mopinion Connects

Part of NETIGATE

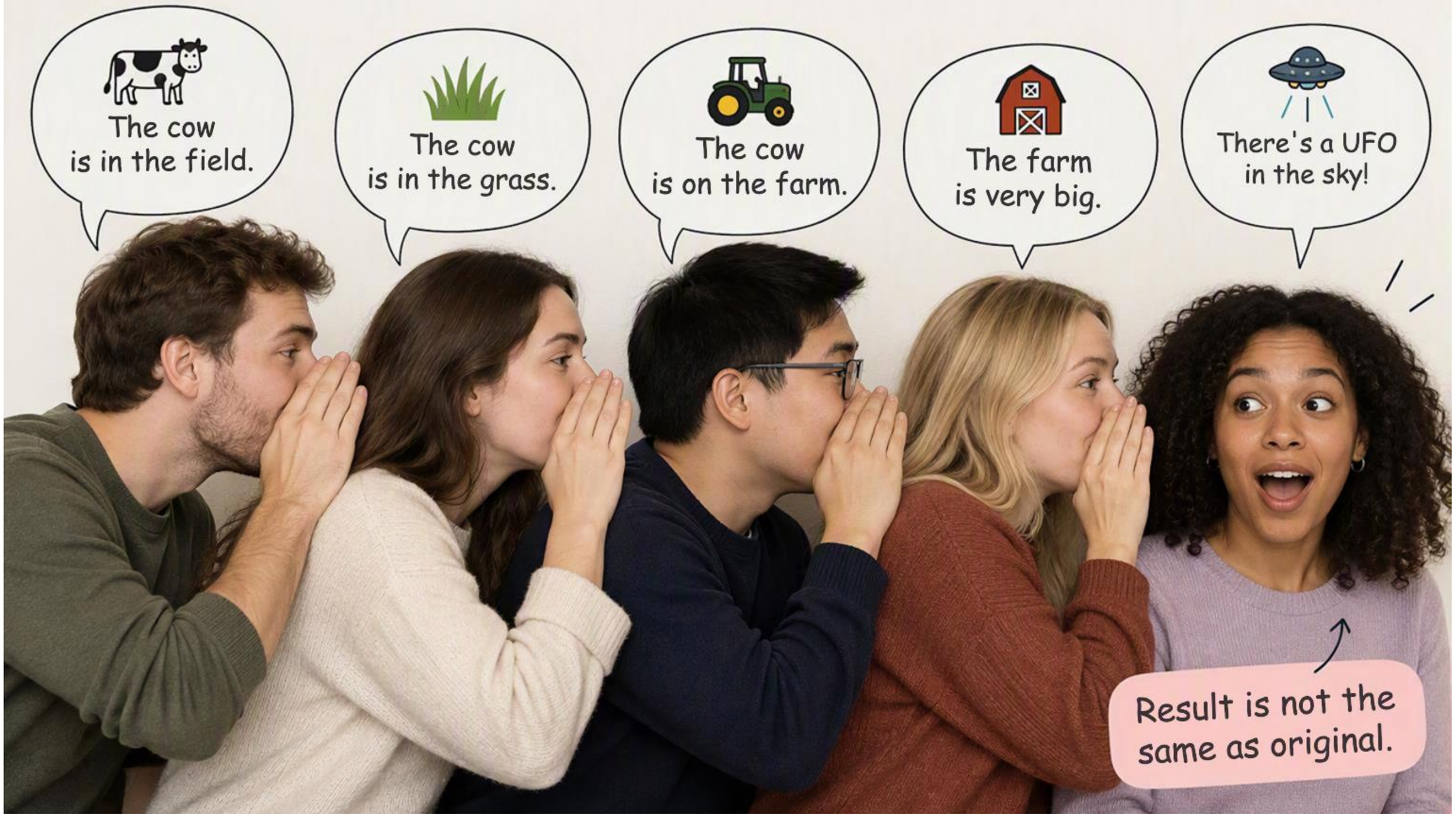
Direct customer feedback - Lely



Michael de Jong | October 2026

The Telephone Game

A message can change a lot as it's passed from person to person.



Introduction

About me

Michael de Jong

- UX Researcher at Lely
- 8+ years of experience as a researcher



About Lely

- Family-owned company, founded in 1948.
- Global market leader in automated dairy farming solutions.



Mission: Creating a profitable, enjoyable, and sustainable future in farming through innovation.



Horizon: Farm Management Software



General UX Feedback methods

Qualitative

- User Interviews
- Usability Testing
- Field Observations
- Group discussions / Workshops

Quantitative

- Online Surveys
- User analytics

The problem:

- Lack of real-time user feedback on our applications.



Our journey to direct customer feedback

Lely’s structure

Lely

- Develops products, software and overall strategy.
- Global organization.

Cluster

- Coordinates and supports groups of countries or regions.
- Translates strategy into local market needs and support Lely Centers.

