

Ideation Phase

Brainstorm & Idea Prioritization

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Team ID: NM2025TMID03626

Project Name: Streamlining Ticket Assignment for Efficient Support Operations

Project Overview:

Streamlining Ticket Assignment for Efficient Support Operations Template:

This guided project focuses on automating the routing of support tickets within **ABC Corporation's** helpdesk system. The objective is to ensure that each support ticket is automatically assigned to the most appropriate team or agent based on issue category, priority, and expertise.

The initiative aims to **reduce manual workload**, **minimize resolution delays**, and **enhance customer satisfaction** by ensuring faster, more accurate ticket handling. The solution leverages predefined routing rules, intelligent automation, and data-driven insights to optimize support team performance and resource utilization.

The workflow will include test scenarios to validate routing accuracy — ensuring that high-priority issues are directed to specialized teams while routine queries are efficiently distributed. This structured approach enhances operational efficiency and ensures a more responsive customer experience.

Step 1: Team Gathering, Collaboration, and Problem Selection

Team members gathered to discuss common challenges in current support operations. After reviewing multiple inefficiencies in ticket management, the team selected the problem statement:

“Delays in issue resolution due to manual ticket routing and inconsistent team assignments.”

The team agreed to design an automated routing mechanism that reduces administrative effort, ensures tickets reach the right experts quickly, and provides measurable improvements in service metrics such as **First Response Time (FRT)** and **Resolution SLA compliance**.

Reference:

<https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step 2: Brainstorm, Idea Listing, and Grouping

Brainstorm:

Team members shared potential automation strategies and improvement ideas without judgment to encourage creativity. The focus was on simplifying support workflows and leveraging technology to improve ticket management accuracy.

Idea Listing:

- Implement AI-based ticket categorization using keywords or sentiment analysis.

- Use predefined rules for routing based on department or product area.
- Enable priority auto-detection based on ticket content.
- Introduce escalation rules for unresolved tickets beyond SLA.
- Create a real-time dashboard for routing efficiency analytics.
- Allow manual override for exceptions.
- Integrate with knowledge base for self-service suggestions before ticket assignment.

Grouping:

Ideas were grouped into categories to simplify decision-making:

1. **Automation & AI Enhancements** (AI-based categorization, auto-prioritization)
2. **Process Optimization** (routing rules, escalation paths)
3. **Monitoring & Feedback** (dashboards, performance tracking)
4. **User Experience Improvements** (self-service options, manual override flexibility)

Action Planning:

Each grouped idea was converted into an actionable step, assigned to responsible team members, and scheduled within the implementation roadmap. Clear milestones were set for testing, feedback, and refinement.

Step 3: Idea Prioritization

Idea Prioritization:

Prioritization focused on balancing **impact**, **feasibility**, and **implementation time**. The most critical ideas that directly reduce resolution time and improve accuracy were given top priority.

Priority Level	Idea	Expected Benefit
High	Rule-based ticket routing by issue type & team skillset	Immediate accuracy improvement in assignment
High	AI-based auto-categorization	Reduces manual sorting effort
Medium	SLA-based escalation mechanism	Prevents ticket aging
Medium	Real-time performance dashboard	Provides operational insights
Low	Self-service knowledge base integration	Reduces overall ticket volume

Rationale:

Focusing on automation-first solutions ensures measurable time savings and efficiency gains early in the rollout. Subsequent enhancements (like analytics dashboards) will help sustain continuous improvement.

Visual process diagrams and routing flowcharts will be developed to illustrate automated routing logic and ensure team-wide clarity before implementation.

Outcome:

The idea prioritization exercise clarified the project roadmap, ensuring that high-impact automation features are implemented first. This structured approach will help ABC Corporation reduce manual routing by up to **60%**, improve resolution times, and boost customer satisfaction scores.
