



AS IT MONTHLY REPORTS

For April 2020

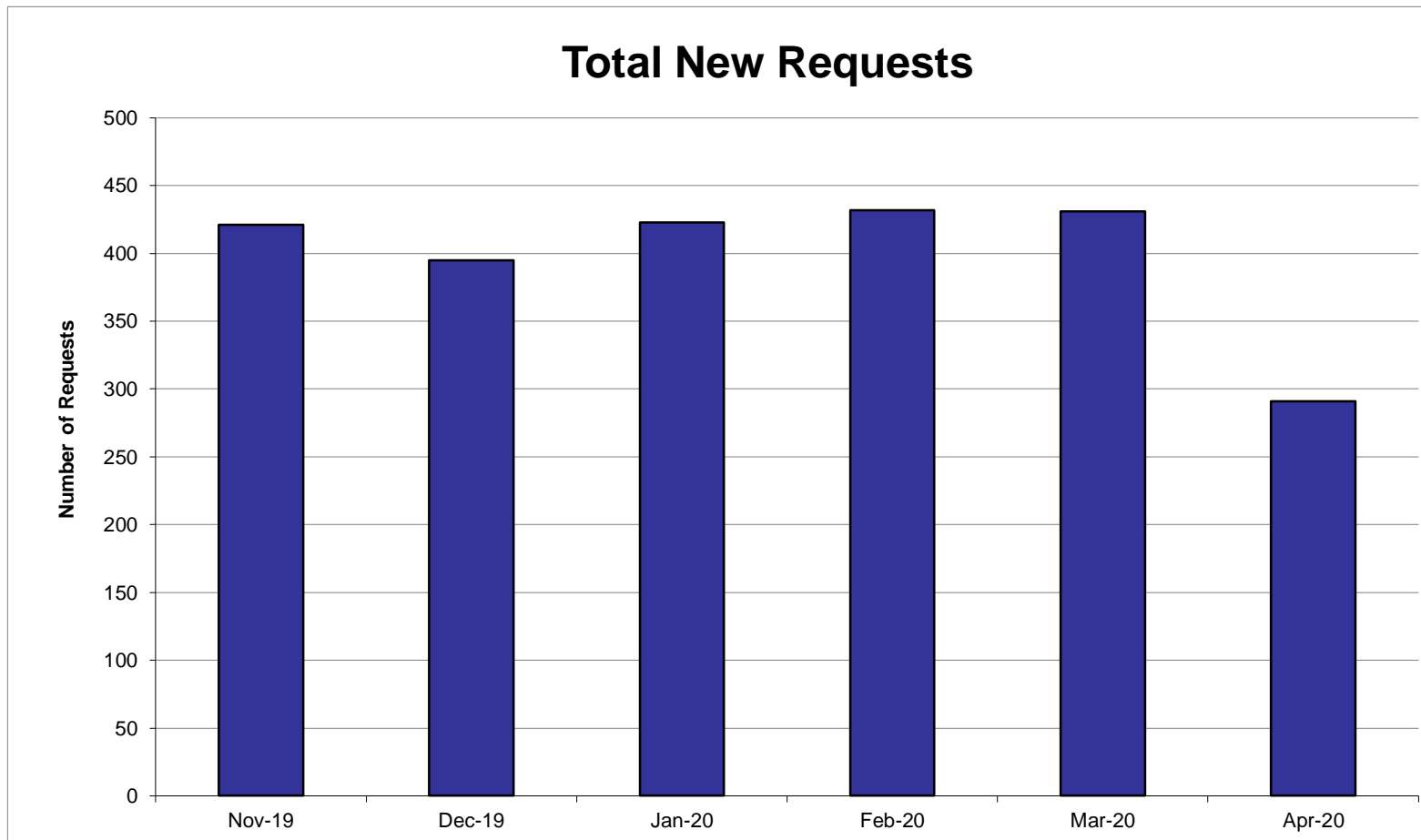


Agenda

- Service Desk Reports
- Aging Report
- Website Reports
- Customer Satisfaction Report