Center

- Sell, install, maintain and support Lely solutions directly for farmers.
- Primary point of contact for customers.

The problem:

- Information degradation
- Amplification of bias
- Time and timing



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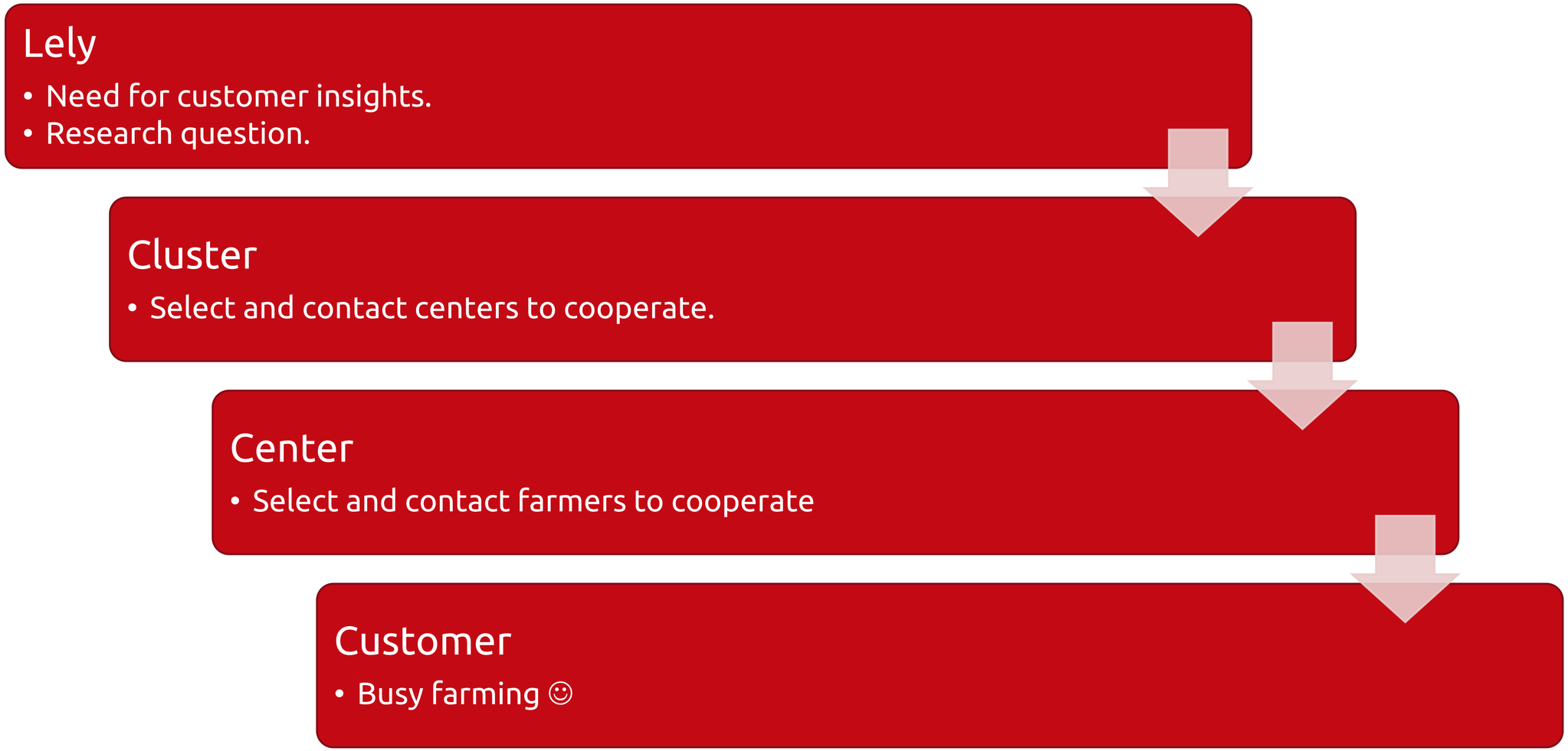
How we get feedback



The solution:



From this:

Lely
- Need for customer insights.
- Research question.

