Streamlining Ticket Assignment for Efficient Support Operations

Team ID : LTVIP2026TMIDS25030

Team Members:

• **Team Leader : Subash Yadam**
➢ **Role:** Project Coordinator
➢ **Responsibilities:** Responsible for overall project planning, coordination, ServiceNow workflow configuration, documentation, GitHub management (if applicable), and integration of ticket routing processes.

• **Team Member : Manjusri Vemula**
➢ **Role:** ServiceNow Developer
➢ **Responsibilities:** Configures workflows, business rules, assignment groups, and automated ticket routing logic based on priority, category, and department.

• **Team Member : Eswar Manikanta Yarrapothu**
➢ **Role:** System Analyst
➢ **Responsibilities:** Analyzes ticket management requirements, defines routing criteria, prepares process documentation, and ensures alignment with business needs.

• **Team Member : Veerla Vivek**
➢ **Role:** Testing & Quality Assurance
➢ **Responsibilities:** Performs functional and performance testing of the ticket routing system, validates assignment accuracy, and ensures smooth system operation.

1. Introduction
ABC Corporation identified delays and inefficiencies in its support operations due to manual ticket routing. To address these challenges, an automated ticket routing system was implemented using ServiceNow. The objective of this initiative was to enhance operational efficiency, improve response times, and ensure that support tickets are assigned accurately to the appropriate teams.

2.Project Overview
The **Automated Ticket Routing System** is designed to improve support operations by automatically assigning support tickets to the appropriate teams using the ServiceNow platform. In traditional systems, ticket assignment is done manually, which often leads to delays, incorrect routing, and increased workload for support staff.

This project aims to eliminate manual intervention by implementing automated workflows, business rules, and assignment logic within ServiceNow. The system categorizes tickets based on factors such as issue type, priority level, and department requirements. Once categorized, the system routes the tickets to the most suitable support team and sends notifications to ensure timely resolution.

The automated ticket routing system enhances operational efficiency, reduces response time, improves customer satisfaction, and ensures balanced workload distribution among support teams. The project also provides better tracking, monitoring, and reporting capabilities, making the support process more transparent and effective.

3. Objectives
- Automate the ticket assignment process.
- Reduce delays in issue resolution.
- Improve customer satisfaction.
- Optimize resource utilization within the support department.
- Minimize human errors in ticket routing.

4. Challenges in Manual Ticket Routing
Before automation, ticket routing was handled manually, which led to several operational challenges:

- Incorrect assignment of tickets.
- Increased response and resolution time.

- Overloaded teams and uneven workload distribution.
- Limited visibility into ticket status and performance metrics.

5.User Interface/ Outputs:

	name	assigned to group	assigned to user	comment	issue	priority	service request number	ticket raised date
	helloworld	platform	(empty)		regarding user expired			(empty)
	(empty)	(empty)	(empty)					(empty)
	vivek	platform	(empty)		unable to login to platform			(empty)
	manikanta	platform	(empty)	laptop is not working	unable to login to platform		001	2026-02-05 02:08:38
	abc	certificates	(empty)	not working properly	regarding certificates			(empty)

operations related
New record

〈   ≡   📎 ⇄ ⋯   Submit

service request number   [|]   comment   [   ]

name   [   ]   priority   [   ]

assigned to group   [🔍]   issue   [-- None --   ▾]

assigned to user   [🔍]   ticket raised date   [🗓]

Submit

operations related
New record

〈   ≡   📎 ⇄ ⋯   Submit

service request number   [1002]   comment   [laptop is not working]

