Ideation Phase

Define the Problem Statements

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

Customer Problem Statement Template:

Organizations face challenges in managing large volumes of IT service requests and support tickets. Manual assignment and tracking lead to uneven workloads, slower response times, and inefficient resource utilization. A centralized ServiceNow-based automation system can automatically assign, track, and close tickets—improving efficiency, transparency, and overall support quality.

Problem & Solution Table

Problem	Description	Solution
Manual Ticket Assignment	Manually assigning tickets is time-consuming and error-prone, causing inconsistent task distribution.	Automate ticket assignment to reduce human error and save time.
Tracking and Visibility	Tickets lack proper tracking, making it difficult to monitor progress and workload balance	Use role- and group-based assignment rules with dashboards for visibility.
Response Inefficiencies	Manual routing slows down resolution and increases backlog.	Create automated workflow to prioritize and escalate issues faster.
Workload Imbalance	Lack of analytical tools leads to poor visibility into team performance.	Implement intelligent ticket routing using ServiceNow Flow Designer.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS–1	Support Administrator	Assign tickets quickly and fairly	the process is manual	there's no automated routing or workload balancing	overworked and frustrated
PS–2	Support Agent	Resolve tickets efficiently	tickets are misrouted or delayed	there's no proper visibility of ticket ownership	demotivated and under pressure

Problem Statement PS 1:

As a support administrator, I'm trying to assign incoming tickets efficiently, but the process is manual and time-consuming. Because there's no automated routing logic, tickets are often unevenly distributed, which makes me feel overworked and frustrated. I need a ServiceNow workflow that automates ticket routing and balances workload across available agents.

Problem Statement PS 2:

As a support agent, I want to receive relevant tickets and resolve them on time, but many tickets are assigned incorrectly or delayed. Because there's no clear ticket ownership or tracking system, I often lose time reassigning issues, which makes me feel demotivated. I need a centralized ServiceNow ticketing system that provides proper visibility, role-based access, and real-time updates to improve resolution efficiency.