Ideation Phase

Brainstorm & Idea Prioritization Template

Date: 2 November 2025

Team ID: NM2025TMID04195

Project Name: Streamlining Ticket Assignment for Efficient Support Operations

Maximum Marks: 4 Marks

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Problem Statement:
In many support teams, ticket assignment is often done manually, leading to delays, uneven workload distribution, and reduced efficiency. Streamlink aims to develop an intelligent ticket assignment system that uses automation and data-driven logic to assign tickets to the most suitable support agents based on skill set, availability, and workload.

Team Collaboration:
The team conducted brainstorming sessions to discuss challenges faced in current support ticket workflows. We collected input from technical support staff, operations managers, and customer service representatives to understand bottlenecks and areas for improvement.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorming Outcomes:
1. Automate ticket assignment using AI algorithms.
2. Introduce a priority scoring model based on customer impact and SLA.
3. Implement real-time agent availability tracking.
4. Use historical ticket resolution data to match agents to similar issues.
5. Provide an analytics dashboard to monitor workload distribution.
6. Enable agent feedback on ticket suitability for continuous model improvement.

Idea Grouping:
- Automation Ideas: AI assignment, workload balancing, auto-prioritization.
- Analytics Ideas: Performance dashboards, SLA tracking.
- Feedback & Improvement Ideas: Agent feedback, model retraining.

Step-3: Idea Prioritization

The team used the Impact vs. Effort matrix to prioritize ideas. The following were identified as high-impact and feasible within the project timeline:

1. AI-based ticket assignment engine (High Impact, Medium Effort)
2. Real-time workload tracking dashboard (High Impact, Low Effort)
3. Priority scoring model based on SLA and customer type (Medium Impact, Low Effort)

Ideas scheduled for later phases (high effort or future scope):

1. Historical data-based skill matching (High Impact, High Effort)
2. Agent feedback learning loop (Medium Impact, High Effort)