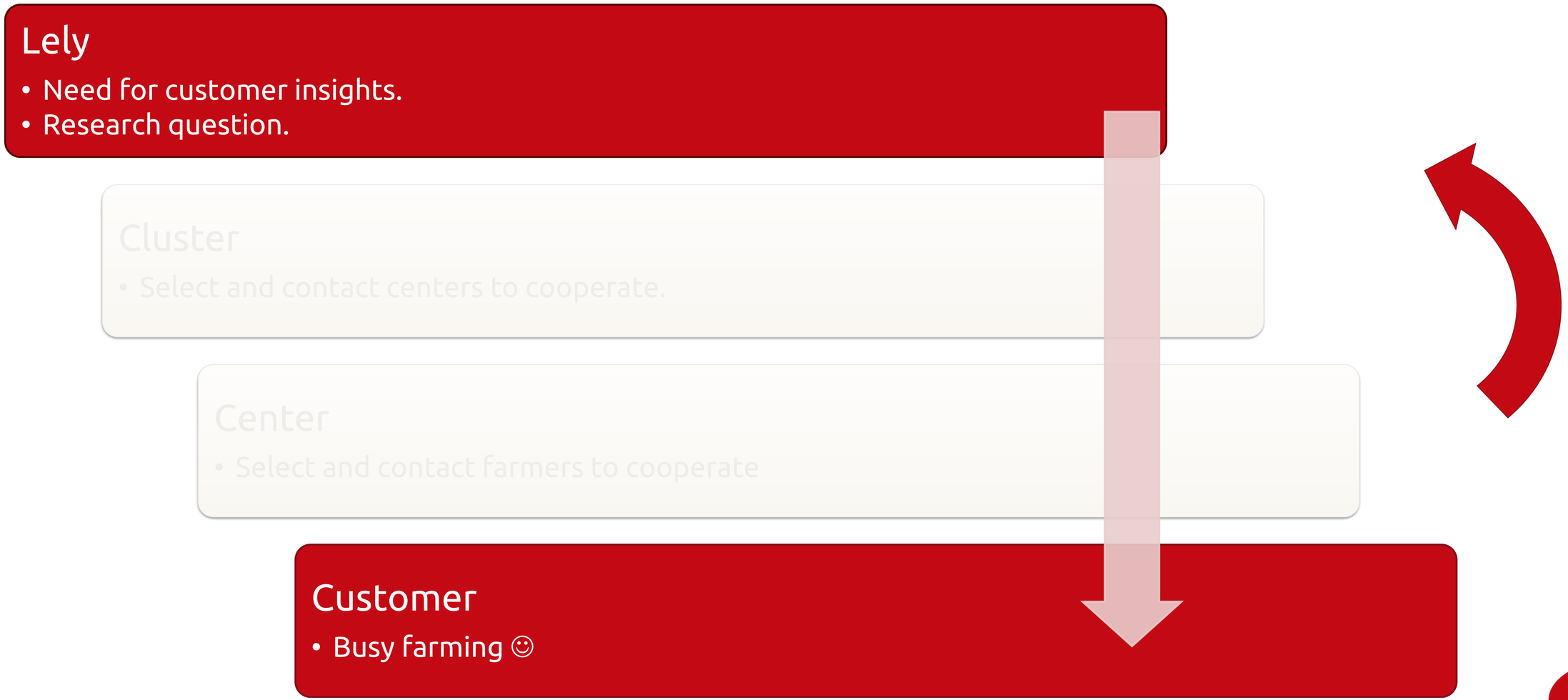
Cluster
- Select and contact centers to cooperate.

Center
- Select and contact farmers to cooperate

Customer
- Busy farming ☺



To this: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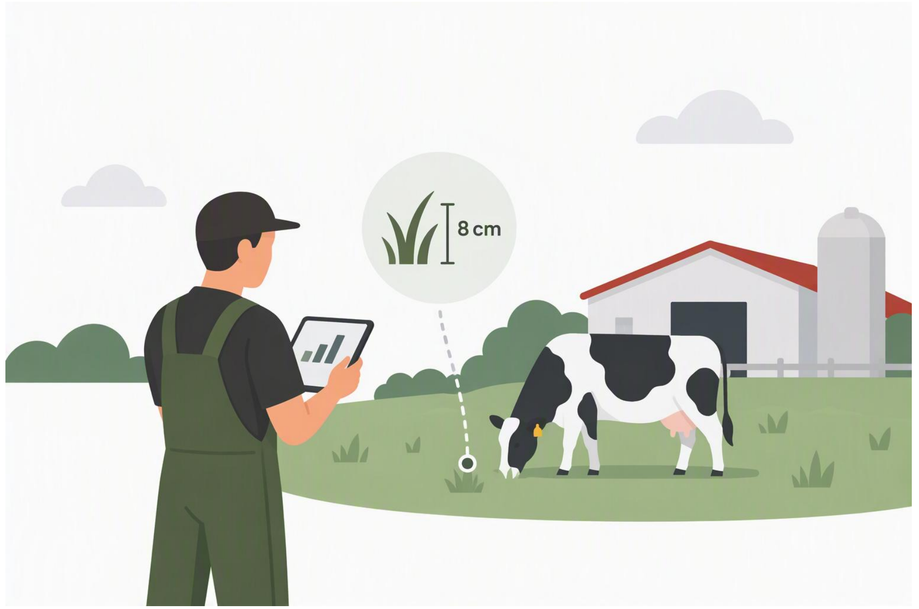
Our implementation

Started small

- Measure CSAT for end-users.
  - Star rating (1 – 5)

- Netherlands and United Kingdom.



