**Ideation Phase**

**Empathize & Discover**

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| Date | 30/10/2025 |
| Team ID | **Team ID :** NM2025TMID08436 |
| Project Name | Streamlining Ticket Assignment for Efficient Support Operations |
| Maximum Marks | 100 |

**Empathy Map Canvas:**

Support agents play a critical role in ensuring smooth and efficient ticket resolution within support operations. To streamline ticket assignment, it's essential to understand their experience from an empathetic perspective. Agents often face a flood of incoming tickets with inconsistent descriptions, unclear categorization, and mismatched assignments that lead to frustration and delays. They strive to prioritize tasks based on urgency and skillset, but manual routing and reassignment loops can be time-consuming and mentally taxing. Agents hear pressure from managers to meet SLAs and feedback from customers awaiting resolution, all while juggling collaboration across teams.

Their pain points include lack of context, repetitive reassignment, and uneven workload distribution. However, they value gains like intelligent routing based on skills and availability, clearer ticket templates, and real-time workload balancing. By empathizing with their needs, thoughts, and challenges, organizations can design smarter, user-centric solutions—such as predictive assignment rules and AI-driven categorization—that reduce cognitive load, improve resolution times, and boost overall satisfaction.

