Streamlining Ticket Assignment for Efficient Support Operations

Team ID	LTVIP2025TMID30524
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Faculty Mentor Name	Dr P L Madhava Rao
College Name	Kallam Haranadhareddy Institute of Technology

1. Introduction

1.1 Project Overview

This project, **"Streamlining Ticket Assignment for Efficient Support Operations "**, The objective of this initiative is to implement an automated system for ticket routing at ABC Corporation, aimed at improving operational efficiency by accurately assigning support tickets to the appropriate teams. This solution aims to reduce delays in issue resolution, enhance customer satisfaction, and optimize resource utilization within the support department.

1.2 Purpose

The purpose of this project is to build a streamlined system that automatically assigns tickets to the appropriate support team based on criteria such as category, priority, and expertise. The solution will:

- Automatically categorize and assign incidents and requests
- Reduce delays caused by manual triaging
- Improve operational efficiency
- Increase customer satisfaction through faster resolution

2. Ideation Phase

2.1 Problem Statement

Manual ticket assignment often leads to delays, misrouting, and increased workload on service desk teams. This project addresses these challenges by creating an automated assignment system using ServiceNow, enabling faster, more accurate, and consistent ticket handling.

2.2 Empathy Map Canvas Entities

1. Ticket: Represents a support request or incident
    - Attributes: ID, Category, Priority, Description, Requester
2. Support Group: Represents a team that handles specific ticket types
    - Attributes: Name, Expertise, Capacity
3. Assignment Rules: Define logic for assigning tickets
    - Attributes: Conditions, Actions

Map Canvas

- Tickets are linked to support groups based on predefined assignment rules.
- Assignment rules consider ticket attributes (category, priority, urgency) to determine routing.
- Support groups receive tickets in their queue automatically, ensuring workload balance and faster response.

3. Requirement Phase

3.1 Journey Map

Phases

1. Discovery: Identify ticket assignment challenges and requirements.
2. Planning: Define automation scope and objectives.
3. Design: Configure ServiceNow to enable automated assignment.
4. Implementation: Build, test, and refine assignment logic.
5. Adoption: Train support teams on using automated workflows.
6. Review: Continuously optimize assignment logic and rules.

3.2 Solution Requirements

Functional Requirements

1. Automated ticket categorization and assignment
2. Dynamic reassignment in case of changes (e.g., escalation)
3. Real-time monitoring dashboards for ticket flow
4. Notifications to relevant support teams

Non-Functional Requirements

1. High reliability and accuracy in assignments
2. Secure access to sensitive ticket data
3. Scalable to support different departments

Technical Requirements

1. Utilize ServiceNow's Flow Designer and business rules
2. Design custom tables for assignment logic tracking
3. Configure user roles and access permissions

3.3 Data Flow Diagram

[User Submission / API]
↓
[Incident Table]
↓ (Trigger)
[Assignment Logic (Flow Designer)]
↓
[Assign to Support Group]
↓
[Notification to Group Members]
↓
[Resolution & Closure]

3.4 Technology Stack

- Platform: ServiceNow
- Language: JavaScript (for scripting logic)
- Tools: Flow Designer, Business Rules, Notifications, Reports

4. Project Design

4.1 Problem-Solution Fit

- Low-Code Platform: Enables rapid configuration without deep coding.
- Automation: Reduces manual errors and improves efficiency.
- Transparency: Clear visibility of ticket flow and status.
- Scalability: Easily extendable to additional services or support groups.

4.2 Proposed Solution

A rule-based, automated assignment system in ServiceNow that evaluates incoming tickets and directs them to the appropriate support group. The system uses category and priority filters, and can be adjusted dynamically as per business needs.
Benefits:

- Faster ticket resolution
- Reduced workload for service desk agents
- Improved service quality
- Enhanced tracking and reporting

4.3 Solution Architecture

- Setup ServiceNow instance
- Create/update assignment tables
- Configure assignment rules
- Set up notifications
- Monitor and refine performance

5. Project Planning & Scheduling

Phase	Estimated Time
Instance Setup	1 hour
Table Creation	2 hours
Rule Configuration	2 hours
Testing & Validation	1.5 hours
Training & Adoption	1 hour
Final Review	1 hour

