Table of Contents

CHAPTER	CONTENT
1.	Problem Statement
2.	Abstract
3.	Introduction
4.	Objectives
5.	Methodology
6.	Architecture
7.	Workflow Explanation
8.	Benefits of Automation
9.	Results and Outcomes
10.	Future Scope
11.	Appendix
12.	Conclusion

1. Problem Statement

Manual ticket assignment consumes valuable time and often leads to inefficiencies. Support agents spend effort categorising and forwarding issues rather than resolving them. As organisations scale, this approach becomes unsustainable.

The project proposes an automated ticket routing system within ServiceNow that can instantly identify the issue type and assign the ticket to the relevant team.

2. Abstract

In modern IT environments, organisations handle thousands of service requests daily through help desks or support systems. Manual ticket assignment leads to inefficiencies, delays, and human errors, often resulting in poor service quality and reduced productivity.

This project, titled "Streamlining Ticket Assignment for Efficient Support Operations," aims to automate the entire ticket routing process using ServiceNow, a powerful IT Service Management (ITSM) tool.

By leveraging Flow Designer, custom tables, roles, and groups, the system automatically assigns each incoming ticket to the appropriate support group based on the issue type. The result is a seamless, automated workflow that reduces response time, improves resolution efficiency, and enhances customer satisfaction.

The project demonstrates how ServiceNow's automation capabilities can transform IT support management into a smart, efficient, and reliable system without human intervention.

3. Introduction

In large organisations, technical support teams handle numerous tickets daily — ranging from login issues and access requests to system errors and certificate expirations. Typically, a support administrator manually assigns these tickets to the correct department or support team. This manual approach often leads to:

- Misrouted tickets
- Delayed responses
- Repetitive workload for support teams
- Reduced productivity

ServiceNow provides a platform to overcome these issues by automating workflows. Through its Flow Designer, tickets can be automatically categorised and assigned to the correct group instantly after creation.

This project focuses on building such an automated workflow that intelligently routes tickets to either the Platform Team or the Certificates Team, depending on the issue type entered by the user.

4. Objectives

The main objectives of this project are:

1. To automate the support ticket assignment process.
2. To minimise human errors and delays in routing tickets.
3. To enhance productivity and reduce response time.
4. To utilize ServiceNow's Flow Designer for automation.
5. To ensure security and role-based access for support staff.
6. To improve the overall operational efficiency of the support system.

5. Methodology

The implementation of this project is carried out in several structured steps:

Step 1: Creating Users

- Navigate to: All → Users → New
- Create users such as Katherine Pierce and Manne Niranjan.
- Assign them specific roles and save.

Step 2: Creating Groups

- Navigate to: All → Groups → New
- Create groups:
    - Platform Team
    - Certificates Team
- Submit the groups.

Step 3: Creating Roles

- Navigate to: All → Roles → New
- Create roles:
    - Platform_Role
    - Certificate_Role
- Assign each role to its corresponding group.

Step 4: Creating a Custom Table

- Go to: System Definition → Tables → New

- Label: Operations Related
- Check:
    - Create Module
    - Create Mobile Module
- Add the following fields:
    - Issue (choice field)
    - Description
    - Assigned Group
    - Priority

Choices for the “Issue” field:

- Unable to log in to the platform
- 404 Error
- Regarding Certificates
- User Expired

Step 5: Assigning Users and Roles

- Assign Katherine Pierce to the *Certificates Team* and give her *Certificate_Role*.
- Assign Manne Niranjan to *Platform Team* and give him *Platform_Role*.

Step 6: Setting Access Controls (ACLs)

- Navigate to: System Security → Access Control (ACL)
- Create ACLs for the *Operations Related* table.
- Assign appropriate roles and ensure secure data access.