Dashboard

Lely Horizon / Farm / Dashboard Reports Tasks Routings Attentions(3) Advices

Evening (15:00-23:59)

Fetch cows 4
Heat&Inseminati on
Health report 8
Calving 6
Dry off task
Milk separation 5
Routing overview
Calm Health Task 8

All open tasks

Advices

No recent model outcomes

Margin per cow

No recent model outcomes

Add widget

Favorite reports (10)

10 - Health report 8
11 - Milking - Collect Cows 4
12 - Milking - Udder Health... 8
13 - Milking - Failed Milkings
14 - Health Treatment Tasks 7
16 - Milking - Herd Overview
19 - Condition - Heat Probabi...
20 - Milk Day production in time
23 - Milking - Udder Healt... 17
32 - Calendar - Expected Dry ...

All Reports

Devices (Feeding)

Vector	
MFR 1	Loading
MFR 2	Driving , Fence-1
Grabber	Ready
PDB	On

Feed heights

Fence	Scanned	Set	Time
H1_melkko..	-	10	06:06
Selectie ..	-	6	06:06

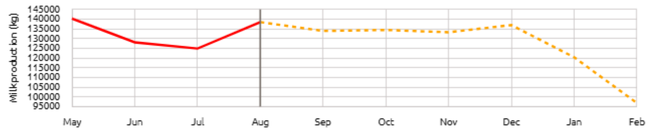
All fences

KPIs | Locations Groups | All locations | All KPIs

	Current	Weekly avg.
Total Milk Prod.	4088 kg	4343 kg
Milk/Cow/Day	35.4 kg	37.6 kg
FPCM	33.1 kg	35.2 kg
Refusals	3.2	3.4
Failures	0.1	0.1
Number of Visit	342	364
Milking/Cow/Day	2.9	3.2
Milkspeed	3.6 kg	3.6 kg
Connect Attempts	1.12	1.12
BoxTime/Visit	06:06	06:06
Milk Separated	127.2 kg	131.4 kg
Cows Milk sep.	6.29	6.71
Free Time %	15.8 %	15.7 %
Treatment Time	02:25	02:25
Fat	3.38 %	3.39 %
Protein	3.43 %	3.42 %
Fat/Protein	0.99	0.99
Rumination Activity	499	494
Rest Feed Conc. %	5.27 %	5.25 %
Concentr. Fed	482.2 kg	510.9 kg
Rest Feed Conc.	28.68 kg	28.39 kg
Conc./100 kg Milk	11.7	11.6
Conc./Milk (kg)	0.114	0.112
Conc / Lac.Days (kg)	4.6 kg	5.1 kg
Feed Efficiency	1.83	1.86
Total Eating Minutes	327	324
Rumination Activity Lactating Cows	511	506

KPIS LAST UPDATED, TODAY 16:41

Milk Yields Prediction



Reproduction prediction

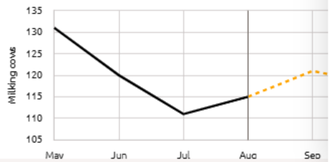
	August	September	October
Calving	5	6	8
Calving heifers	4	0	5
Dry off	2	7	5
Lactating cows	117	124	123

Attentions (3)

Device	Type	Extra	Attention	Information
	Feed	VS1 RB solide	Attention Level	24-06-2026 11:32 Storage Attention
	Feed	S3 Soja	Attention Level	04-06-2026 12:51 Storage Attention
	Qwes		Responder Attention	99 ,72

