

This is a first in a monthly series of ONCORG Community Conversations. They're focused on relationships between customers and service providers.

December 2025: The impact a business can have on a customer – It takes caring



Rodney Thomas is a senior manager working for ONCORG, INC, headquartered in Mt. Laurel, NJ. ONCORG was developed as a comprehensive cancer support service for those seeking a first or second opinion for their cancer.

Mr. Thomas is a military veteran who served 8 years in the USAF. He also spent 11 years in the automotive industry, 10 years in healthcare and 8 years with Apple Inc. supporting customer needs.

So he has a unique insight into what it takes to enhance the customer experience and obtain strong customer feedback, which is essential to a company's reputation.

Companies like Apple measures customer satisfaction primarily through the ***Net Promoter Score (NPS)***. NPS measures customers' feedback and it's focuses on the likelihood a customer would recommend Apple. This information is captured via a survey to measure a customer satisfaction after an interaction with Apple.

Apple uses a unique method when communicating with a customer and they triple (AAA) them. What's triple AAA? – Acknowledge, Align and Assure. Apple's tech support personnel are REQUIRED to assure a customer with each customer interaction, and that assurance goes a long way to securing a solid customer feedback. Why? Because it makes that customer feel the company cares for them.

Acute care hospitals use Press Ganey's and their Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey questions every day. HCAHPS is a tool to measure the customer experience after they've had an in-patient experience/stay.

Hospitals are required to report their HCAHPS survey results to Medicare & Medicaid Services (CMS) annually. Failing to report in a timely fashion can result in serious reimbursement reductions.

So what's going on here? Patients receive surveys about doctor and nurse communication, the responsiveness of the general staff, the hospital environment, medication and food service. Questions presented to a patient focus on how well the clinician communicated with the patient, and hospital staff timeliness responding to the patient when help was requested.

As a prior patient in a hospital I was so annoyed by the staff's constant and inconsiderate noise throughout the night. And the hospital staff was not that friendly. I didn't feel a sense of empathy. They appeared lazy and I didn't feel respected. Post-surgery patients like me can be most sensitive about expectations. But my cancer surgeon was the best; the very best. I didn't have the

‘heart’ to give the hospital a bad survey because my surgeon was the best. This is a common situation many patients experience.

A single dissatisfied patient can make comments that could escalate to various on-line forums and eventually lead to less patient compliance, or a negative impact over a provider’s reputation. Experts measure how events like these impact revenues and reputation.

Regardless of the industry, it’s critical to manage customer relationships; best done by listening carefully, personalizing each interaction, and being empathetic through alignment skills.

In our next ONCORG release we’ll delve into personalizing the customer experience to secure a customer’s loyalty. This stuff is not complicated but numerous customer relations mistakes are made daily. We’ll also delve into why it’s important to learn customer relation’s best practices from other industries. And we’ll share how companies like Apple uses AI to measure the customer experience.

Rodney Thomas
ONCORG – Chief Communication Officer