Step 7: Designing the Flow

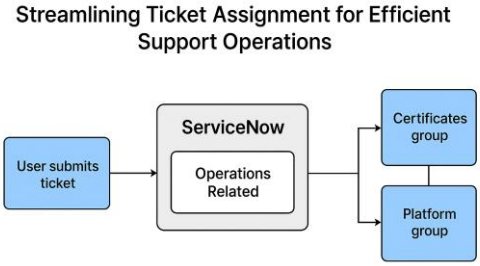
- Navigate to: Flow Designer → New Flow
- Create two flows:

Flow 1: Regarding Certificates

- Trigger: When a record is created or updated in Operations Related
- Condition: Issue is “Regarding Certificates”
- Action: Update record → Assign to group Certificates

Flow 2: Platform Issues

- Trigger: When a record is created or updated in Operations Related
- Conditions:
    - Issue is “Unable to login to platform”
    - Issue is “404 Error”
    - Issue is “User Expired”
- Action: Update record → Assign to group Platform



Step 8: Testing

- Create sample records in the Operations Related table.
- Observe that the system automatically assigns tickets to the correct group.

6. Architecture Diagram

Below is the workflow architecture of the automation system

Flow Explanation:

1. A user submits a new support ticket.
2. The record is stored in the *Operations Related* table.
3. The *Flow Designer* triggers upon record creation.
4. The issue type is evaluated.
5. The system automatically assigns the ticket to the respective group.
6. The assigned group receives the notification and starts working on the issue.

7. Workflow Explanation

Manual Workflow (Before Automation):

- User raises a ticket manually.
- Admin reviews and forwards to the appropriate team.
- Time delay due to manual routing.

Automated Workflow (After Implementation):

- User raises a ticket.
- The Flow Designer automatically triggers.

- The issue type determines the group.
- The ticket is instantly assigned to the right team.

This automation significantly reduces ticket handling time and eliminates the need for administrators to manually route tickets.

8. Benefits of Automation

1. Speed: Automatic routing reduces ticket resolution time.
2. Accuracy: Tickets are assigned to the correct teams with no manual errors.
3. Productivity: Support staff focus on solving issues instead of sorting them.
4. Transparency: Each ticket is traceable and visible to authorised users.
5. Scalability: The process can handle large volumes of tickets

9. Results and Outcomes

After implementation, the system successfully:

- Eliminated manual ticket routing.
- Improved team coordination.
- Reduced human errors.
- Achieved faster ticket resolutions.
- Enhanced service delivery quality.

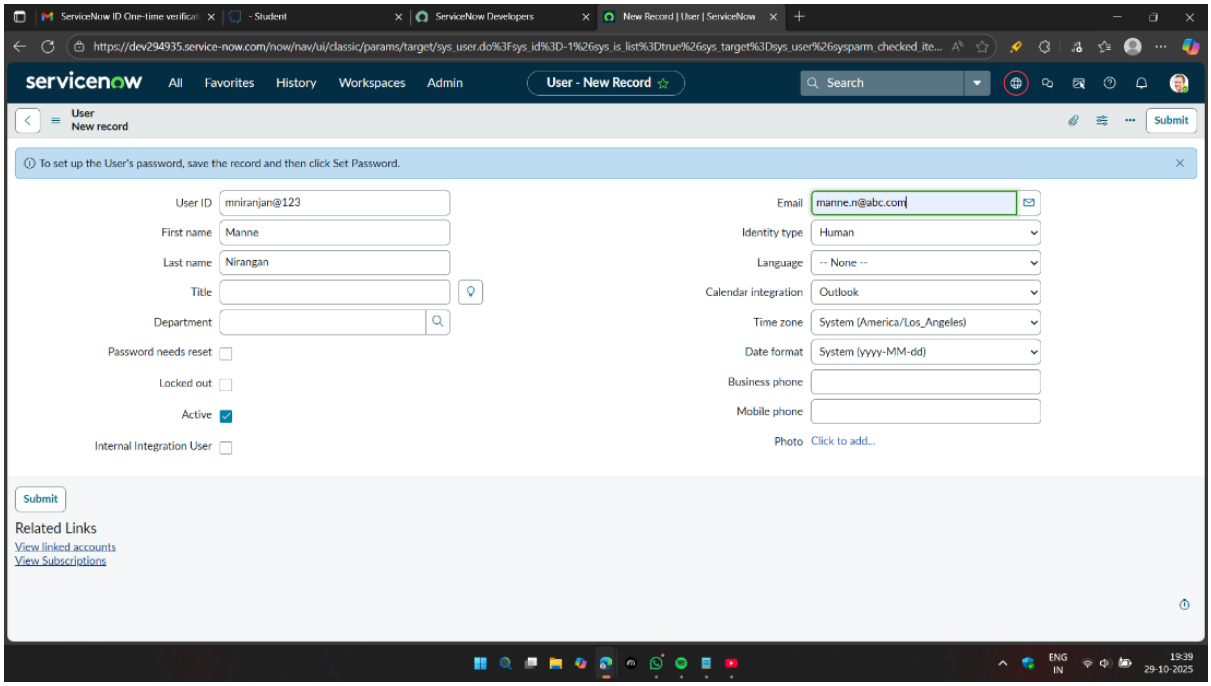
This clearly demonstrates the efficiency and reliability of ServiceNow's automation features in real-world IT service management.