All attentions

Herd plan

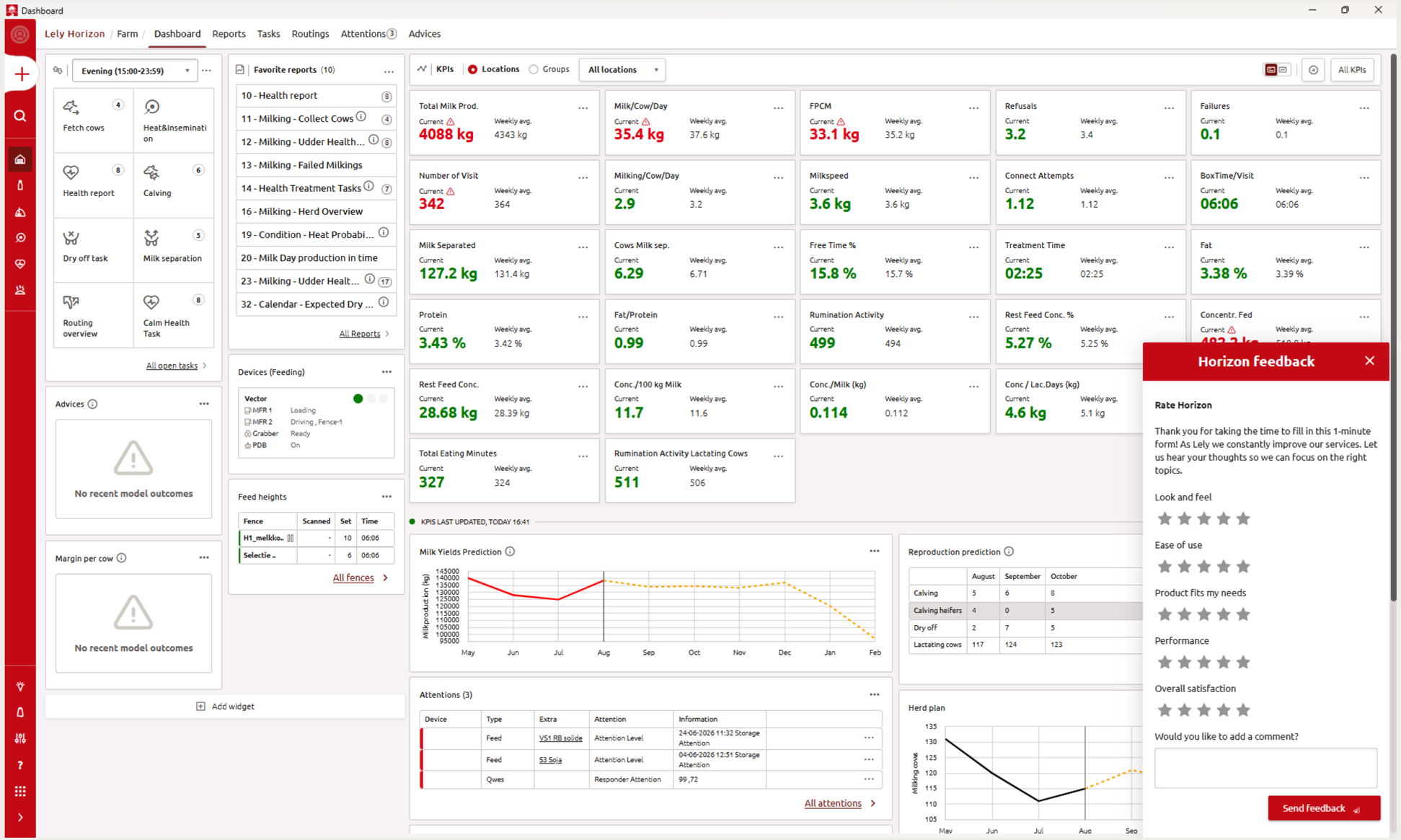


Horizon feedback

Your opinion is important to us.

Do you have a minute?

Rate Horizon Not now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145000 140000 135000 130000 125000 120000 115000 110000 105000 100000 95000
May Jun Jul Aug Sep Oct Nov Dec Jan Feb
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Dry off 2 7 5
Lactating cows 117 124 123
Attentions (3)
Device Type Extra Attention Information
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Qwes Responder Attention 99 ,72
All attentions
Herd plan
Milking cows
135 130 125 120 115 110 105
May Jun Jul Aug Sep
Horizon feedback
Rate Horizon
Thank you for taking the time to fill in this 1-minute form! As Lely we constantly improve our services. Let us hear your thoughts so we can focus on the right topics.
Look and feel
Ease of use
Product fits my needs
Performance
Overall satisfaction
Would you like to add a comment?
Send feedback

