Ideation Phase
Brainstorm and Idea Prioritization Template

DATE	03 November 2025
Team Id	NM2025TMID02009
Project Name	Streamlining ticket assignment for efficient support operations
Maximum Marks	4 Marks

Streamlining ticket assignment for efficient support operations Template:

This project focuses on optimizing the ticket assignment process within an organization's IT support operations using ServiceNow. The goal is to reduce manual workload, ensure faster resolution times, and improve overall service efficiency. By automating ticket routing and leveraging ServiceNow's workflow capabilities, support requests are intelligently assigned to the right agents or groups based on priority, category, and availability.

Step 1 : Team Gathering, collaboration and select the problem statement:

Team roles and responsibilities:

Role	Responsibility
Project Lead	Coordinates team activities, defines goals, ensures timely delivery.
ServiceNow Developer	Designs and builds the ticket assignment workflow in ServiceNow.
Business Analyst	Understands the existing support process, gathers user requirements.
Tester / QA Analyst	Tests the workflow automation and validates efficiency improvements.

Collaboration schedule:

Activity	Frequency	Platform
Stand-up Meeting	Twice a week	Microsoft Teams
Progress Review	Weekly	Google Meet
Documentation Review	End of every phase	Google Docs

Step 2: Brainstorm, Idea Listing and Grouping:

Brainstorming:

1. Discussed the common challenges in manual ticket handling, such as delays, uneven workload, and lack of transparency in ticket assignment.

2. Explored possible automation features within ServiceNow like Assignment Rules, Flow Designer, and Machine Learning suggestions to make ticket routing smarter and faster.

Idea Listing:

1. Implement automated ticket routing based on agent skill, department, and availability using ServiceNow workflows.

2. Add performance dashboards to monitor ticket distribution, average resolution time, and workload balance.

Grouping:

1. **Automation Ideas:** Automatic ticket assignment, rule-based routing, and intelligent prioritization using ServiceNow Flow Designer.

2. **Monitoring & Improvement Ideas:** Dashboard tracking, performance analytics, and feedback collection for continuous process optimization.

Step 3: Idea Prioritization:

1. **High Priority Ideas:**

   o **Automated Ticket Assignment:** Use ServiceNow Assignment Rules and Flow Designer to automatically assign tickets based on agent skill, department, and workload.

   o **Real-Time Dashboard:** Develop a dashboard to monitor ticket flow, agent performance, and workload balance for quick decision-making.

2. **Medium Priority Ideas:**

- o **Performance Analytics:** Implement reports to track response times, resolution rates, and SLA compliance.

- o **Feedback Integration:** Collect feedback from agents and users to continuously refine the ticket assignment process.

3. **Low Priority Ideas:**

- o **Machine Learning Suggestions:** Explore predictive ticket routing using ServiceNow Predictive Intelligence (optional enhancement).

- o **Gamification Features:** Introduce badges or points for agents to encourage faster ticket resolution and engagement.