Ideation Phase

Brainstorm & Idea Prioritization Template

Date	2 NOVEMBER 2025
Team ID	NM2025TMID05410
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Streamlining Ticket Assignment Project Template:

This guided project demonstrates how to improve support efficiency in an organization using ServiceNow. It focuses on automating ticket assignment, role-based access, and workflow management to ensure that support issues are distributed effectively among appropriate teams. The system uses user roles, groups, ACLs, and flow automation to enhance speed, transparency, and accountability in the ticket resolution process. Dashboards and reports help track performance metrics, ensuring faster response times and balanced workloads. Overall, this project highlights how ServiceNow can be leveraged to optimize IT support operations through automation and intelligent workflow management.

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

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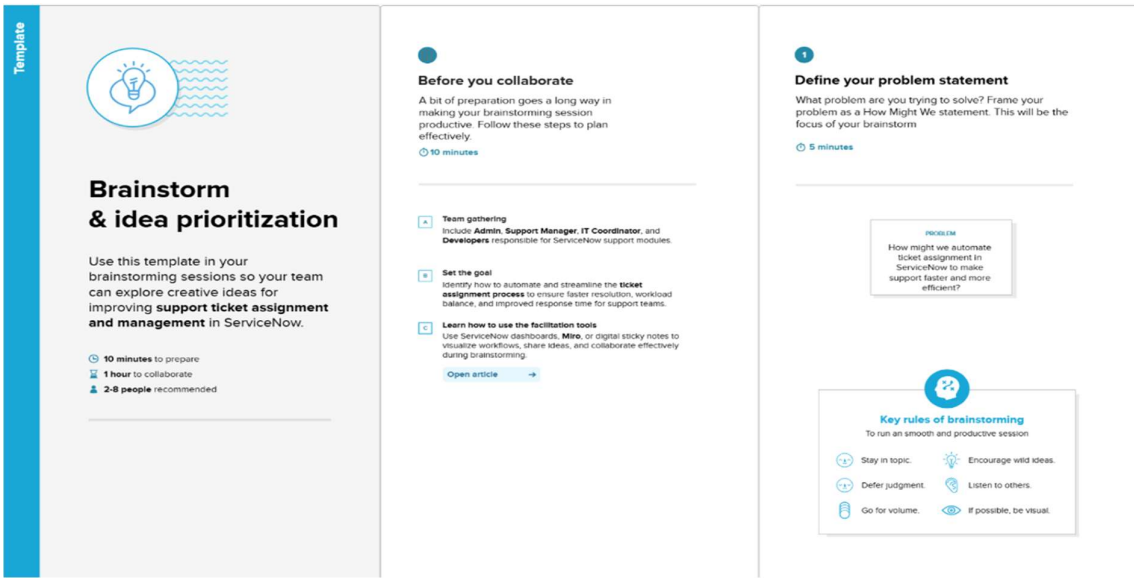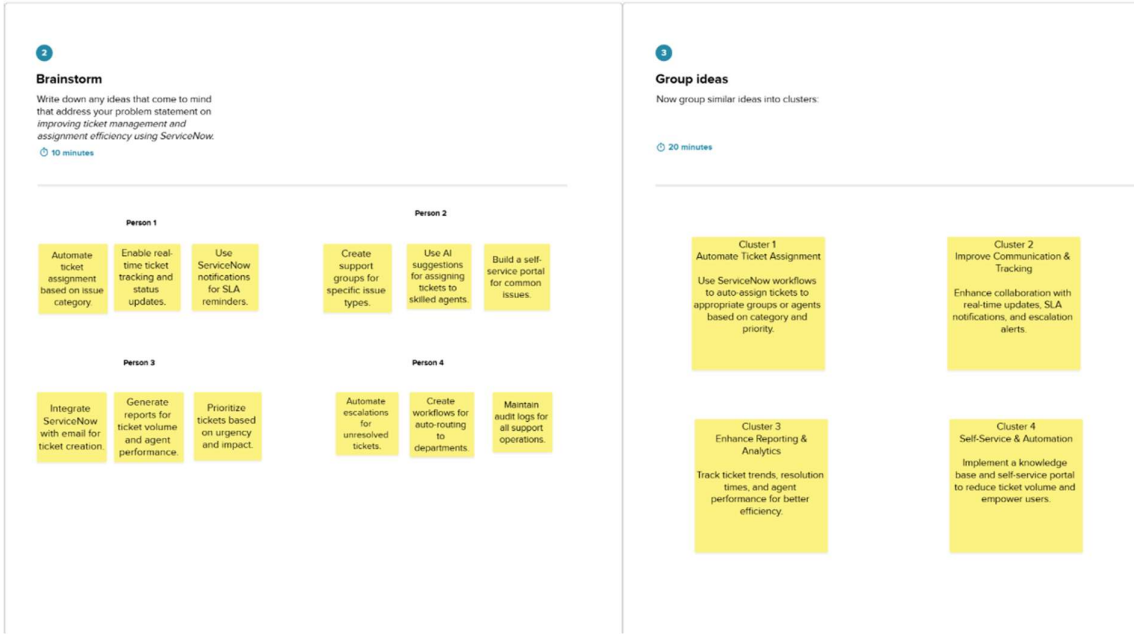

Fig 1: Team gathering session for defining the problem statement.