10. Future Scope

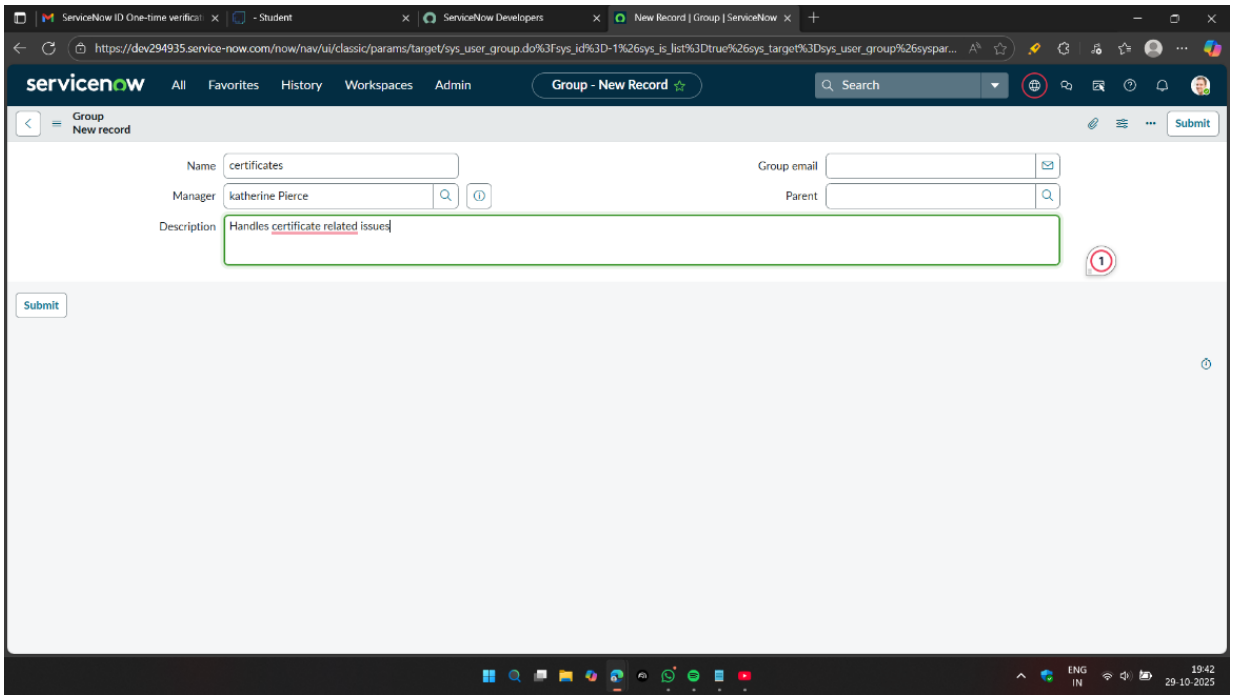
- Integrate AI/ML models to predict issue categories automatically.
- Add notification triggers for SLA (Service Level Agreements).
- Expand automation for other departments such as HR or Finance.
- Generate automatic reports on ticket volume and performance.