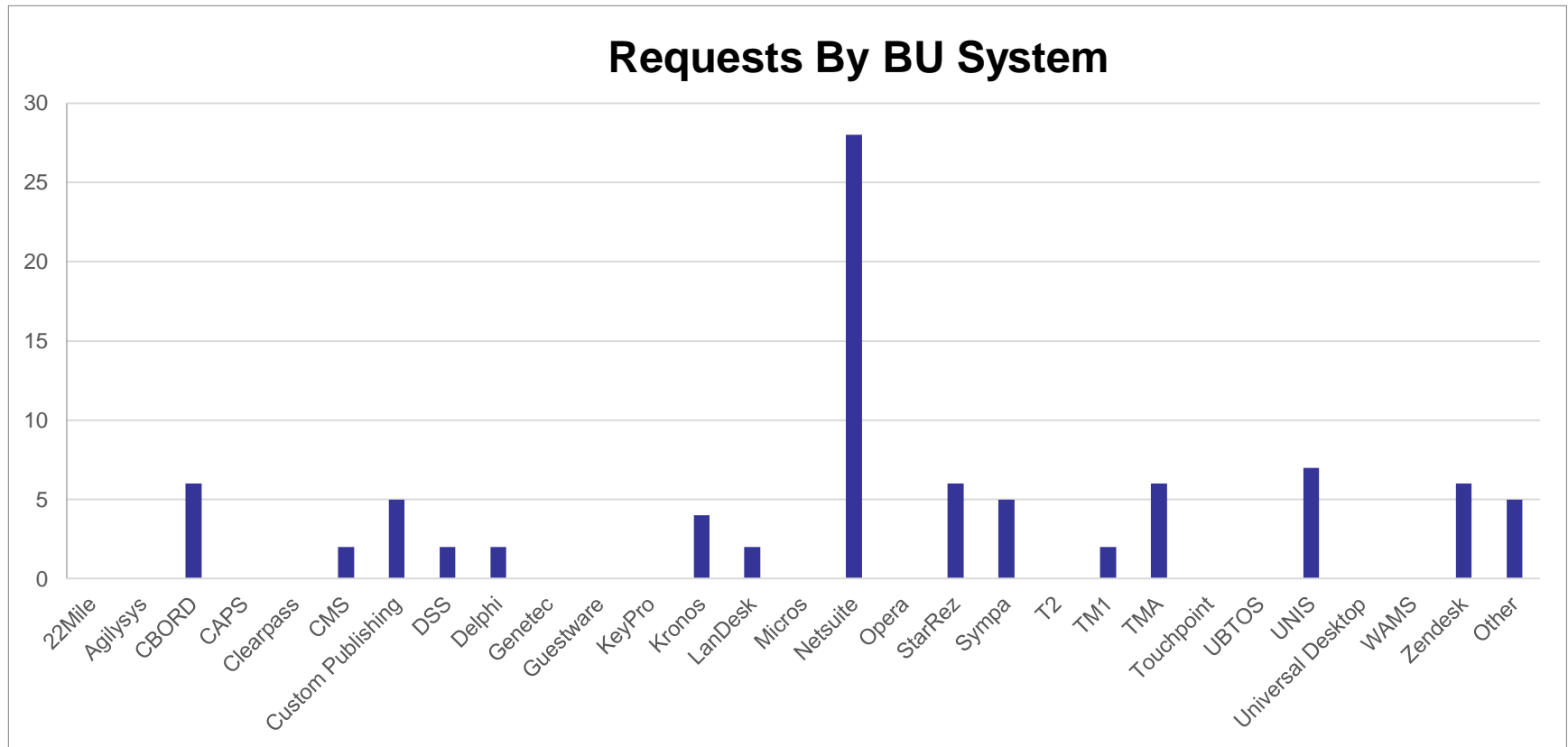


Service Desk Reports April 2020



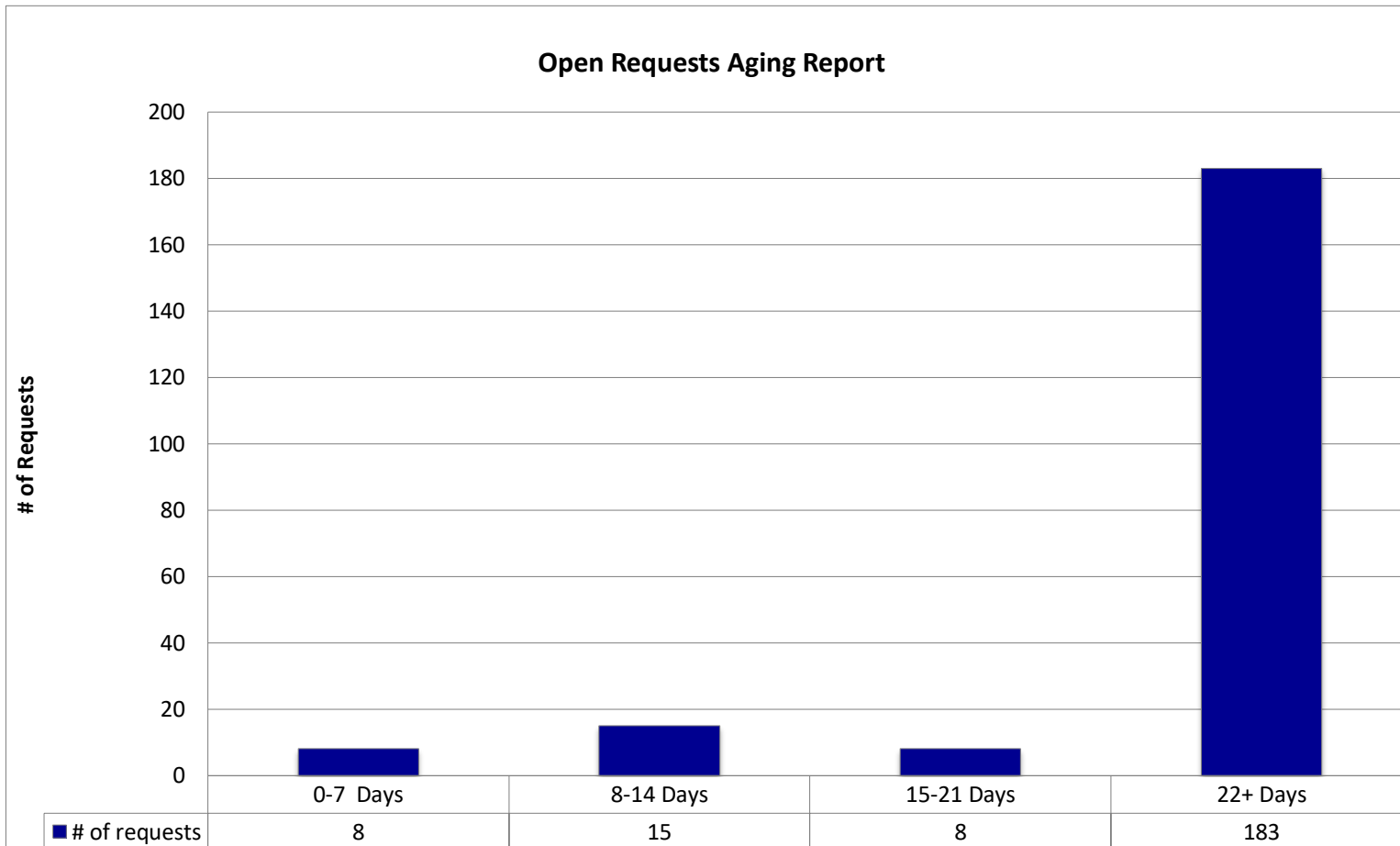


Service Desk Reports April 2020



