# 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

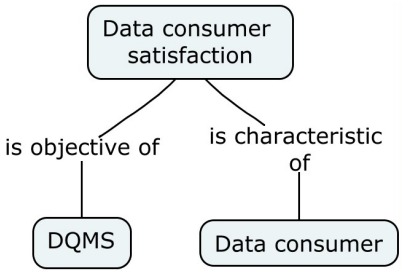
Data consumer satisfaction is the measure of how well a business or organization meets or exceeds the expectations of its data consumers in terms of data quality, service, and value.

### Life cycle

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

### Relations

- Data consumer satisfaction is one of the two objectives of a data quality management system. 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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