11. Appendix

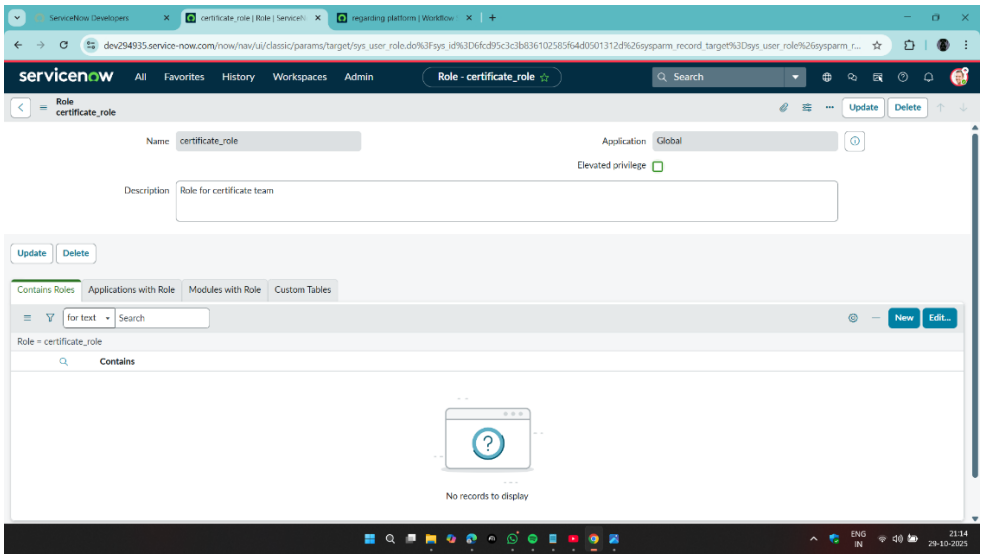
1. Create User



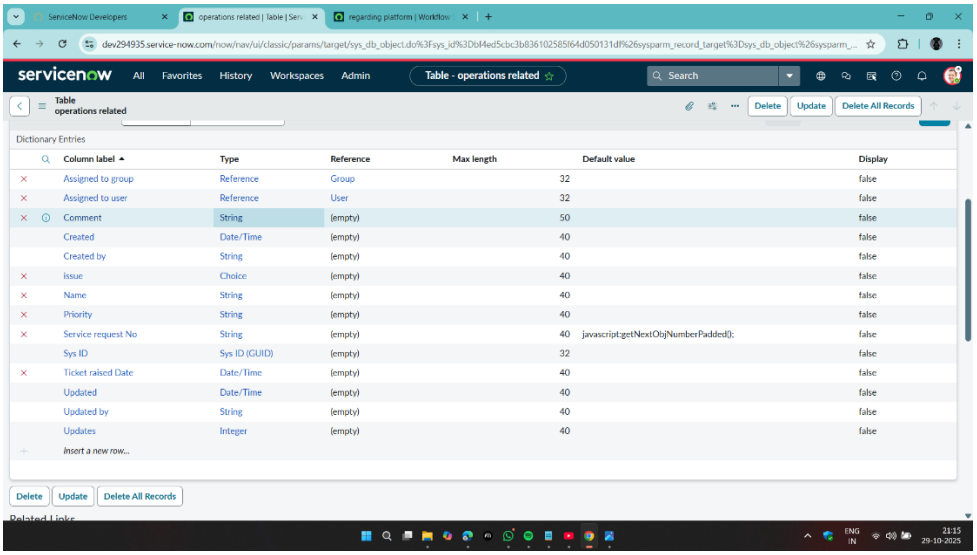
2. Create Groups

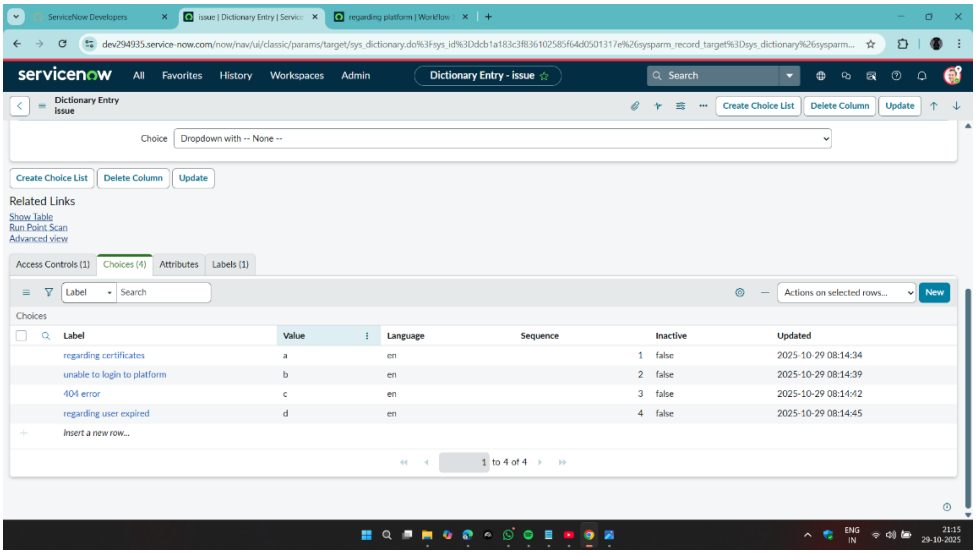


3. Create Role

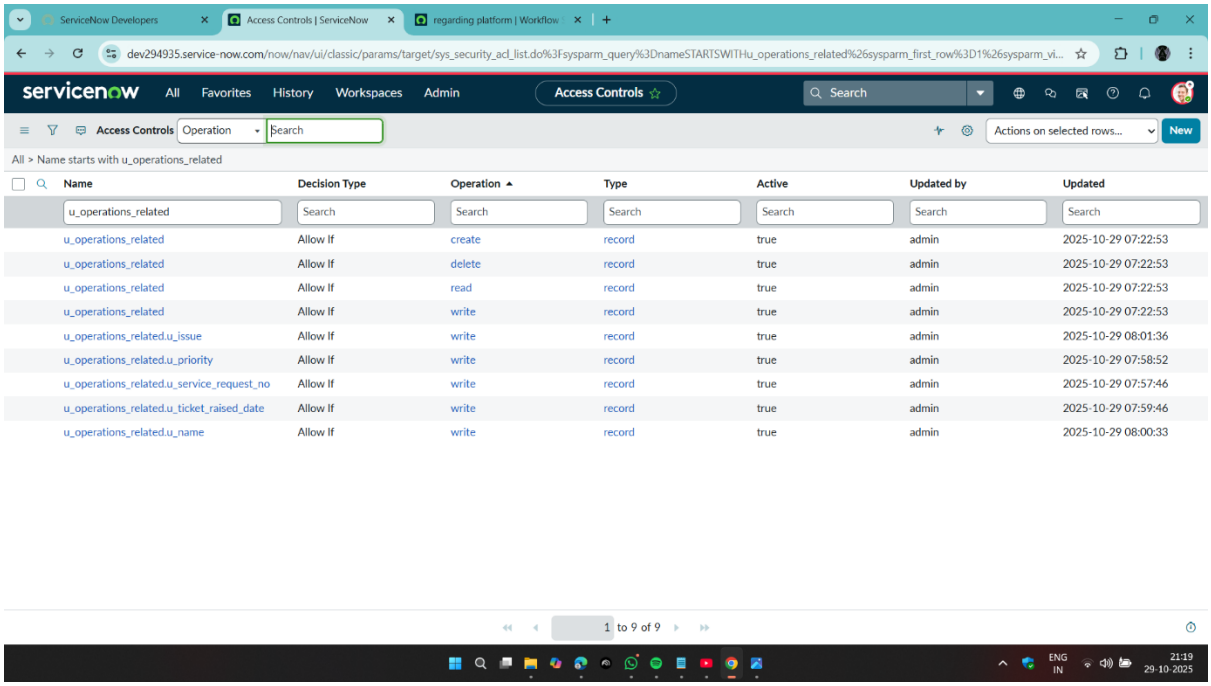