6. Functional and Performance Testing

6.1 Performance Testing

- Verified automatic assignment accuracy
- Tested group capacity balancing
- Validated notification timing and delivery
- Monitored assignment logs and escalation triggers

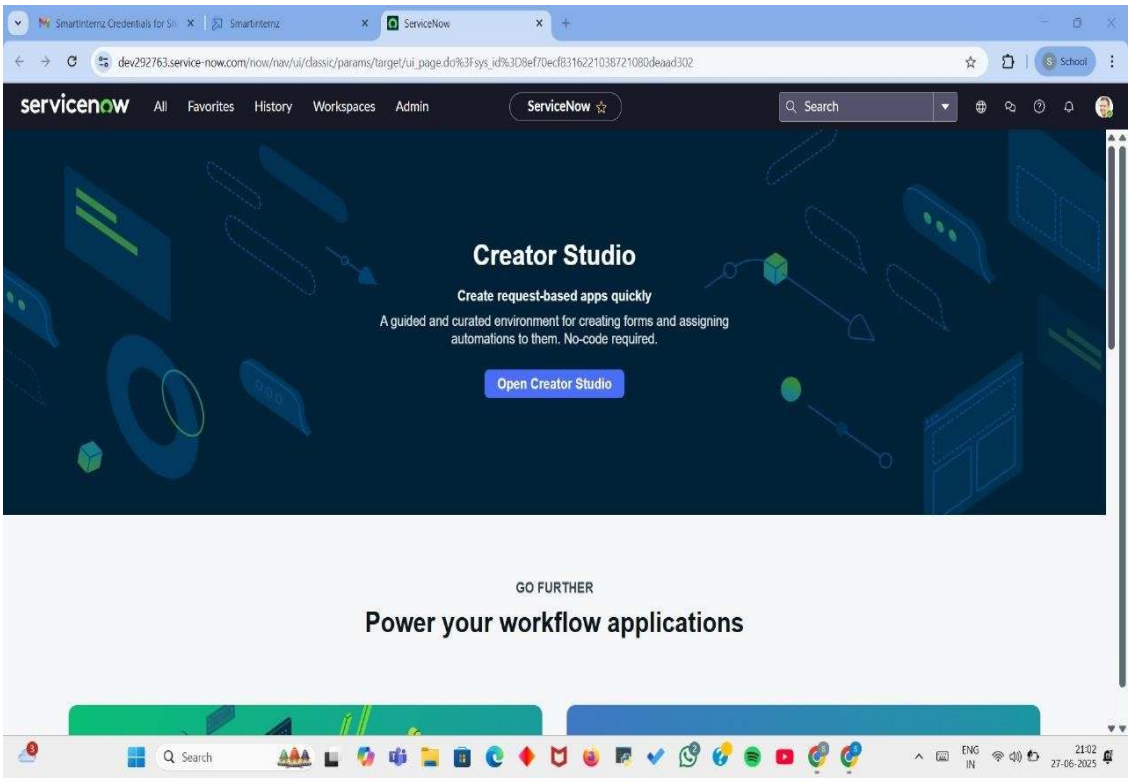