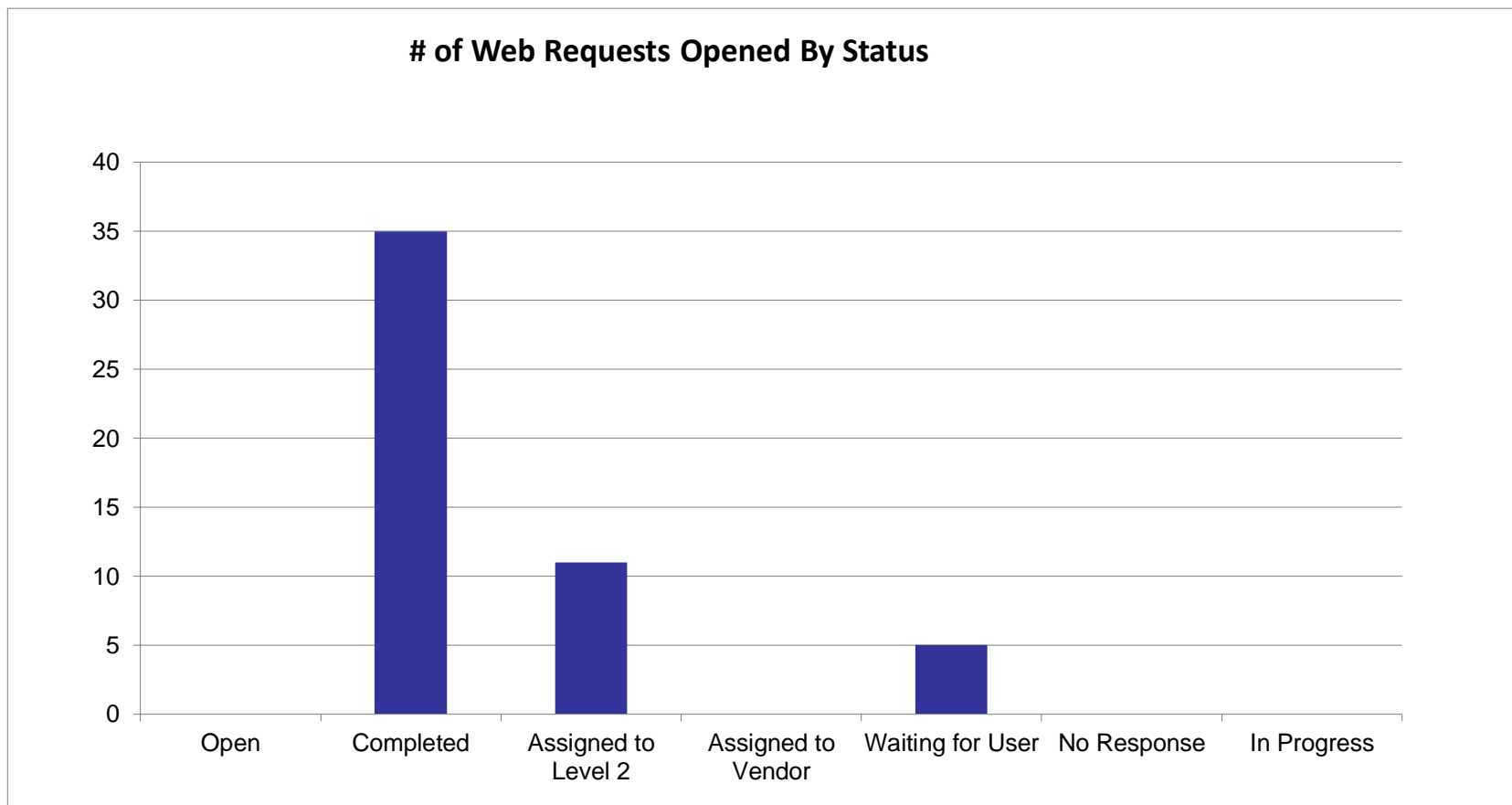


Service Desk Reports April 2020



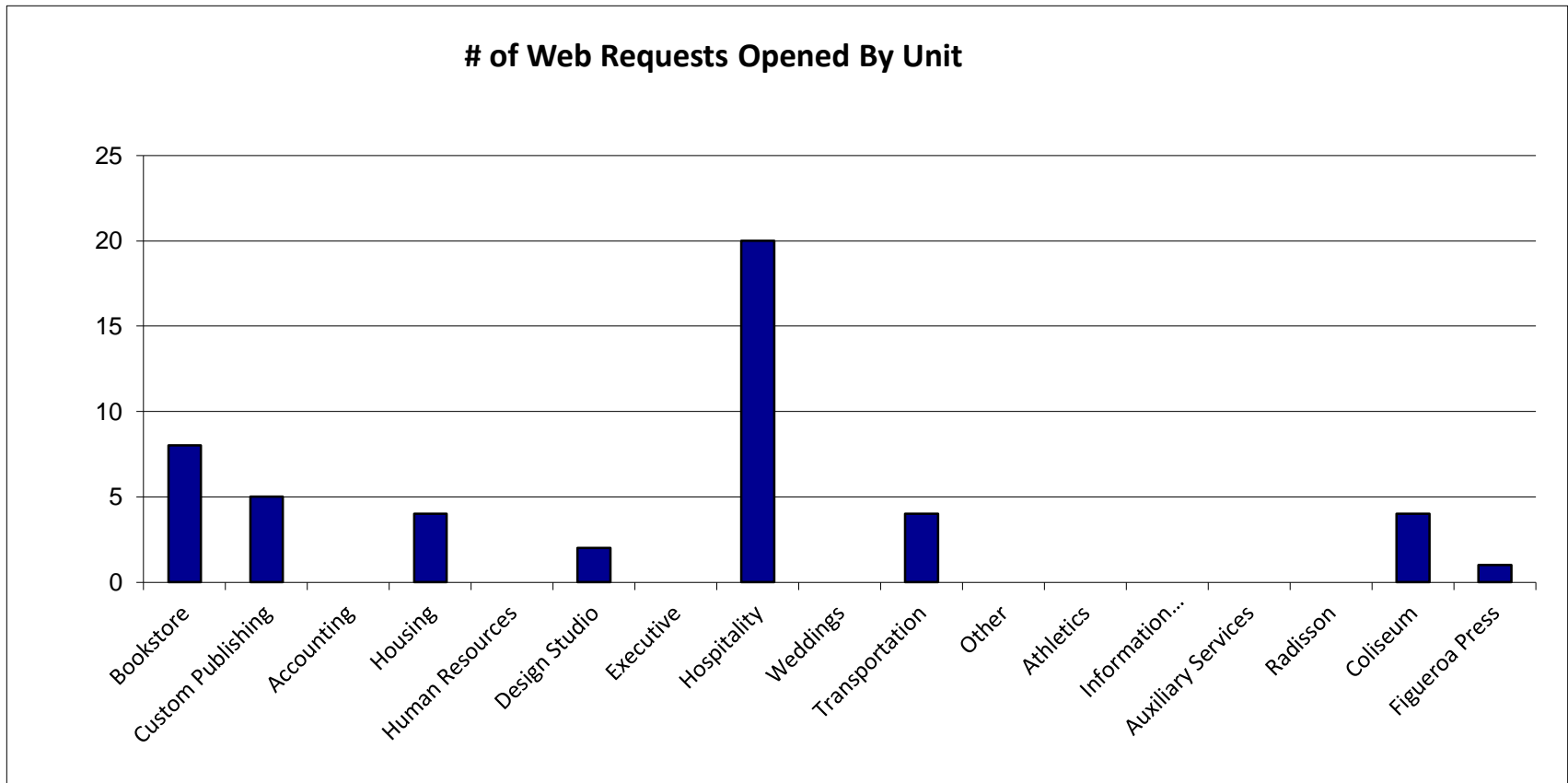


Service Desk Reports April 2020



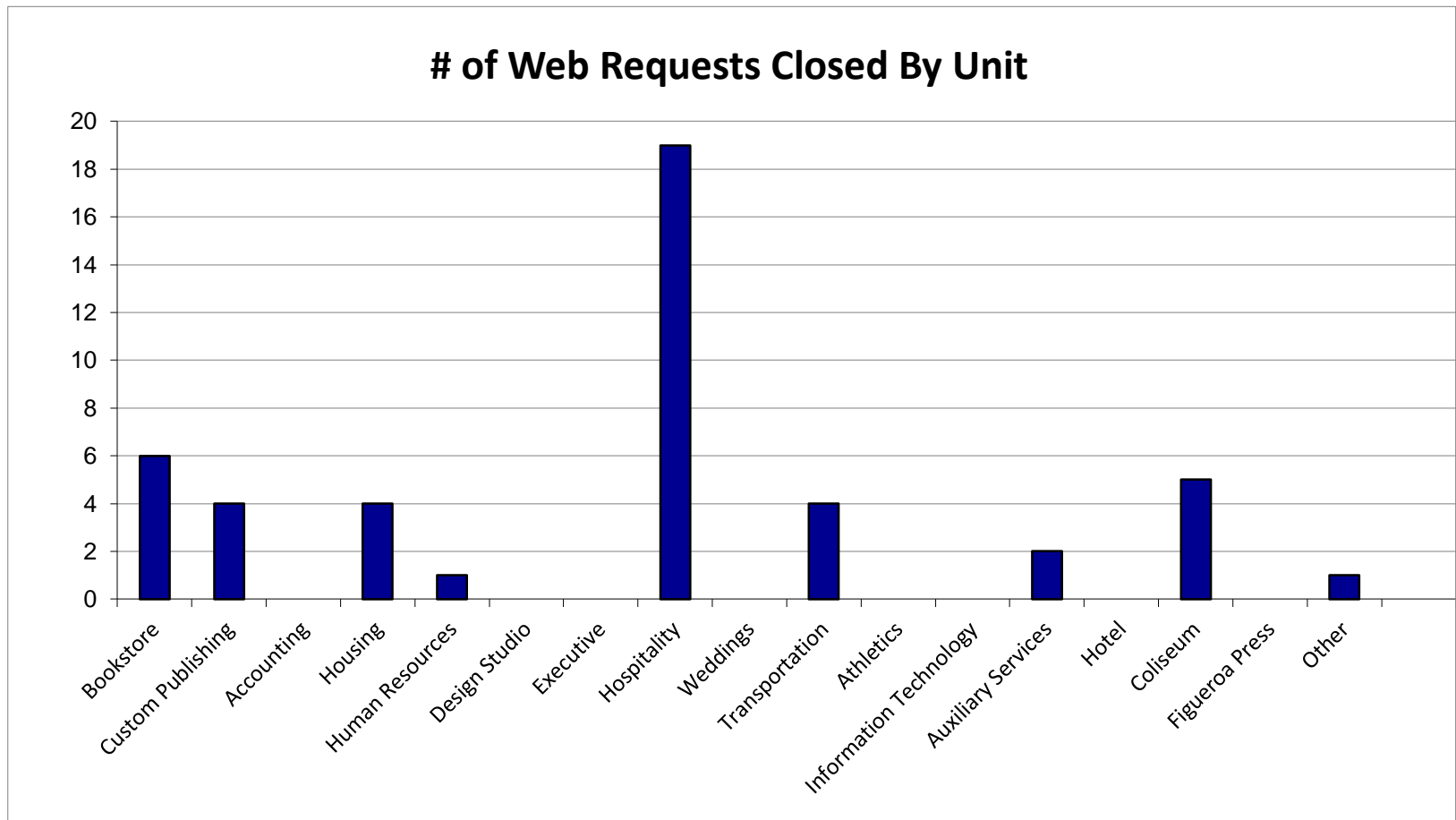


