

Ideation Phase

Empathize & Discover

Date	1 NOVEMBER 2025
Team ID	NM2025TMID00405
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	2 Marks

Empathy Map

1. Think & Feel

- “Tickets are piling up — who should handle which one?”
- Worried about team burnout due to uneven ticket distribution.
- Feels pressure to meet SLAs while maintaining customer satisfaction.
- Frustration about lack of automation and visibility.

2. See

- Sees multiple tickets coming in from various platforms (email, chat, support portal).
- Notices delays and confusion in assigning tickets manually.
- Observes team members picking easier tickets while complex ones stay pending.

3. Say & Do

- Says: “We need a fair system for ticket allocation.”
- Frequently checks dashboards manually.
- Reassigns tickets when team members are overloaded.
- Conducts daily follow-ups to check ticket progress.

4. Hear

- Hears complaints from customers about delayed responses.
- Receives management feedback on SLA breaches.
- Gets suggestions from agents for better tools or automation.

Insights

- The current manual process creates inefficiencies and uneven workloads.
- Lack of automation and prioritization leads to missed SLAs and poor team morale.
- Team leads spend excessive time managing assignments instead of focusing on issue resolution.

Problem Statement

Support team leads need an automated and intelligent ticket assignment system that ensures balanced workloads, faster responses, and transparency in operations.

Proposed Solution

Develop an AI-powered ticket assignment system that:

- Automatically assigns tickets based on agent skills, availability, and workload.
- Prioritizes tickets by urgency and customer impact.
- Integrates with existing tools (e.g., ServiceNow, Zendesk, Slack) for real-time notifications.
- Provides dashboards for visibility into team performance and ticket flow.

Ideation Phase - Empathize & Discover

Date: 31 January 2025

Team ID: Enter your team ID

Project Name: Streamlining Ticket Assignment for Efficient Support Operations

Empathy Map Canvas

An empathy map is a visual framework used to understand users more deeply – what they perceive to behaviours and attitudes.



