

# Data consumer satisfaction

## Definition

Data consumer satisfaction is the extent to which [data consumer's](#) expectations are met or exceeded by a product, service, or overall experience.

## Notes

Data consumer satisfaction is the measure of how well a business or organization meets or exceeds the expectations of its [data consumers](#) in terms of [data quality](#), service, and value.

## Life cycle

Phase	Activity
Plan	* Define method for measuring data consumer satisfaction.
Do	* Measure data consumer satisfaction * Analyse measurements of data consumer satisfaction * Follow-up analysis of data consumer satisfaction * Plan and perform actions of improvement
Check	* Evaluate method for measuring data consumer satisfaction.
Act	* Improve method for measuring data consumer satisfaction

## Relations

- One of the two [objectives](#) of a [data quality management system](#) is data consumer satisfaction. Meeting the [data quality requirements](#) is the other [objective](#).
- Satisfaction is a [characteristic](#) of [data consumer](#).

## Examples

- Example 1: Meet [data consumers](#) of a regular basis and ask for their experience with [data quality](#).
- Example 2: Conduct a survey among [data consumers](#).

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