Service Desk Reports April 2020





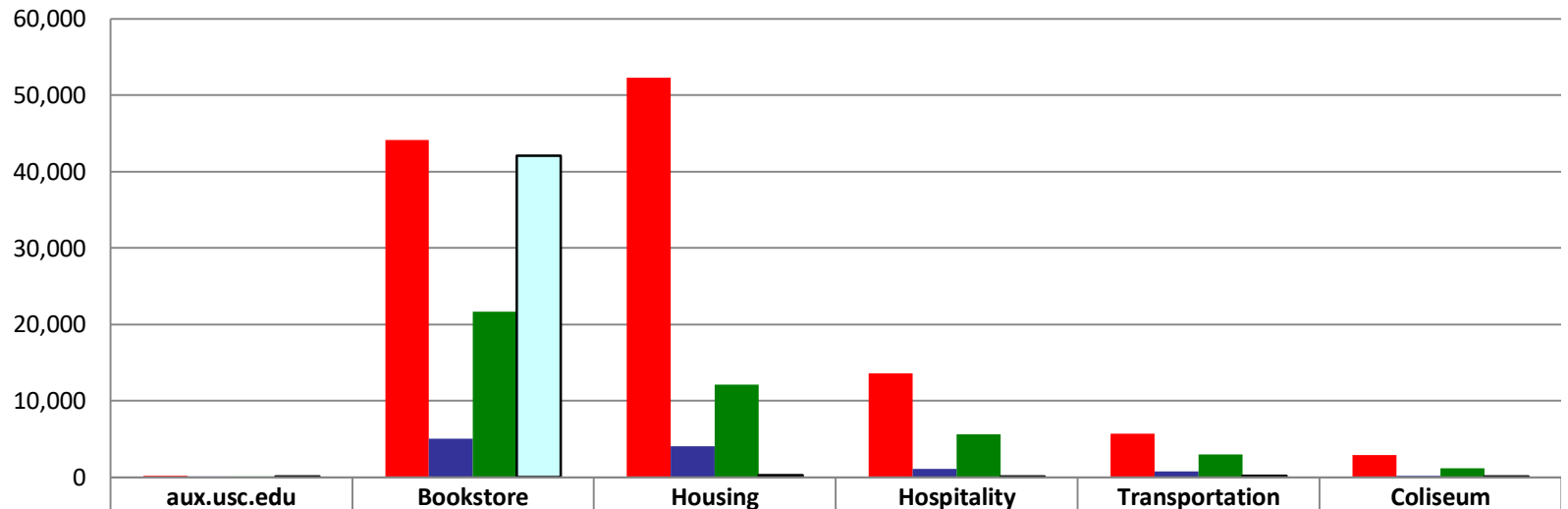
Service Desk Reports April 2020





Website Reports April 2020

