

## Ideation Phase

### Brainstorm & Idea Prioritization Template

**Date:** 01 NOV 2025

**Team ID:** NM2025TMID03313

**Project Name:** Streamlining Ticket Assignment for Efficient Support Operations

**Maximum Marks:** 4 Marks

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### Project Overview

#### Streamlining Ticket Assignment for Efficient Support Operations Template:

This guided project demonstrates how to optimize and automate ticket assignment to improve the efficiency of support operations within ServiceNow. The system intelligently assigns tickets to the most suitable support agents based on predefined criteria such as workload, expertise, and priority level.

By automating ticket allocation, the solution reduces response time, ensures balanced workload distribution, and enhances customer satisfaction. A business rule or flow is implemented to handle assignment logic dynamically. The workflow includes validation steps to ensure accurate routing, testing scenarios for load balancing, and verification that unassigned tickets are minimized.

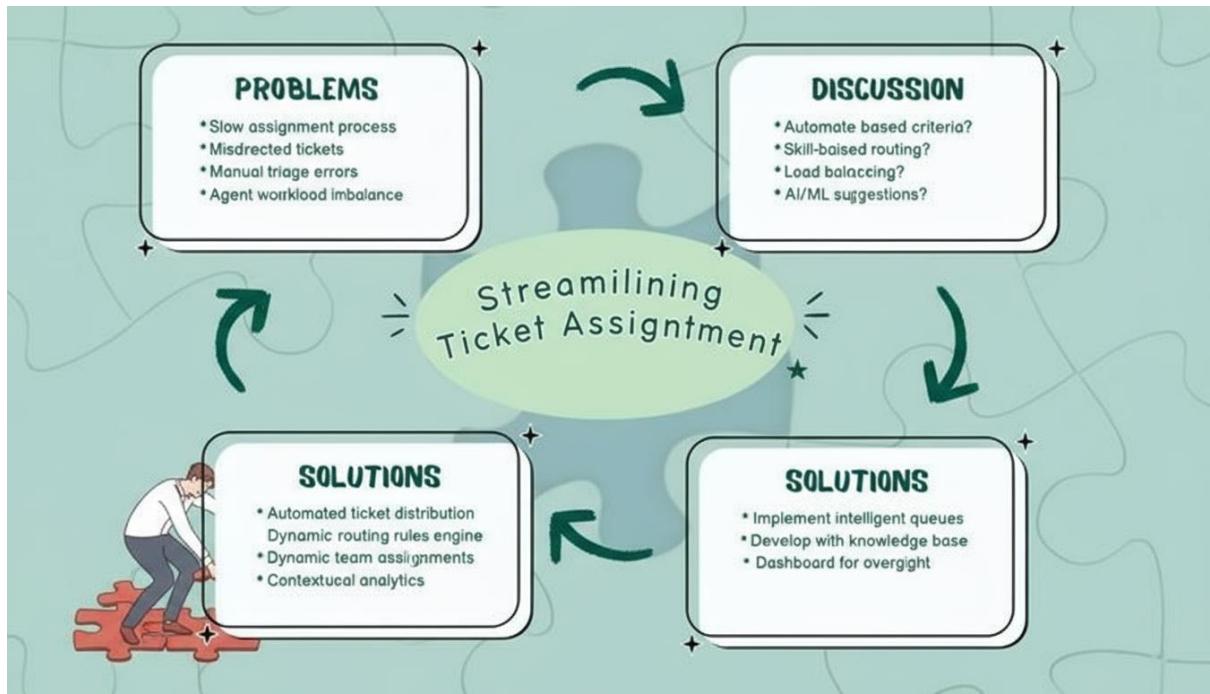
This process helps administrators and team leads maintain an organized support structure while ensuring timely resolution of incidents. It enhances operational transparency and allows for better performance tracking and SLA adherence.