Growth in increments

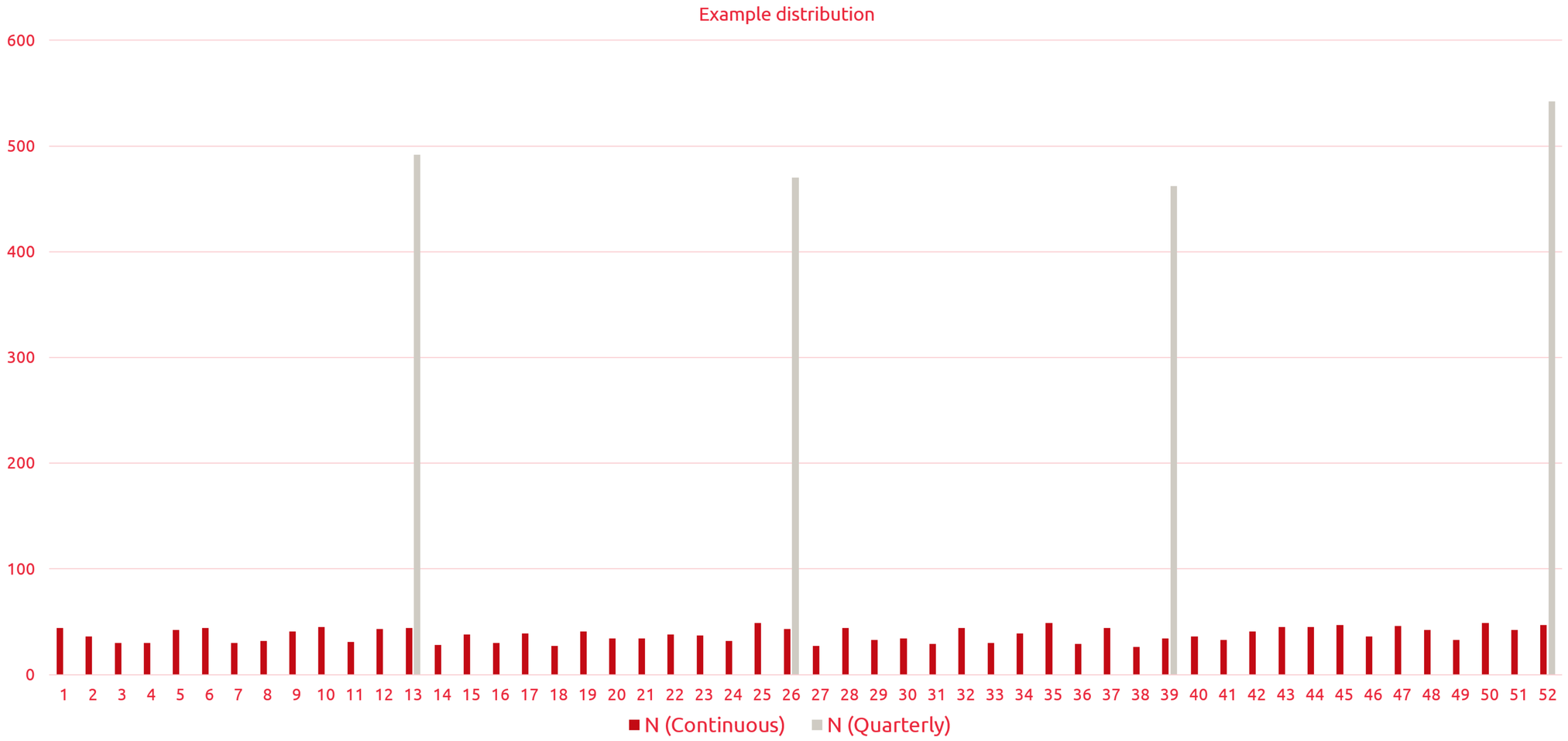
- Scaled to more countries and regions.
- Adding translations and using multi-language reporting.



Deployment

- 2% of users see form:
    - Allows for measurement over time
    - Less survey fatigue
- Use of custom cookie for reminder logic:
    - Survey closed = Form is shown in 10 days
    - Survey completed = Form is shown in 180 days

2% Random deployment



Operational dashboard

- Direct Insights
- Dashboards



Horizon CSR Q2 2026

Average rating of **AVG**

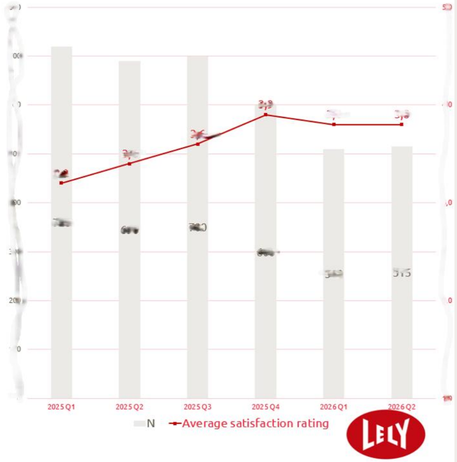
- In Quarter 2026 we got **N** reponses on the Satisfaction Rating.
- Average score is a **AVG** out of 5. This can be interpreted as users being satisfied.



Horizon CSR Quarter Year

Overall satisfaction over time

- You can see a certain trend in the data over time.
- We can use it to compare to what extent changes made impact or not.



Open comment themes

Theme on topic

- Users report on certain topics or indicate problems that we distill into a theme, so it's easy to see what the feedback is about without being too specific.

Recommendations

1. **Recommendation to department:**
   This is something that a department must do. It's important because customers are noting a specific problem that needs solving.
2. **Recommendation to UX**:
   For next quarter, UX can focus on this topic.

Michael de Jong 18/03 09:48

Satisfaction Rating - Q1 2026 Results

We're back again: Satisfaction Rating - Q1 2026 (rolling).pptx

[redacted]

Satisfaction Rating - Q1 202...
msteams_078889 > UX



2

Reply in thread

Horizon Satisfaction rating Q1 2026

Michael de Jong
To: [redacted]
Cc: [redacted]

Reply Reply all Forward
Wed 3/18/2026 10:01 AM

Satisfaction Rating - Q1 2...
6 MB

Hall[redacted]

Hierbij de resultaten voor de satisfaction rating voor Q1 2026: Satisfaction Rating - Q1 2026 (rolling).pptx

[redacted]

Bij vragen of opmerkingen hoor ik graag van jullie!

