Brainstorming - Idea Generation - Prioritization Template

Date	**November 02, 2025**	
TeamId	NM2025TMID02810	
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 met online using Microsoft Teams to collaborate on improving the efficiency of ticket assignment within ServiceNow. The discussion highlighted major challenges such as delays caused by manual routing, imbalance in workload distribution among support agents, and SLA breaches resulting from tickets being assigned to the wrong personnel.

Selected Problem Statement: When ticket allocation in ServiceNow is not optimized, it results in slower response times, increased workload stress on agents, and a decline in customer experience. To address this, an automated and smart assignment mechanism is needed to ensure over 80% of tickets are routed automatically and the average assignment time is brought down to under 5 minutes.

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).