

Ideation phase

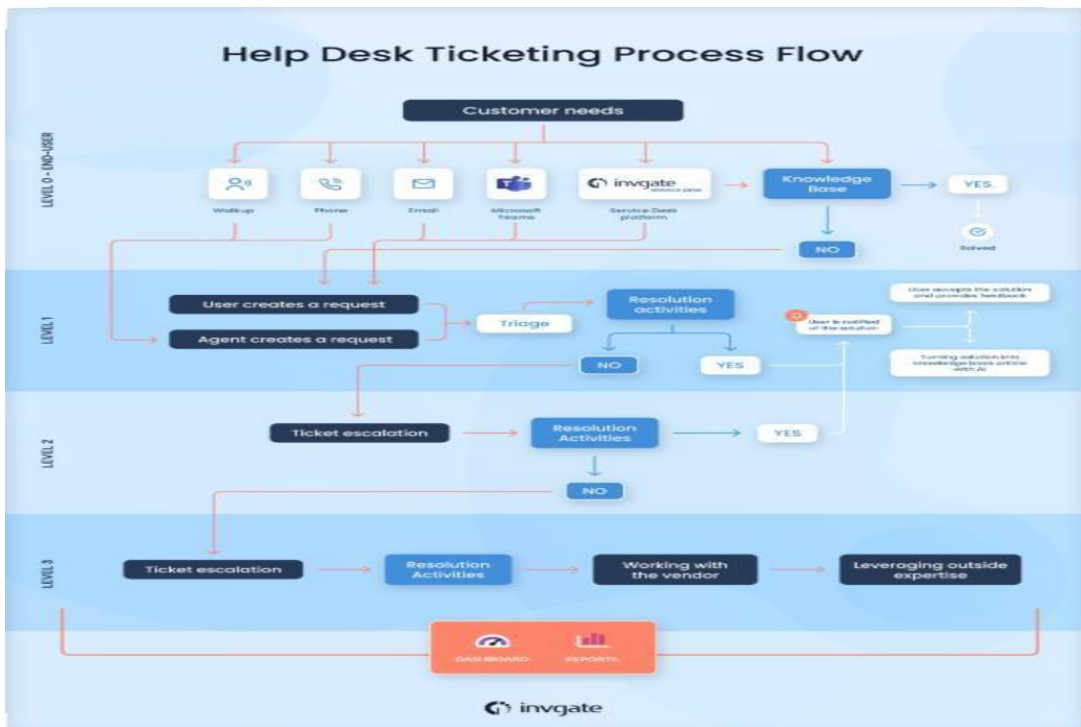
Define the problem statement

Date	01 Nov 2025
Team ID	NM2025TMID08563
Project name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	2

Customer Problem Statement:

Support teams are currently struggling with delayed ticket resolution and uneven workload distribution due to inefficient ticket assignment processes. The existing system often relies on manual categorization and allocation, causing critical issues to be overlooked or assigned to the wrong agents. As a result, response times increase, customer satisfaction declines, and overall team productivity suffers. The lack of visibility into ticket priorities and agent performance further compounds these challenges, making it difficult for managers to optimize operations.

Customers are seeking a smarter, automated solution that ensures tickets are accurately categorized, prioritized, and assigned to the most suitable support agents in real time. They need a system that leverages data-driven insights to balance workloads, reduce response times, and enhance overall service quality. By addressing these inefficiencies, organizations can improve customer experiences, boost agent efficiency, and maintain consistent support standards across all communication channels.



Customer Problem and Solution :

Problem:

- Manual ticket assignment causes delays and misrouting.
- Uneven workload among agents reduces efficiency.
- Lack of real-time tracking leads to poor visibility and slower responses.

Solution:

- Automate ticket routing using rules or AI logic.
- Assign tickets to the right agent based on skill and workload.
- Enable real-time monitoring for faster, accurate resolutions.
- Improve productivity and customer satisfaction.

EXAMPLE :

Customer	Trying To	But	Because	Which Makes Me Feel
Customer	Get quick and proper assistance	Faces long delays and multiple transfers	Tickets are not routed automatically to the right agent	Ignored and dissatisfied
Customer	Get their issue resolved quickly	Faces long delays	Tickets are manually and incorrectly assigned	Frustrated and dissatisfied

Problem Statement 1: (Customer Perspective)

In the existing support system, customers face **delays in getting their issues resolved** because tickets are **manually assigned** to support agents. This manual process often results in **misrouted tickets, slow response times, and poor communication**. Customers are required to follow up multiple times, which leads to **frustration and dissatisfaction**. The absence of automation and real-time updates causes customers to **lose confidence in the support process**, ultimately affecting the organization's service quality.

Problem Statement 2: (Support Team Perspective)

Support agents find it challenging to **manage and prioritize tickets efficiently** due to the lack of an automated ticket assignment system. The manual process causes **uneven workload distribution**, where some agents are overloaded while others remain idle. This leads to **stress, confusion, and delayed issue resolution**. Additionally, managers struggle to **track ticket status and agent performance** in real time, resulting in **reduced productivity and inefficient support operations** overall.