

## Ideation Phase

### Define the Problem Statements

Date: 2 November 2025

Team ID: NM2025TMID04195

Project Name: Streamlining Ticket Assignment for Efficient Support Operations

Maximum Marks: 2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's and support team's points of view. This template helps you focus on what matters most — creating efficient, userfriendly experiences for both customers and support agents. A well-articulated problem statement allows you to identify the ideal solution for the challenges faced, while also fostering empathy for how users interact with the system.

#### Problem Statement (PS-1): Customer Perspective

I am: A customer seeking timely support for my technical issues.

I'm trying to: Get my problem resolved quickly without repeating details or waiting long for responses.

But: My tickets often get delayed or assigned to agents who are not familiar with my issue.

Because: The current system assigns tickets manually without considering expertise or ticket priority.

Which makes me feel: Frustrated, undervalued, and hesitant to reach out for future support.

#### Problem Statement (PS-2): Support Agent Perspective

I am: A technical support agent handling multiple tickets daily.

I'm trying to: Manage my workload efficiently and resolve issues within the SLA time frame.

But: Tickets are unevenly distributed, and sometimes I receive tasks outside my skill set.

Because: The ticket assignment system lacks intelligent load balancing and skill-based routing.

Which makes me feel: Overwhelmed, underutilized, and dissatisfied with the workflow.