

Ideation Phase

Define the Problem Statements

Date	02 NOVEMBER 2025
Team ID	NM2025TMID08174
Project Name	Streamlining Ticket Assignment For Efficient Support Operations
Maximum Marks	2 Marks

Customer Problem Statement Template:

Support teams face difficulties in efficiently assigning and tracking incident tickets. Manual assignment often leads to uneven workload distribution, missed or delayed responses, and confusion among team members. These inefficiencies affect service quality, increase resolution time, and reduce customer satisfaction.

They need a way to automate ticket assignment based on issue type, priority, and team workload — ensuring balanced distribution, transparency, and faster response times. The solution should provide real-time visibility into ticket ownership and enable automatic reassignment if an agent is unavailable or overloaded. This system will improve operational efficiency and enhance the end-user experience.

Problem	Description	Solution
1 . Uneven workload Distribution	Tickets are manually assigned, causing some agents to get more work than others.	Automate ticket assignment using predefined rules based on priority, category, and availability.
2 .Delayed Ticket Resolution	Manual assignment causes delays as tickets wait for admin review or assignment.	Use Flow Designer to auto-assign tickets instantly when created, reducing wait time.
3.Lack of Visibility	Teams struggle to see who owns which ticket, leading to duplicate work or missed updates.	Display clear ticket ownership in real-time dashboards. Enable auto-notifications for assigned users.
4.Reassignment Confusion	When agents are unavailable, tickets remain unaddressed.	Create a flow to automatically reassign tickets to backup or platform groups.
5.Tracking & Accountability Issues	Difficult to track assignment changes or find who handled the ticket.	Maintain assignment logs and enforce audit trails for transparency and accountability.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Support Admin	Assign tickets quickly	the process is manual	I have to check each issue and assign manually	Stressed and inefficient
PS-2	A Team Manager	Balance workload across agents	tickets are unevenly distributed	there's no automation or workload check	Frustrated and overloaded

Problem Statement PS 1:

As a Support Administrator, I need to quickly assign incoming incident tickets to the appropriate team. However, the current manual assignment process is time-consuming and often results in an uneven workload across teams. This inefficiency causes stress and reduces my ability to ensure fair distribution and timely responses to incidents.

Problem Statement PS 2:

As a Team Manager, I want to maintain a fair and balanced distribution of tickets among support agents. Currently, ticket assignment is handled manually, which often leads to some agents being overloaded while others have fewer tickets. Since the system lacks an automated workload check or distribution mechanism, I have to manually monitor and reassign tickets — a process that consumes time and delays response. This situation leaves me feeling frustrated and overburdened as I strive to maintain fairness and efficiency within the team.

Proposed Solution:

Implement an automated ticket assignment system that evaluates each agent's current workload and availability before assigning new tickets. This automation will ensure equitable workload distribution, reduce manual effort, and enable faster, more efficient responses to incoming incidents.