Step-2: Brainstorm, Idea Listing, and Grouping

Fig 2: Brainstorming ideas generated by team members.

Brainstorm:

Team members discussed ways to automate the support ticket system using ServiceNow. Ideas included auto-assigning tickets to relevant groups, role-based access management, and improving response tracking through workflows.

Idea Listing:

All suggestions were listed, such as creating user and group roles, setting up ticket tables, defining ACLs, and developing flow automation for ticket distribution.

Grouping:

Similar ideas were organized into categories like Automation, Access Control, Workflow Management, and Reporting, helping focus development on impactful ServiceNow modules.

Step-3: Idea Prioritization

Ideas were evaluated for their feasibility, technical complexity, and expected efficiency improvement.

High-priority ideas included:

- Automating ticket assignment based on category or priority.

- Creating ACLs for secure data handling.

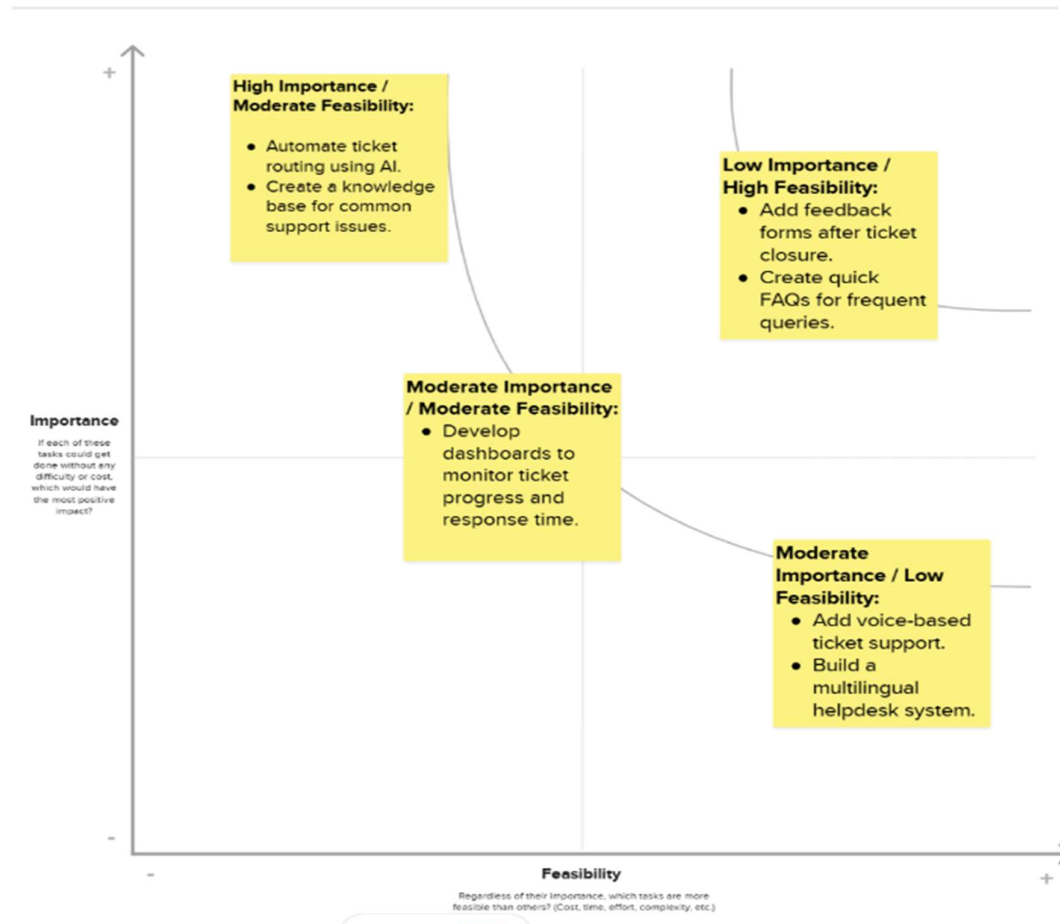- Developing flow automation for group-based task distribution.
  This prioritization helped the team finalize an efficient workflow for managing and resolving tickets automatically within ServiceNow.

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Prioritize

The team analyzed all brainstormed ideas based on their **importance** and **feasibility** to improve the ServiceNow ticket assignment process.

🕐 20 minutes

High Importance / Moderate Feasibility:
- Automate ticket routing using AI.
- Create a knowledge base for common support issues.

Low Importance / High Feasibility:
- Add feedback forms after ticket closure.
- Create quick FAQs for frequent queries.

Moderate Importance / Moderate Feasibility:
- Develop dashboards to monitor ticket progress and response time.

Moderate Importance / Low Feasibility:
- Add voice-based ticket support.
- Build a multilingual helpdesk system.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

The Streamlining Ticket Assignment for Efficient Support Operations project successfully automated ticket distribution, role-based access, and workflow execution using ServiceNow. This reduced manual effort, improved response time, and ensured efficient workload management. Overall, the system enhanced productivity and provided a reliable, automated support process for organizations.