IdeationPhase
Brainstorm&IdeaPrioritizationTemplate

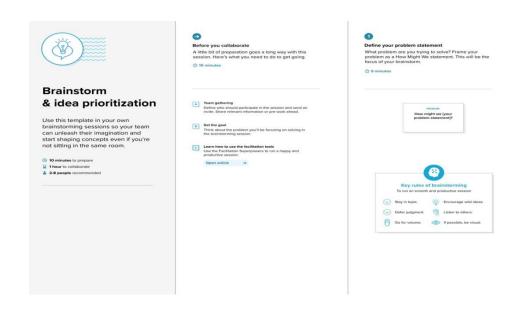| Date	31January2025
TeamID	NM2025TMID07621
ProjectName	Streamlining Ticket Assignment for Efficient Support Operations
MaximumMarks	4Marks

Brainstorm&IdeaPrioritizationTemplate:

In a brainstorming session for streamlining the ticket assignment process for support operations, the goal is to generate as many ideas as possible without worrying about feasibility at first. Encourage the team to think creatively and consider unconventional solutions, such as automating ticket routing or improving agent workload management. Everyone should feel free to build on each other's ideas to refine or combine them, ensuring a rich set of potential solutions. Once the ideas are generated, categorize them based on key areas like automation, agent performance, prioritization strategies, or customer experience improvements. After categorizing, prioritize the ideas by evaluating their impact on operational efficiency, ease of implementation, innovativeness, and potential costs versus benefits. Use a 1-5 scale to rank each idea, where 1 is low priority and 5 is high priority. This will help identify which ideas have the most potential. Finally, select the top 3 ideas to move forward with and assign team members to take ownership, further developing and testing them within defined timelines.

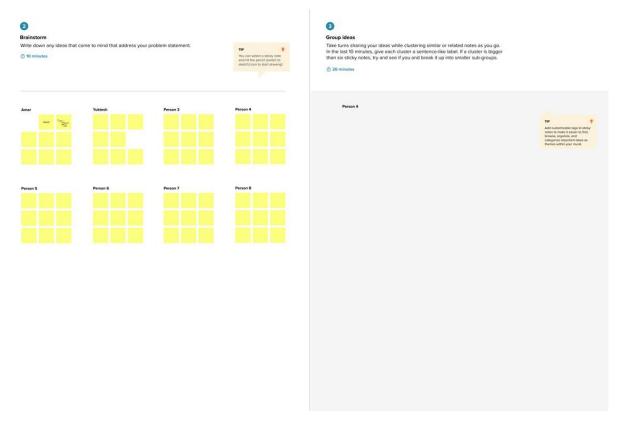Reference:https://www.mural.co/templates/brainstorm-and-idea-prioritization

Step-1:TeamGathering,CollaborationandSelecttheProblemStatement

*Gather your team to align on the project goal: improving ticket assignment for better support efficiency.

*Collaborate by discussing current challenges in ticket routing, prioritization, and workload balance.

*Select the Problem Statement: "The current ticket assignment process is inefficient, leading to delays and poor customer experience."

Step-2:Brainstorm,IdeaListingandGrouping

*Brainstorm ideas to address the problem: think automation, smarter routing, or better workload distribution.

* List all ideas without judgment—no idea is too small.

* Group ideas into categories like Automation, Workload Management, and Customer Experience.

Step-3:IdeaPrioritization

* Set criteria: Evaluate ideas based on impact, feasibility, and cost/benefit.

* Rate ideas using a 1-5 scale, with 1 being low priority and 5 being high priority.* Prioritize the top 3-5 ideas based on the scores for further action.