

# Brainstorming - Idea Generation - Prioritization Template

Date	November 02, 2025	
TeamId	NM2025TMID08223	
Project Name	Streamlining Ticket Assignment For Efficient Support Operations	
Maximum Marks	5 Marks	

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

The team convened virtually via Microsoft Teams to foster collaboration on optimizing ticket assignment processes in ServiceNow. Key discussions focused on current pain points: manual routing delays, uneven agent workloads, and SLA violations due to mismatched assignments.

**Selected Problem Statement:** Inefficient ticket assignment in ServiceNow leads to prolonged response times, agent burnout, and reduced customer satisfaction. Solution requires automated, intelligent routing to achieve >80% auto-assignment rate and <5-minute average assignment time.

**Collaboration Notes:** Team shared ServiceNow dashboards showing 40% manual interventions; agreed on scope limited to Incident and Service Request modules.

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

Brainstorming emphasized "no judgment" rules, generating 8 ideas in 30 minutes across categories: automation, AI enhancements, and reporting.

### Idea Listing

Idea #	Idea Name	Description	Impact	Feasibility
1	Dynamic Assignment Rules	Auto-route via OOB conditions/scripts on category/priority.	High	High
2	Skill-Based Routing	Match tickets to agent skills from User table.	High	Med

Idea #	Idea Name	Description	Impact	Feasibility
3	Predictive Routing	Use Predictive Intelligence for assignee suggestions from history.	High	Med
4	NLP Tagging	Auto-classify/assign via NLU on descriptions.	High	Low
5	Assignment Dashboard	Track metrics with Performance Analytics.	High	High
6	Feedback Loop	Post-resolution surveys to refine rules.	Med	Med
7	Gamification Badges	Reward quick resolutions in Virtual Agent.	Med	Low
8	Geo-Fencing Routing	Assign based on IP location via scripts.	Med	Med

### Grouping:

- **Core Automation Group:** Ideas 1-2 (rules and skills for baseline efficiency).
- **Intelligent Routing Group:** Ideas 3-4, 8 (AI and location-based matching).
- **Visibility & Engagement Group:** Ideas 5-7 (dashboards, feedback, gamification).

### Step-3: Idea Prioritization

Prioritized using Impact-Effort Matrix (1-5 scale: High Impact/Low Effort first).

Idea Group	Impact	Effort	Priority	Rationale
Core Automation	5	4	High	Leverages OOB features for immediate gains in auto-routing.
Visibility & Engagement	4	5	High	Quick setup for monitoring and motivation.
Intelligent Routing	5	2	Medium	High potential but requires data setup and testing.

**Top Priorities:** 1. Core Automation (Implement in Sprint 1); 2. Visibility & Engagement (Parallel rollout); 3. Intelligent Routing (Prototype in Sprint 2).