4. Create a Table and Assign the operations

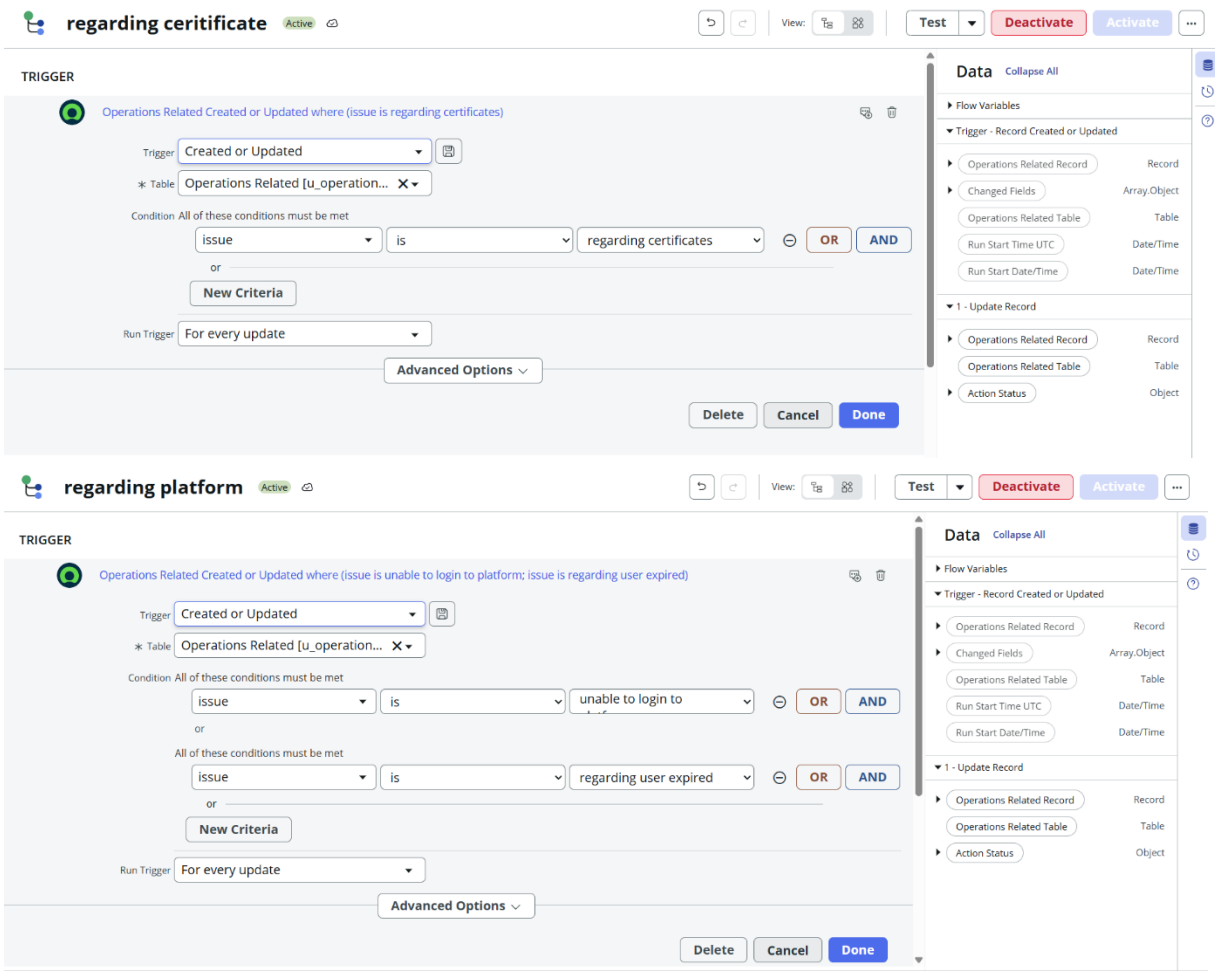




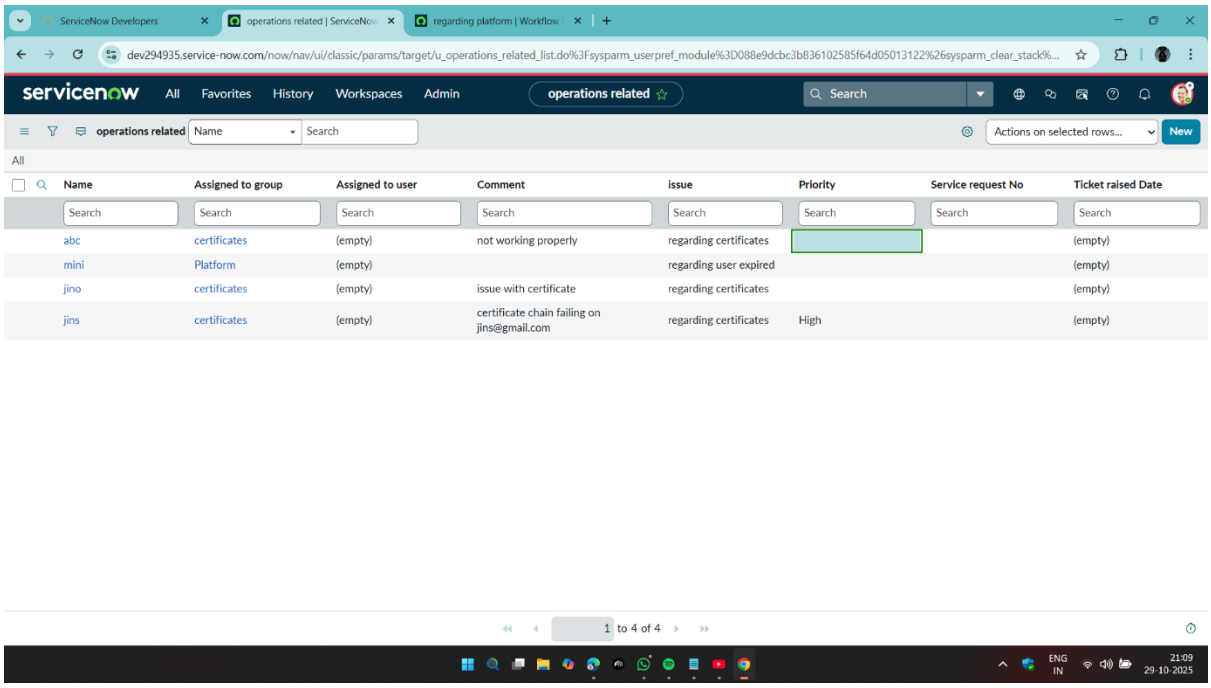
5. Assign Access Control



6. Create Flow for Certificate and Platform



7. Test assign



12. Conclusion

The Streamlining Ticket Assignment System effectively automates the ticket routing process within ServiceNow. The project showcases how a simple but powerful workflow can replace manual intervention, improve service efficiency, and deliver faster issue resolution.

This project proves that automation through ServiceNow's native tools like Flow Designer and ACLs can significantly optimise support operations and reduce overhead. It stands as a practical example of how ITSM solutions can modernise enterprise support systems.