Groet,

Michael & Tom

Reply Reply all Forward

From PoC to #1 metric

- Started as PoC; No idea what feedback we would get or what to expect.

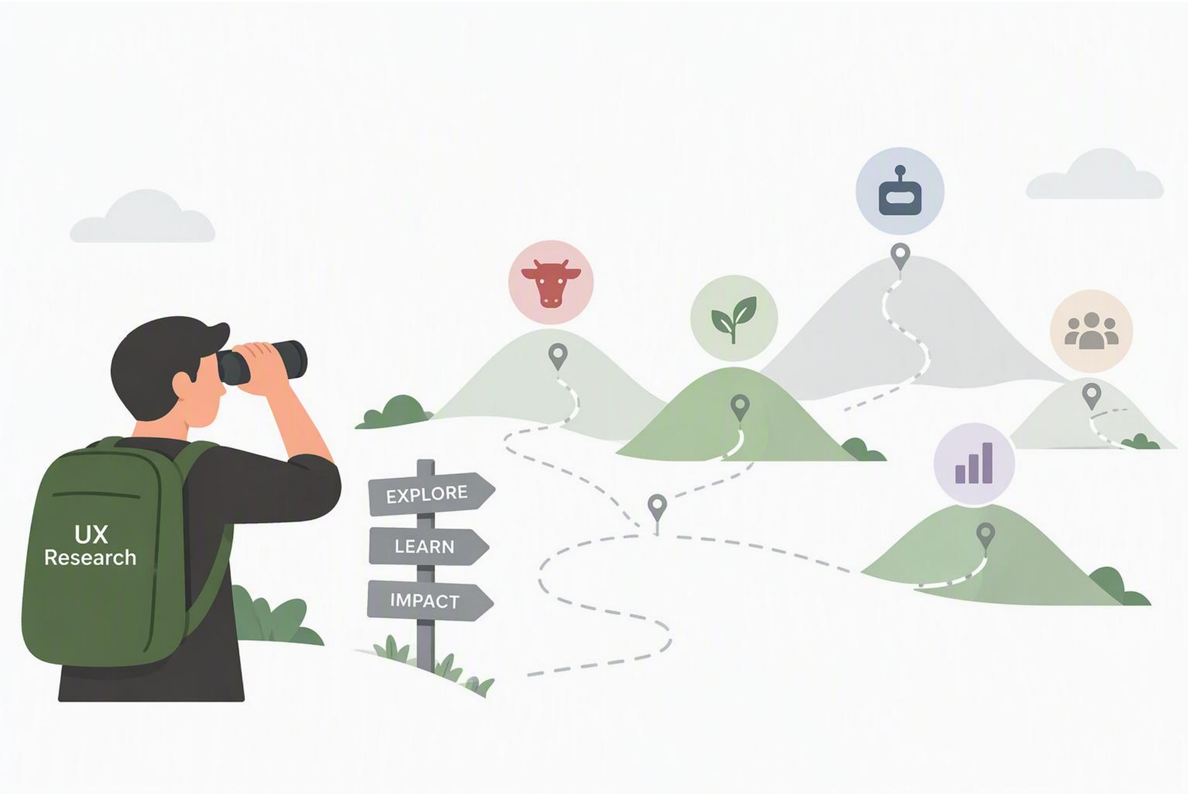


- One of the most important metric for success; End user satisfaction with software.

What changed?