April 2020 Traffic Sources - BU Main Sites

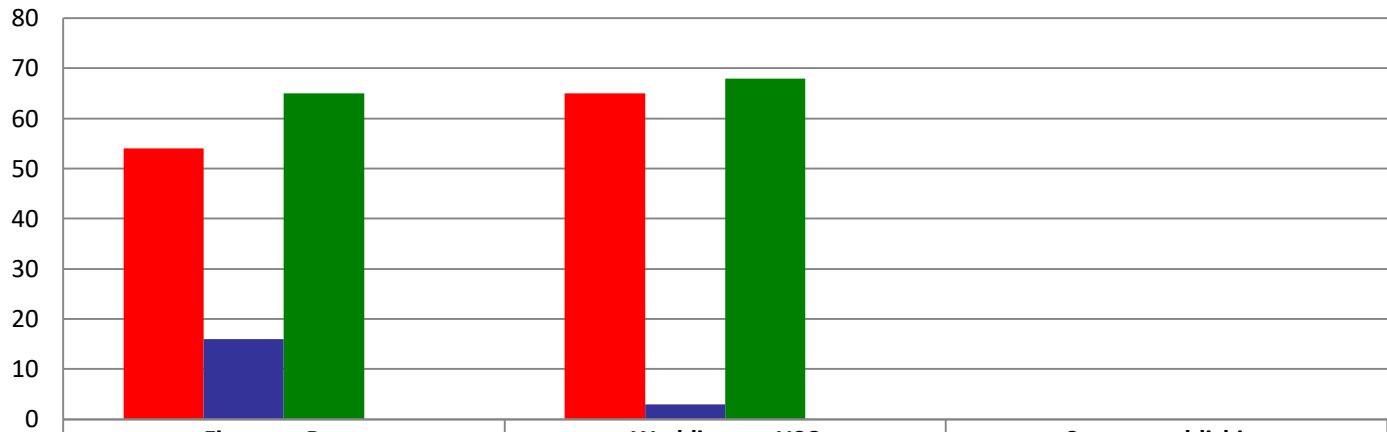


| | aux.usc.edu | Bookstore | Housing | Hospitality | Transportation | Coliseum |
|-----------------|-------------|-----------|---------|-------------|----------------|----------|
| Search Engine | 172 | 44,106 | 52,296 | 13,621 | 5,699 | 2,884 |
| Referring Sites | 42 | 5,014 | 4,070 | 1,117 | 772 | 146 |
| Direct Traffic | 62 | 21,653 | 12,105 | 5,616 | 2,996 | 1,142 |
| Campaigns | 16 | 42,096 | 289 | 115 | 160 | 32 |