name   [y.subhash]   priority   [high]
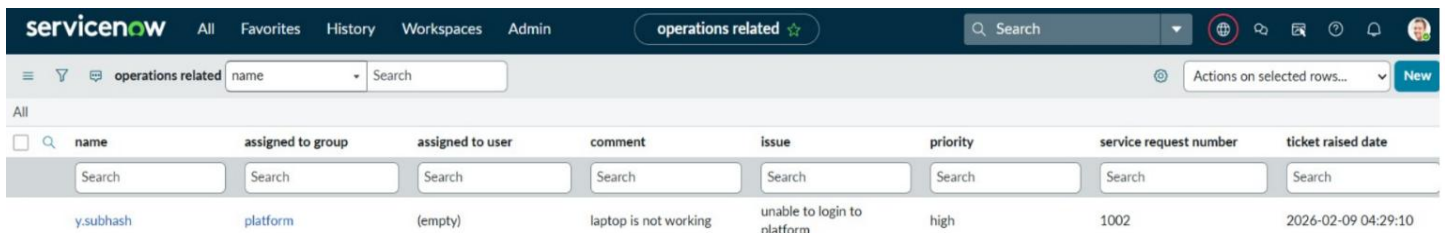
assigned to group   [platform   🔍] ⓘ   issue   [unable to login to platform   ▾]

assigned to user   [🔍]   ticket raised date   [2026-02-09 04:29:10   🗓]

Submit

6. Proposed Solution: Automated Ticket Routing using ServiceNow

The automated ticket routing system leverages ServiceNow workflows and business rules to categorize and assign tickets based on predefined criteria such as issue type, priority level, and department. The system ensures that tickets are automatically directed to the most suitable support team without manual intervention.

7. Implementation Approach

1. Configured ServiceNow workflows for automated ticket categorization.
2. Defined assignment rules based on priority, category, and expertise.
3. Integrated notification mechanisms for real-time alerts.
4. Monitored system performance and optimized routing rules.
5. Here is a clear and simple **Features – For Users** section for your project:

8.Features

For Users:

➢ **Easy Ticket Submission** – Users can quickly submit support tickets with detailed descriptions of their issues.

➢ **Category Selection** – Users can select issue type, department, and priority while submitting the ticket.

➢ **Real-Time Status Tracking** – Users can track the current status of their tickets (Open, In Progress, Resolved, Closed).

➢ **Automated Confirmation** – Users receive instant confirmation after ticket submission.

➢ **Notifications & Updates** – Users are notified when their ticket is assigned, updated, or resolved.

➢ **Transparent Communication** – Users can view ticket history and updates for better clarity.

➢ **Secure Access** – User data and ticket information are securely managed within the system.

9.Architecture
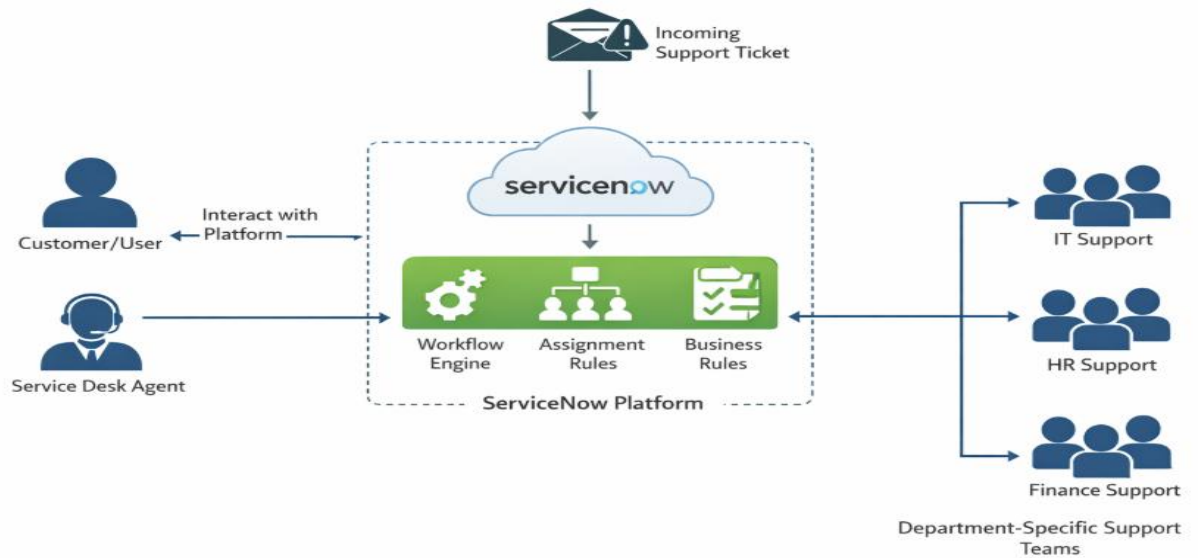
Automated Ticket Routing Architecture