7. Results

7.1 Output Screenshots

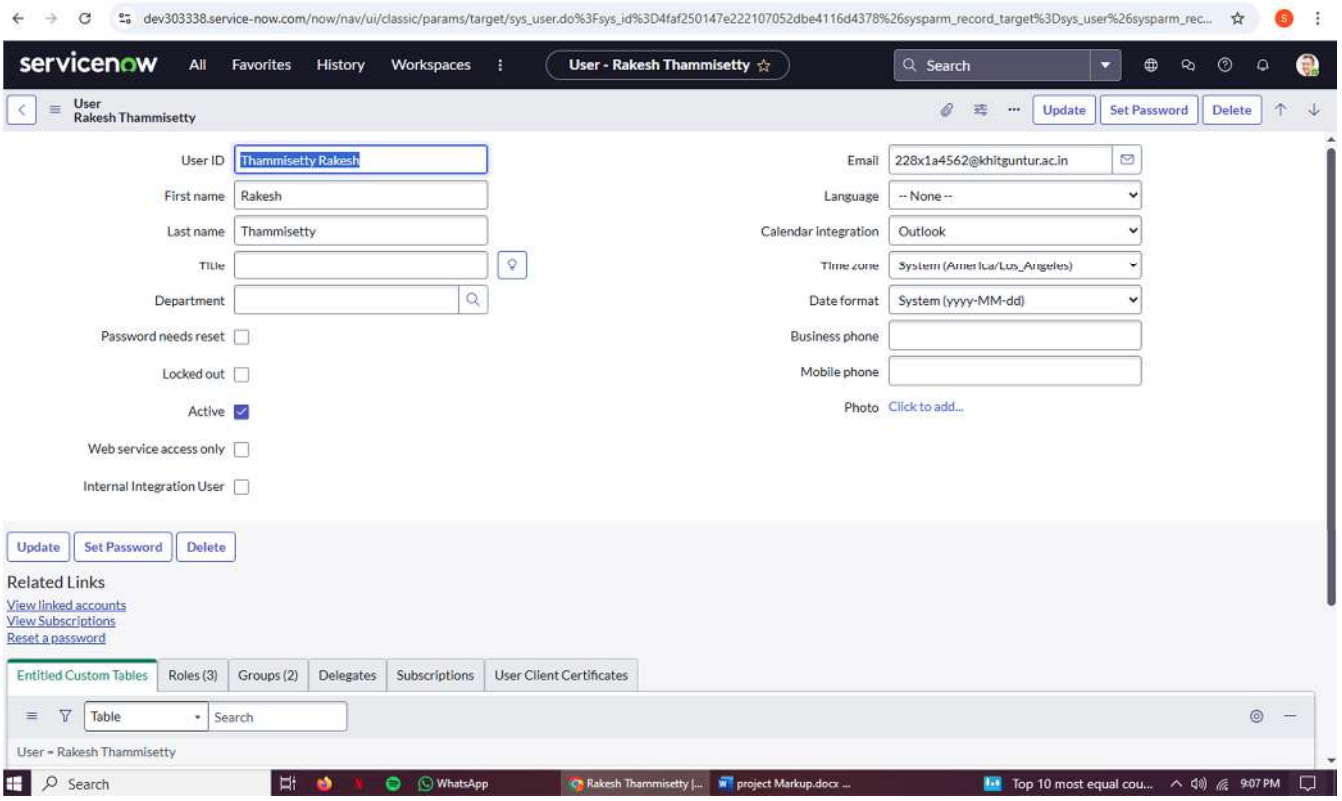
- ServiceNow instance setup
- Ticket assignment flow configurations

- Assignment rule definitions
- Group notification setups
- Test case results (automated assignments)

