

# Ideation Phase

## Define The Problem Statement

Date	03 November 2025
Team Id	NM2025TMID02009
Project Name	Streamlining ticket assignment for efficient support operations
Maximum Marks	2 Marks

### Customer Problem Statement:

In many organizations, customers face delays and inconsistent responses due to manual ticket assignment in IT support operations. This results in uneven workload distribution among support agents, slower resolution times, and reduced customer satisfaction. The lack of automation makes it difficult for service teams to manage priorities effectively and maintain SLA compliance. The proposed solution, **“Streamlining Ticket Assignment for Efficient Support Operations using ServiceNow,”** aims to automate the ticket routing process based on agent skills, workload, and ticket priority. By implementing intelligent workflows within ServiceNow, the project seeks to minimize response time, balance workloads, and enhance overall service efficiency and customer satisfaction.

### Example Problem Statements:

#### Problem Statement 1:

In many organizations, IT support teams rely on manual processes to assign incoming tickets within ServiceNow. This leads to significant delays, uneven workload distribution among agents, and frequent human errors in ticket routing. As a result, response times increase, SLA compliance decreases, and overall customer satisfaction drops. Therefore, there is a need to develop an automated and efficient ticket assignment system in ServiceNow that can intelligently route tickets based on category, priority, and agent skill sets ensuring faster resolution, balanced workload, and improved service quality.

#### Problem Statement 2:

The current ServiceNow ticket assignment process at most IT help desks is inefficient and lacks automation. Tickets are often misrouted or remain unassigned for long periods, causing delays in issue resolution. Supervisors spend excessive time manually allocating tickets, which reduces productivity and creates dependency on human judgment.