Project Design Phase

Proposed Solution

Date: 01 NOV 2025
Team ID: NM2025TMID03313
Project Name: Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks: 2 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In ServiceNow, ticket assignment is often handled manually, leading to uneven workload distribution, delayed responses, and inconsistent resolution times. This inefficiency reduces customer satisfaction and increases operational overhead.
2.	Idea / Solution Description	An automated ticket assignment mechanism is developed using ServiceNow's Flow Designer and business rules. The system automatically evaluates ticket parameters like category, priority, and agent workload to assign tickets to the most suitable and available agent.
3.	Novelty / Uniqueness	The solution introduces a dynamic, logic-driven ticket routing model that eliminates manual intervention. It leverages ServiceNow's native automation capabilities without relying on third-party tools, ensuring a seamless and scalable implementation.
4.	Social Impact / Customer Satisfaction	It enhances customer satisfaction by ensuring faster ticket responses and resolution times. Agents experience reduced stress through fair workload balancing, leading to improved morale and overall team performance.

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5.	Business Model (Revenue Model)	While not directly revenue-generating, the solution significantly increases operational efficiency, reducing downtime, manpower costs, and customer churn — resulting in higher cost-effectiveness for ITSM-driven organizations.
6.	Scalability of the Solution	The model can easily be extended to other modules such as Change Management, Problem Management, or Request Fulfillment. It also supports integration with AI-based prediction models for skill-based or priority-driven ticket routing.

Reference: Infographic created using MidJourney.

Solution Description:

To streamline ticket assignment and improve the efficiency of support operations in ServiceNow, an automated assignment logic is implemented. The workflow intelligently evaluates key attributes such as priority, category, and agent availability before routing the ticket to the most appropriate support agent.

If no agent is available, the system temporarily queues the ticket and reassigns it as soon as capacity becomes available — ensuring no ticket is left unattended. This logic-driven automation minimizes manual involvement, enhances accountability, and optimizes service delivery.

By leveraging ServiceNow's native automation features, the solution achieves faster response times, fair workload distribution, and a consistent support experience. It ensures that both agents and customers benefit from a transparent, reliable, and scalable support environment.