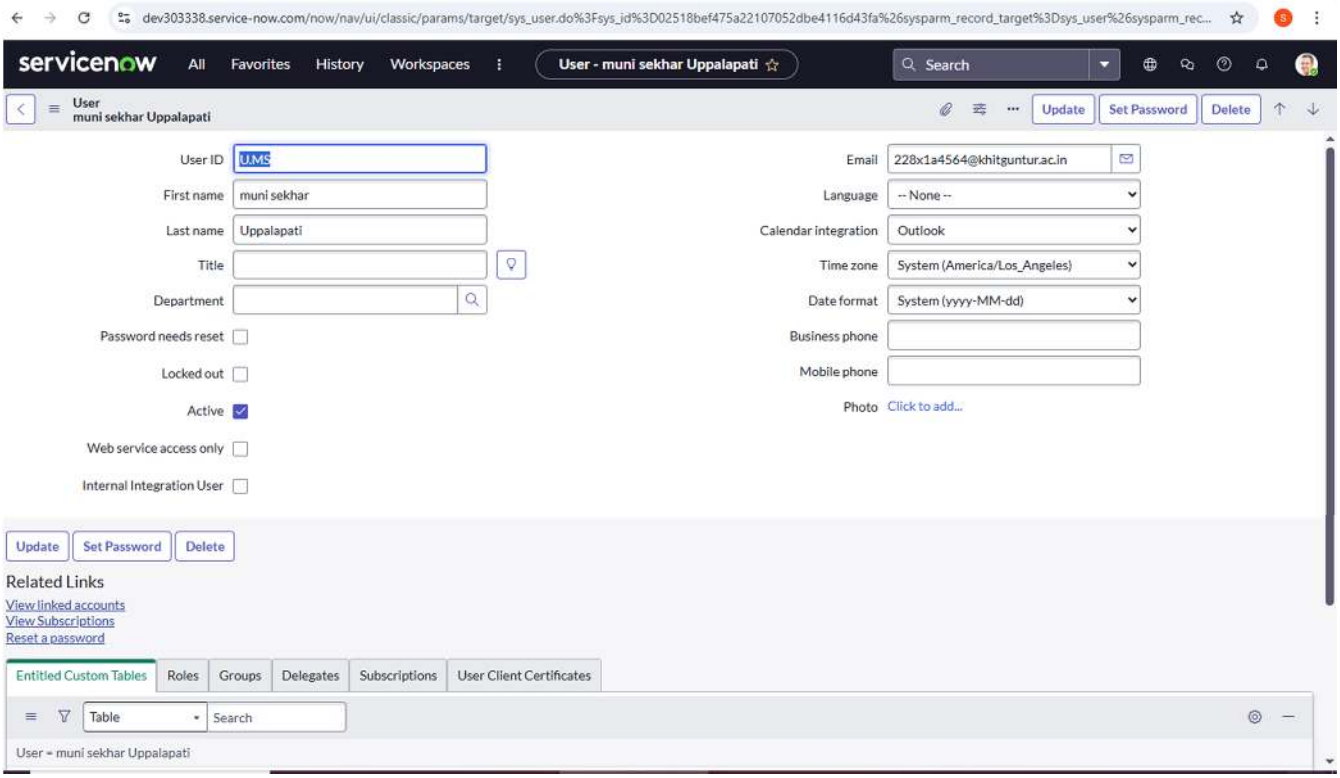
Setting up ServiceNow Instance



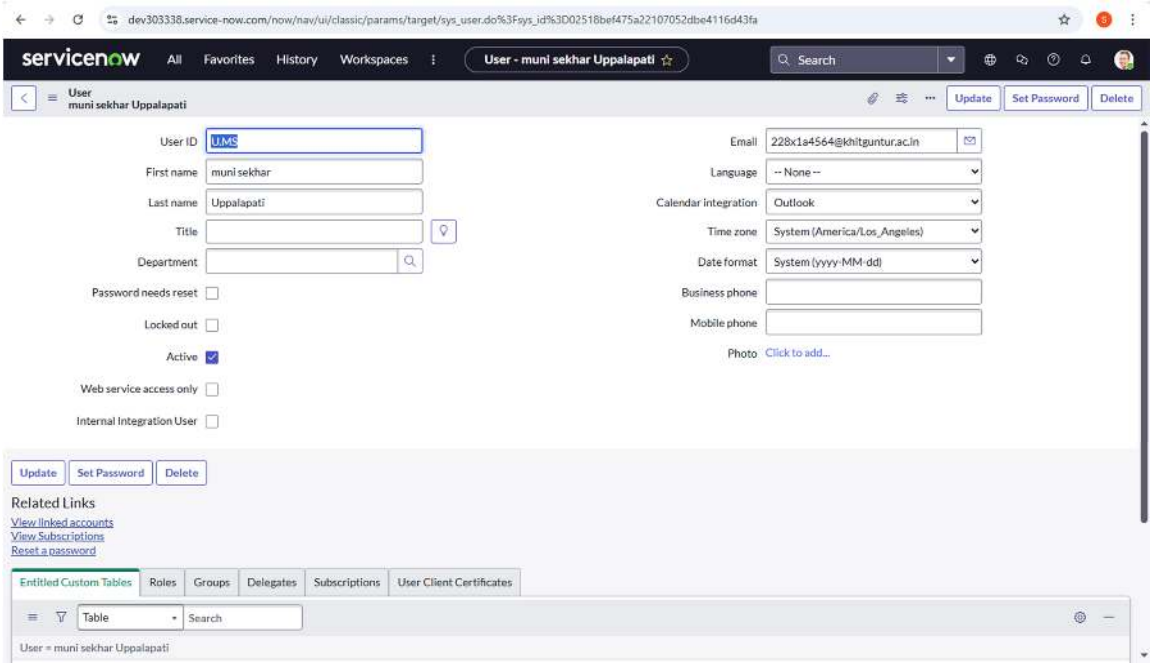
Create of New Update User in System Security

