

## **Ideation Phase**

### **Brainstorm & Idea Prioritization Template**

Date	02 NOVEMBER 2025
Team ID	NM2025TMID08174
Project Name	Streamlining Ticket Assignment For Efficient Support Operations
Maximum Marks	4 marks

#### **Streamlining ticket assignment for efficient support operations**


Streamlining ticket assignment involves automating ticket routing and leveraging agent workload and skills to ensure tickets are quickly directed to the correct support personnel. This reduces response times and improves customer satisfaction by using rules-based automation or AI to assign tickets based on criteria like issue type, keywords, agent availability, and skill set, while also automating escalations and notifications.

Implement an automated system that routes tickets to the appropriate agent or team based on predefined rules, rather than manual assignment. Set up rules that automatically categorize and route tickets based on keywords in the description or the type of issue it is. Automatically distribute tickets based on current agent workload to prevent any one agent from becoming overloaded and to ensure even resource allocation.

#### **Brainstorm & Idea Prioritization Template:**

##### **Step-1: Team Gathering, Collaboration and Select the Problem Statement**

Team members collaboratively discussed common challenges in support operations and identified that inefficient or manual ticket assignment leads to delays and uneven workload distribution. After brainstorming, the team decided to focus on building an automated, efficient ticket assignment system that ensures fair distribution and faster resolutions.



## Brainstorm & idea prioritization

🕒 20 minutes to prepare  
🕒 1 hour to collaborate  
👥 2-8 people recommended



### Before you collaborate

We discussed the goal of the project and the efficient way do to complete that.

🕒 10 minutes



#### Team gathering

Our team members (4 members) went through the goal and work distribution.



#### Set the goal

The team decided to focus on building automated, efficient ticket assignment system that ensures fair distribution.



#### Learn how to use the facilitation tools

We learnt the tools needed for this project to make it seamless and more productive.

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### Define your problem statement

The ticket assignment process that automatically assigns tickets with respect to the concern.

🕒 5 minutes

PROBLEM

How to streamline the ticket assignment process to ensure faster and more efficient distribution of support requests?



### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

## Step-2: Brainstorm, Idea Listing and Grouping

### Brainstorm:

Each member contributed ideas on automating ticket distribution using workflow rules, AI-based assignment, and role-based categorization to improve overall efficiency.

### Idea Listing:

All suggestions were documented, covering automation triggers, agent capacity limits, and feedback loops to monitor effectiveness.

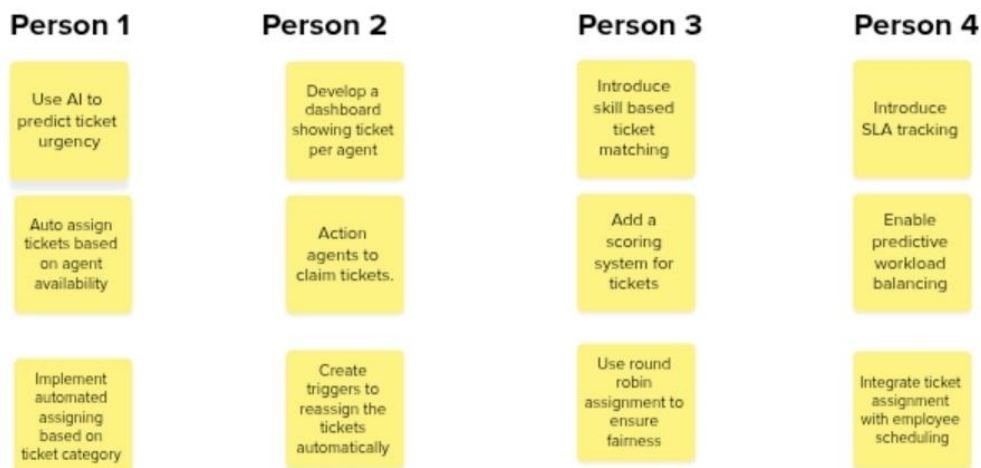
### Grouping:

Similar ideas were grouped under categories such as automation logic, agent management, and reporting metrics. This helped the team identify core priorities.

## Action Planning:

Selected ideas were converted into actionable steps with assigned responsibilities and implementation timelines for better execution.

## IDEA LISTING



## Step-3: Idea Prioritization

Idea prioritization allowed the team to focus on the most impactful improvements for the support system. The core goal was to automate ticket routing efficiently while maintaining transparency and accountability. This structured prioritization simplified the implementation process and ensured that critical components like workload balancing and service-level compliance were addressed first. Visual aids such as flowcharts and assignment models helped communicate the idea clearly across the team, ensuring a unified execution plan.

