

# 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

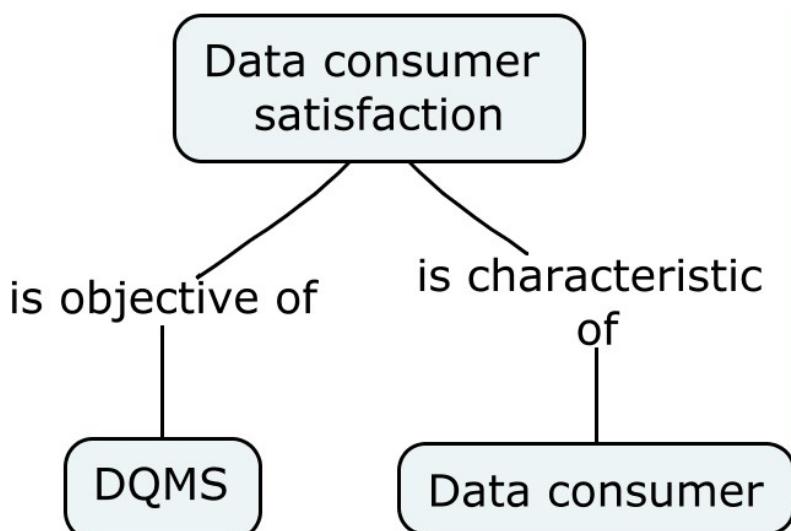
Data consumer satisfaction is the measure of how well a business or organization meets or exceeds the expectations of its **data consumers** in terms of **data quality**, service, and value.

## Life cycle

Phase	Activity
Plan	* Define method for measuring data consumer satisfaction.
Do	* Measure data consumer satisfaction * Analyse measurement results 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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