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

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

The team collaborated to identify inefficiencies in the current support ticket workflow. Through discussions, it was observed that manual ticket assignments caused uneven workloads and delayed responses.



The selected problem statement focuses on developing an intelligent ticket assignment mechanism that ensures faster, fairer, and smarter distribution of support requests.

## Step 2: Brainstorming, Idea Listing, and Grouping



**Fig 1:** Image that describes the work done by teammates.

### **Brainstorm:**

Team members shared their perspectives on common bottlenecks in support operations — including delayed responses, repeated manual tasks, and unclear ownership. Creative suggestions were encouraged to explore automation, AI-based routing, and dynamic priority handling.

### **Idea Listing:**

All proposed ideas were listed — from workload tracking and skill-based routing to automated notifications and performance dashboards. Each idea was analyzed for feasibility and potential impact.

### **Grouping:**

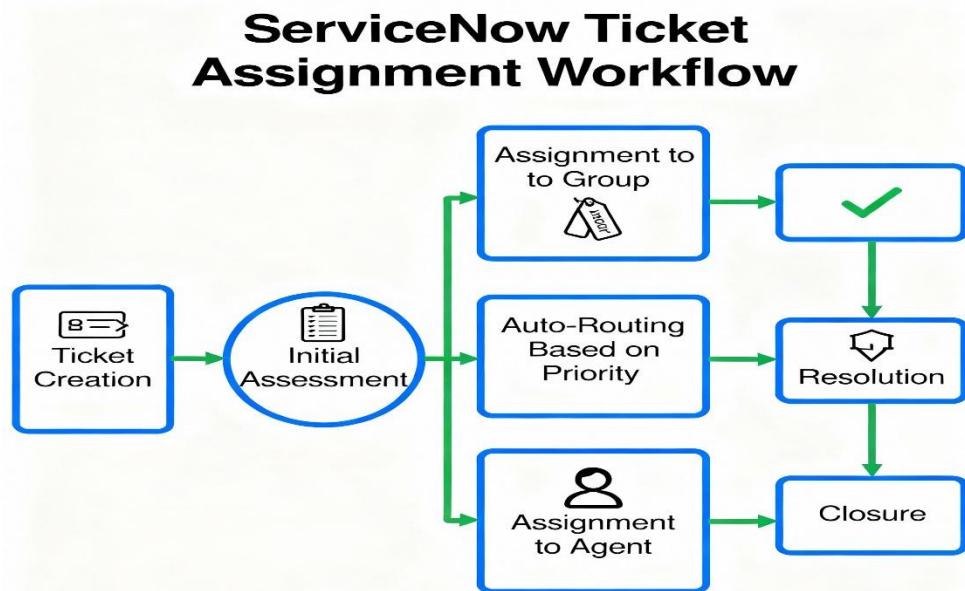
Similar ideas were clustered under categories such as *Automation*, *Performance Monitoring*, *Workload Optimization*, and *User Experience Enhancement*. This grouping helped the team recognize patterns and streamline the next phase of planning.

### **Action Planning:**

The most practical and high-impact ideas were selected. Tasks were assigned with clear ownership, and milestones were defined to ensure iterative testing and refinement of the ticket assignment model.

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### **Step 3: Idea Prioritization**



**Fig 2:** Image of workflow for streamlined ticket assignment.

### **Idea Prioritization:**

Prioritizing ideas helped the team focus on building the core automation logic before integrating performance analytics and user feedback mechanisms. The highest priority was assigned to developing the assignment algorithm, as it forms the foundation of the project's functionality.

Subsequent priorities included adding dynamic filters, agent workload tracking, and SLA-based notifications. This prioritization ensured systematic progress — moving from fundamental automation to advanced optimization.

Idea prioritization also clarified dependencies between modules and simplified communication within the team. Each component, from ticket creation to assignment verification, was structured for efficient execution and testing. Visual representations, such as flow diagrams, supported better understanding and implementation alignment.