Customer care is touted as an important foundation for any successful business. For dairy producers, who are these customers you need to care for and serve? They’re probably not the consumers who buy dairy products in the store.

People who buy milk generally are far removed from the farm. So aside from shipping the highest quality milk possible, most producers have little opportunity to serve their retail customers.

Stretch your thinking about your customers. If you think of your employees as “internal customers,” your business will benefit. How concerned are you with employees’ satisfaction and needs? Remember, customers will care about you only after you show that you care about them.

Employees depend on managers for more than just a paycheck. They need your direction and guidance, and require training, instruction, feedback and encouragement. And, of course, employees depend on you to provide adequate facilities and tools to perform their jobs effectively and safely.

People will often give as good as they get. Let your employees know how valuable they are. If they fall short of your expectations, first think about how you may have failed them before you point fingers. Remember: when you point a finger at someone else, three fingers are pointing back at you.