **intelligent routing mechanism** that automatically assigns tickets based on issue type and agent skillset.

Problem Statement PS-2:

As a **support manager**, I want to ensure that tickets are distributed efficiently and resolved within SLAs.

However, the current system's lack of **automated routing logic** leads to delays, inconsistent workload distribution, and frequent escalations.

This situation makes me feel **frustrated and pressured**, as it directly impacts team performance and customer satisfaction.

An automated assignment system would **balance workloads**, **reduce escalation frequency**, and **improve SLA compliance**.