Define Problem Statement

Date	**November 02, 2025**	
TeamId	NM2025TMID08223	
Project Name	Streamlining Ticket Assignment For Efficient Support Operations	
Maximum Marks	2 Marks	

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1. Problem Overview

In the current ServiceNow environment, ticket assignment relies heavily on manual processes, leading to delays in routing incidents and service requests to the appropriate support agents. This inefficiency results in average assignment times exceeding 15 minutes, uneven workload distribution among agents, and frequent SLA breaches, ultimately impacting customer satisfaction and operational costs.

Key Symptoms:

- 40% of tickets require manual intervention for assignment.
- Agent queues vary by 50% in volume, causing burnout in high-load groups.
- First-contact resolution rates hover at 60%, below industry benchmarks of 75%.

2. Background and Context

The support operations team handles over 5,000 tickets monthly across Incident Management and Service Request modules in ServiceNow. Existing assignment rules are basic (category-based only) and do not account for agent skills, workload, or predictive patterns. Recent audits revealed that 25% of escalations stem from initial misassignments, amplifying resolution times by 2x.

Root Causes (Fishbone Analysis Summary):

- **People:** Lack of skill matrix integration; inconsistent agent availability tracking.
- **Process:** Outdated rules not leveraging ServiceNow's Assignment Workbench or Predictive Intelligence.
- **Technology:** Limited use of OOB features like dynamic scripting or NLU for auto-classification.

- **Environment:** High-volume peaks (e.g., during product releases) overwhelm manual triage.

3. Business Impact

- **Financial:** Estimated $150K annual loss from SLA penalties and overtime due to delays.
- **Operational:** Reduced agent productivity (only 70% utilization); increased backlog by 20%.
- **Customer:** CSAT scores at 3.8/5, with complaints on response times cited in 30% of feedback.
- **Strategic:** Hinders scalability as ticket volume grows 15% YoY, risking compliance with support KPIs.

Impact Area	Current Metric	Target Metric	Gap
Assignment Time	15 min	<5 min	10 min
Auto-Assignment Rate	60%	>80%	20%
Agent Utilization	70%	85%	15%

4. Stakeholders

- **Primary:** Support Agents (end-users affected by workload); Queue Managers (oversee assignments).
- **Secondary:** IT Admins (configure ServiceNow); End-Customers (experience delays).
- **Sponsors:** VP of Support Operations; ServiceNow Platform Owner.
- **Influencers:** Compliance Team (SLA adherence); HR (agent well-being).

Stakeholder Needs:

- Agents: Balanced queues and skill-matched tickets.
- Managers: Real-time visibility via dashboards.
- Customers: Faster, accurate resolutions.

5. Desired Future State

Implement an automated, intelligent ticket assignment system in ServiceNow that:

- Routes 80%+ of tickets via rules, skills, and AI predictions.
- Balances workloads dynamically, reducing variance to <10%.
- Integrates feedback loops for continuous rule refinement.
- Achieves 85% agent utilization and CSAT >4.2/5.

High-Level Solution Vision: Enhance Assignment Rules with Predictive Intelligence, skill-based matching, and Performance Analytics dashboards for proactive monitoring.

6. Success Criteria

- **Quantitative:** Assignment time <5 min; Auto-rate >80%; SLA compliance >95%.
- **Qualitative:** Agent satisfaction surveys >4/5; Reduced escalation tickets by 30%.
- **Timeline:** MVP in 6 weeks; Full rollout in 3 months.
- **Assumptions/Risks:** Access to clean historical data; Agent buy-in via training. Risks include integration delays with custom scripts.