Automated Ticket Routing System Architecture
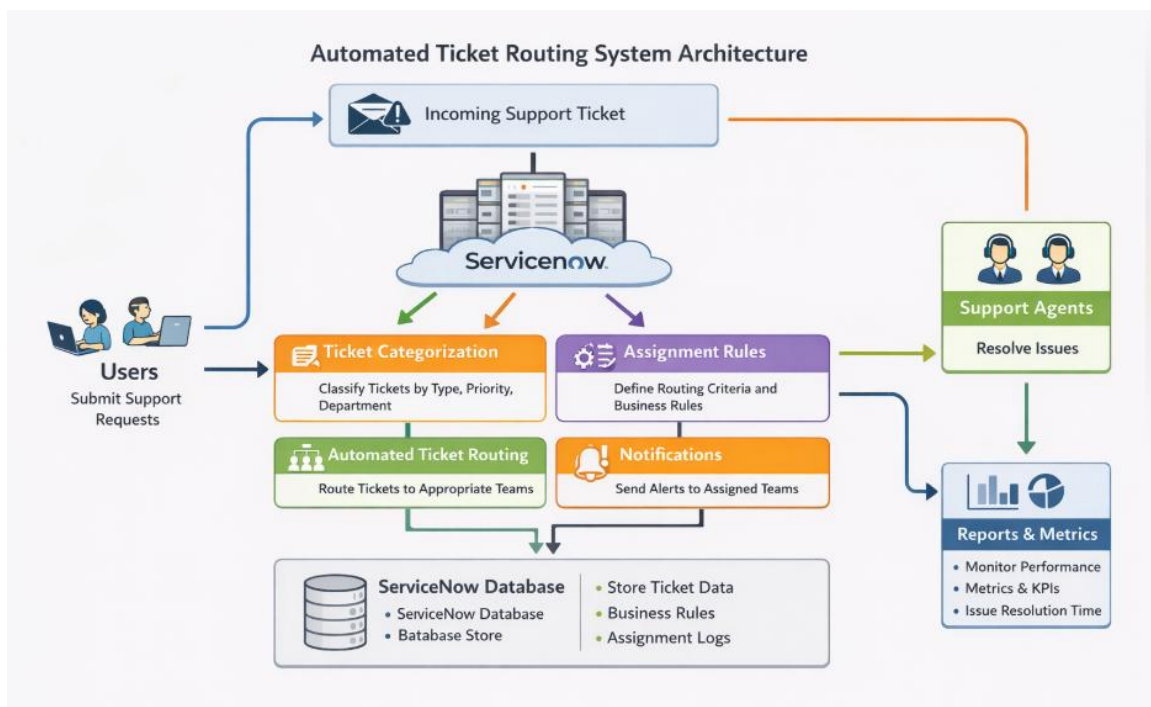
10. Benefits and Impact

- Faster ticket resolution and reduced response time.
- Improved customer satisfaction levels.
- Balanced workload distribution across teams.
- Enhanced transparency and tracking of ticket lifecycle.
- Improved operational efficiency within the support department.

11.Screenshots or Demo Demo Video:

Check out a quick demo of ServiceNow in action:
https://youtu.be/935wC7qEkps

Drive Link(Streamlining Ticket Assignment for Efficient Support Operations):
https://drive.google.com/file/d/1sd25xH1IZSxY9GBwdyj2IOgOwUxJLnvc/view?usp=drivesdk

github link: https://github.com/manjuvemula/Streamlining-Ticket-Assignment-for-Efficient-Support-Operations

7. Conclusion

The implementation of the automated ticket routing system at ABC Corporation has been a significant success. By leveraging the capabilities of ServiceNow, the organization has streamlined the process of assigning support tickets to the appropriate teams. This automation has addressed the inefficiencies of manual routing, ensured timely issue resolution, and enhanced overall support operations. The initiative serves as a strong foundation for future enhancements such as AI-driven prioritization and predictive support analytics.