# The True Resolution Formula

The three conditions a customer contact must meet before it counts as resolved.

Most teams still track **deflection** (whether a contact avoided a human) rather than **resolution** (whether the problem was actually solved). The two numbers can move in opposite directions: a ticket can be closed and still leave the customer's problem unsolved. A contact deflected and back within 48 hours counts as deflected twice and resolved zero times.

DEFLECTION

### Did the ticket leave the queue?

Easy to count, inherited from the rule-based bot era. A contact either touches a human or it doesn't, but that hides the reopen rate.

RESOLUTION

### Did the customer leave satisfied?

Harder to report because it is honest about reopens and satisfaction, not just routing. It requires defining what "solved" means, and any serious team can state a number.

## The formula: a contact is resolved only when all three hold

Each condition catches a different failure mode. A director can sketch this on a whiteboard and re-score last month's data against it without buying anything.

1. **Closed without escalation**
   The AI agent completed the request autonomously. Catches contacts the agent could not handle.

2. **No reopen within your window**
   The customer did not come back about the same issue within a predetermined window, commonly 7 days, though many teams set it by their own satisfaction goals. Catches answers that looked complete but weren't.

3. **No negative CSAT**
   The customer didn't rate the interaction poorly. Catches contacts that were technically closed and quietly infuriating.



**Deflection measures whether a ticket left the queue. Resolution measures whether the customer left satisfied.**

## Why it matters

A team that measures the wrong number scales the wrong behavior. The organizations getting the best outcomes build the dashboard around resolution *before* the agent goes live, not after the numbers disappoint. In Maven's data, top deployments reach **80% to 93% autonomous resolution** by month six by holding the program to that single question from the start. Ask a vendor for the resolution rate, not the deflection rate, and treat a number a vendor cannot give you as a data point in itself.