Define Problem Statement

Date	November 02, 2025	
TeamId	NM2025TMID02810	
Project Name	Streamlining Ticket Assignment For Efficient Support Operations	
Maximum Marks	2 Marks	

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1. Problem Overview

In the existing ServiceNow setup, ticket routing is largely manual, which slows down the process of directing incidents and service requests to the correct support teams. As a result, the average assignment time surpasses 15 minutes, workloads are not evenly balanced across agents, and SLA commitments are often missed, leading to decreased customer satisfaction and increased operational overhead.

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 processes more than 5,000 tickets per month across both Incident Management and Service Request workflows in ServiceNow. However, the current assignment logic is limited to simple category-based routing and does not consider factors such as agent skillsets, current workload, or historical resolution trends. Recent reviews indicate that nearly 25% of escalations are caused by incorrect initial assignments, resulting in resolution times doubling.

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- **Process:** Outdated rules not leveraging ServiceNow's Assignment Workbench or Predictive Intelligence.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: Approximately $150K per year is being lost due to SLA breaches and additional overtime costs caused by delayed ticket handling.
Operational: Agent efficiency is reduced, with utilization at only around 70%, and the ticket backlog has increased by 20%.
Customer: CSAT is currently at 3.8/5, with 30% of feedback pointing to slow response times as a key concern.
Strategic: The system is struggling to scale as ticket volume rises by 15% annually, putting long-term support KPI compliance at risk.

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.