Focus and Research

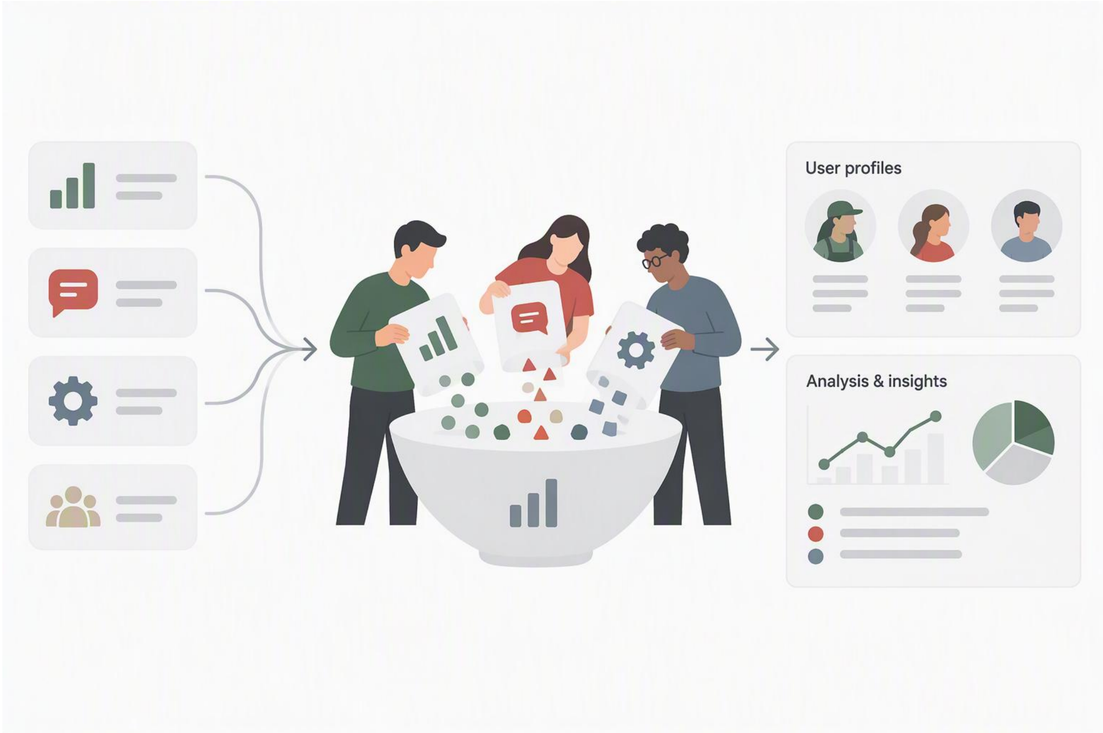
- No more guessing how our users feel about Horizon.
- Focus development on certain aspects.
- More research on topics!



Combining metrics

The feedback we collect with Mopinion is also used to enrich other User Analytics.

- Customer insights
  - Profiles
  - Analysis



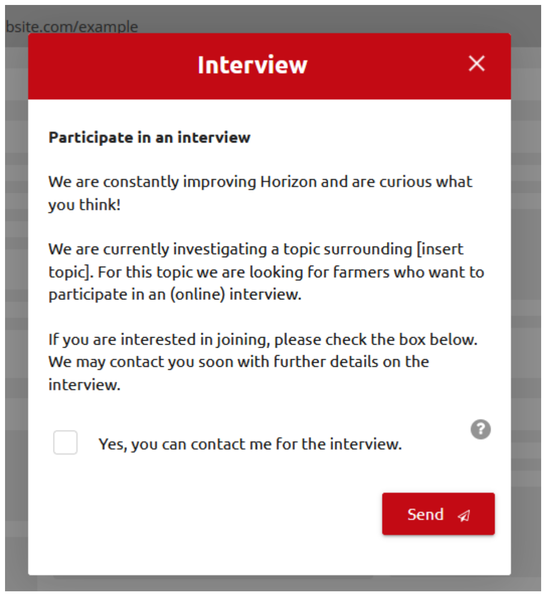
Our challenges

We ask a bit more from the tool than most websites.

- Translations
- Customer specific reminder logic
  - Easier customer specific tracking
- Browser support
- Benchmarking – Are we doing good?

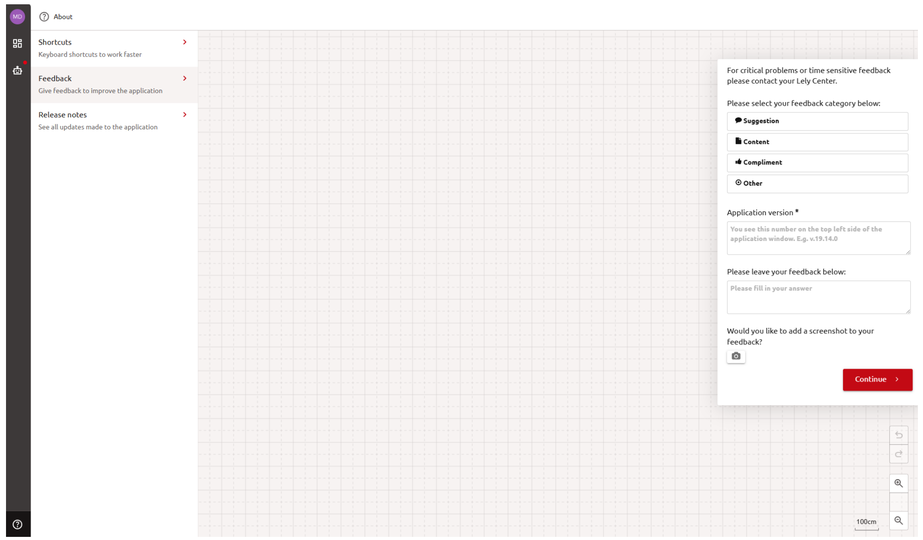
Different ways of using Mopinion

- Additional surveys or inviting users to participate in interviews.



Across more Lely apps

- Other Lely apps have generic feedback forms.



The End?


farminbeing
Innovators


LELY