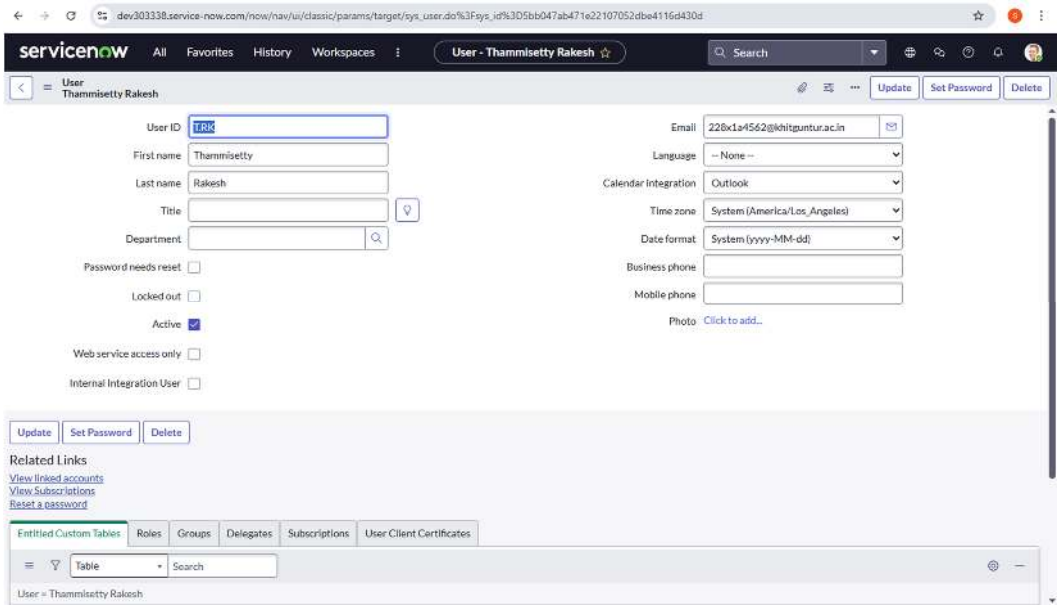


Create another User in System Security

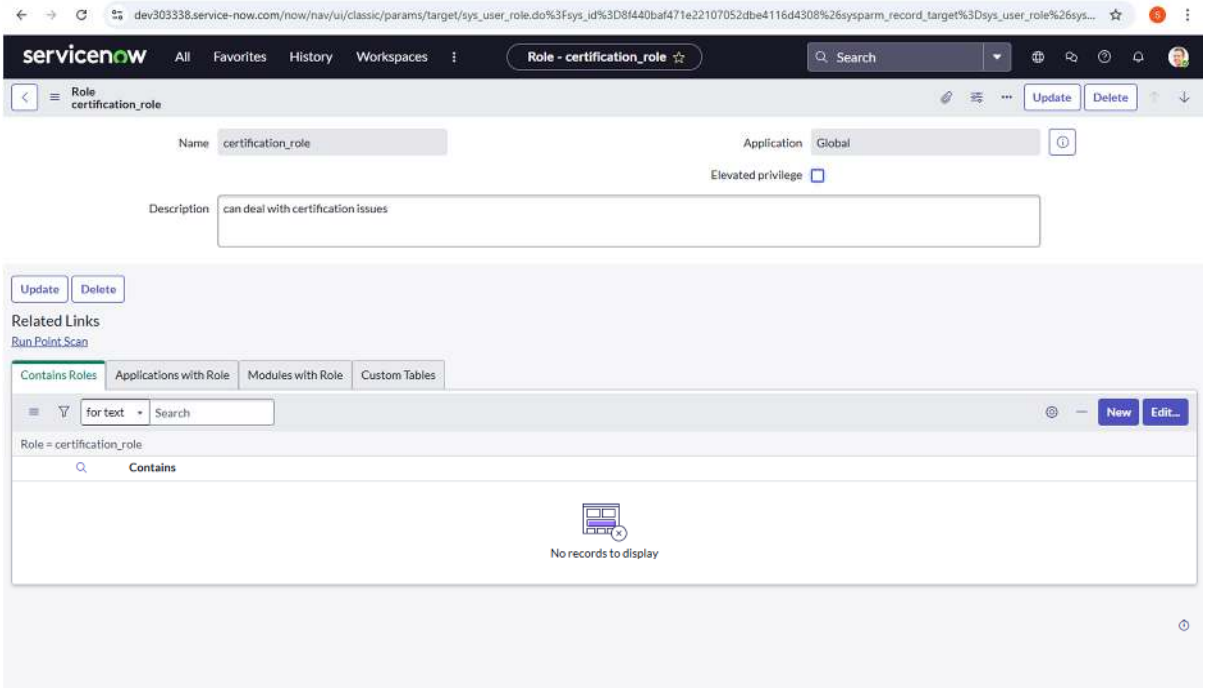


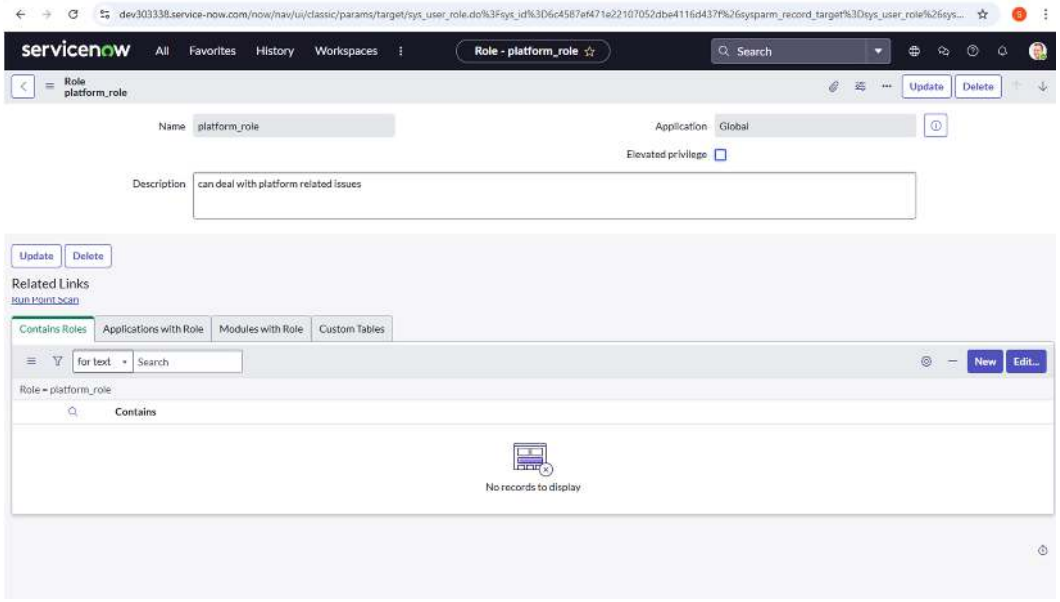
Creation of groups with different names



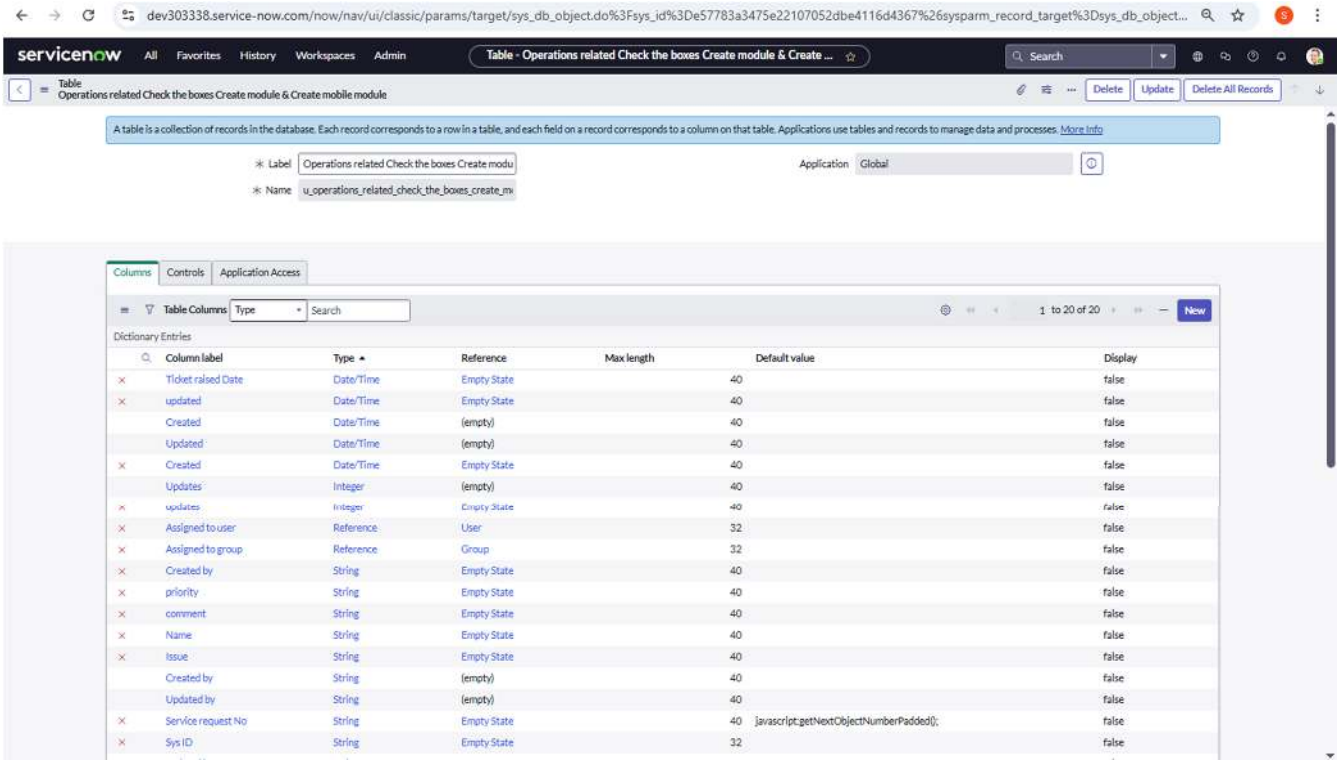


Creation of Roles

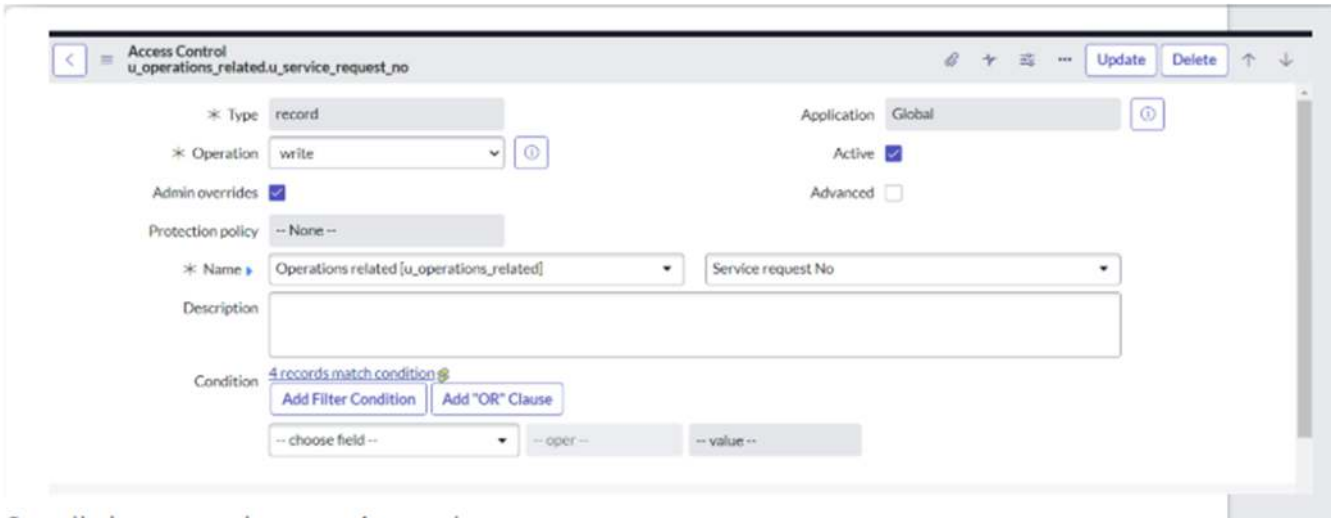



servicenow
All
Favorites
History
Workspaces
Role - platform_role
Search
Role
platform_role
Update
Delete
Name
platform_role
Application
Global
Elevated privilege
Description
can deal with platform related issues
Update
Delete
Related Links
Run Point Scan
Contains Roles
Applications with Role
Modules with Role
Custom Tables
for text
Search
New
Edit...
Role = platform_role
Contains
No records to display

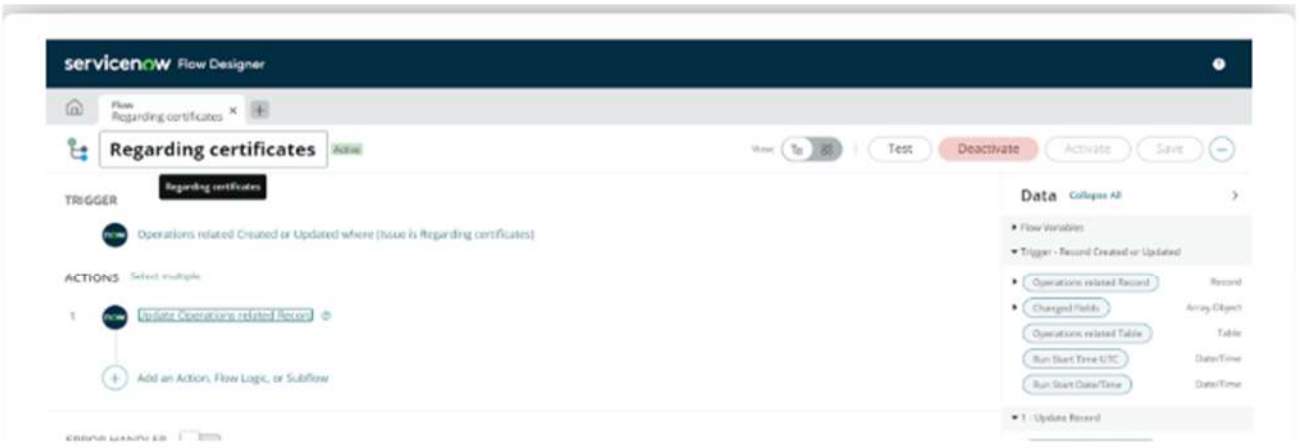
Creation of Tables



Create ACL



Flow Chart



8. Advantages & Disadvantages

✅ Advantages

- Reduced manual errors and delays
- Improved operational efficiency
- Scalability across departments
- Enhanced transparency and accountability
- Better resource utilization
- Faster incident resolution

❌ Disadvantages

- Initial setup complexity
- Requires ongoing maintenance and updates
- May need frequent tuning as organizational needs change
- Dependence on ServiceNow licensing

9. Conclusion

Automating ticket assignment through ServiceNow dramatically improves support operations by ensuring requests are routed to the right teams faster and more accurately. This reduces resolution times, improves user satisfaction, and optimizes resource usage.

10. Future Scope

- Integrate AI for predictive ticket routing
- Add workload analytics dashboards
- Expand to include problem and change tickets
- Introduce mobile notifications for field engineers

11. Appendix

- Source Code: Not applicable (configured within ServiceNow)