Website Reports April 2020

April 2020 Traffic Sources - Other Sites

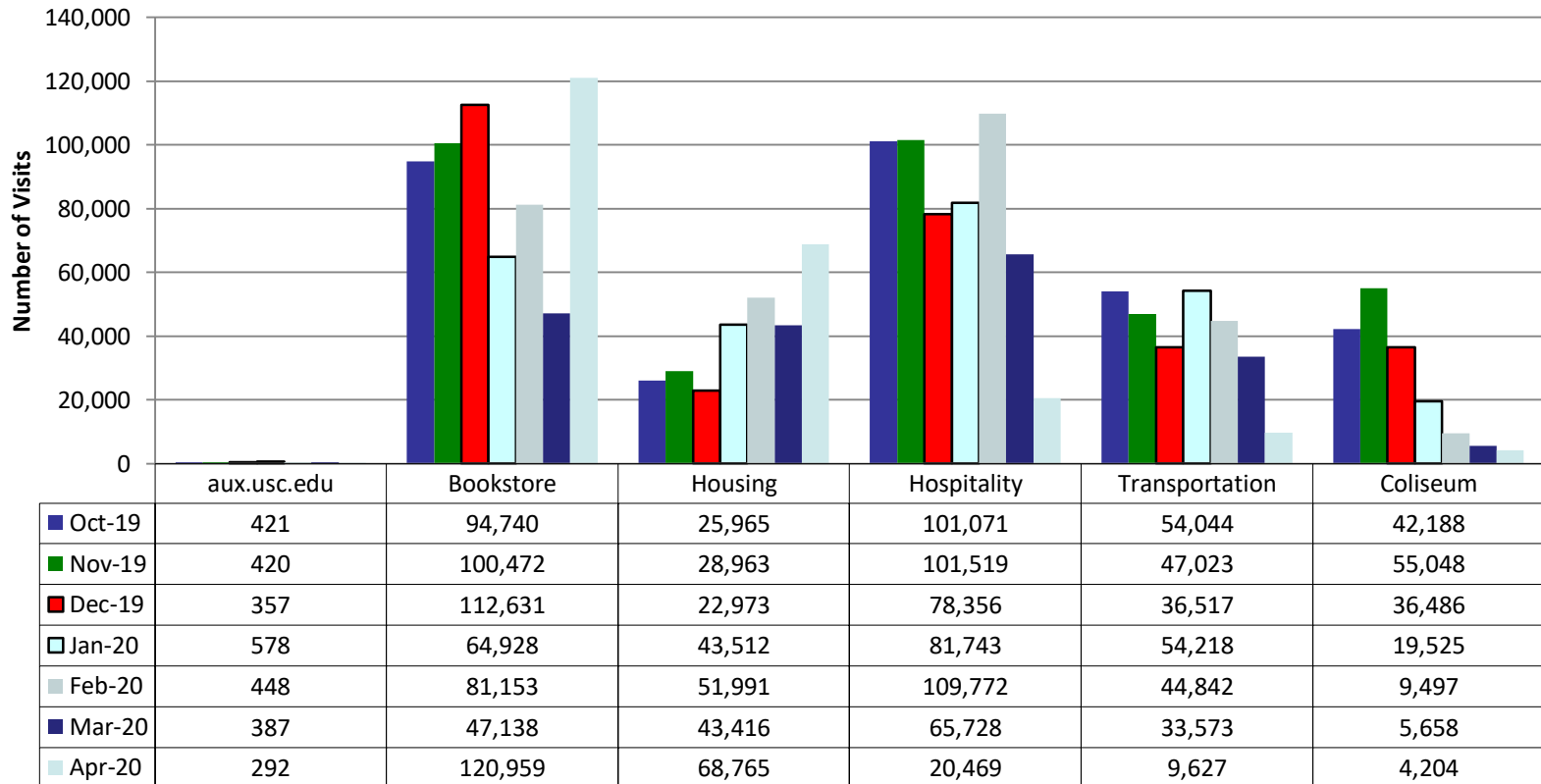


| | Figueroa Press | Weddings at USC | Custom-publishing |
|-------------------|----------------|-----------------|-------------------|
| ■ Search Engine | 54 | 65 | 0 |
| ■ Referring Sites | 16 | 3 | 0 |
| ■ Direct Traffic | 65 | 68 | 0 |
| □ Campaigns | 0 | 0 | 0 |



Website Reports April 2020

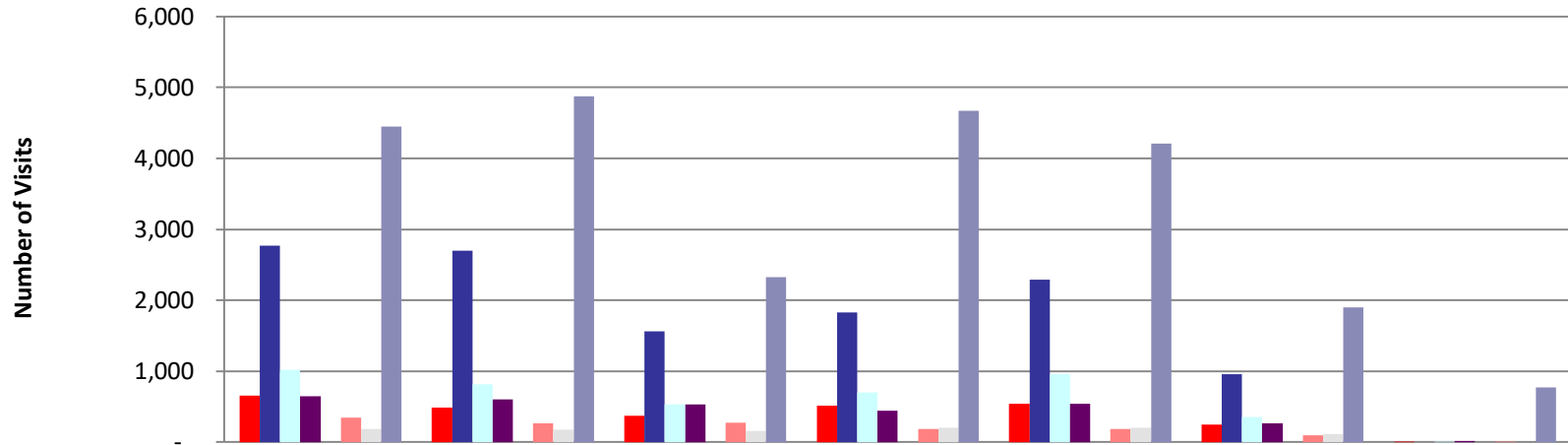
Web Visits Per Month - BU Main Sites





Website Reports April 2020

Web Visits Per Month - HSP Micro Sites

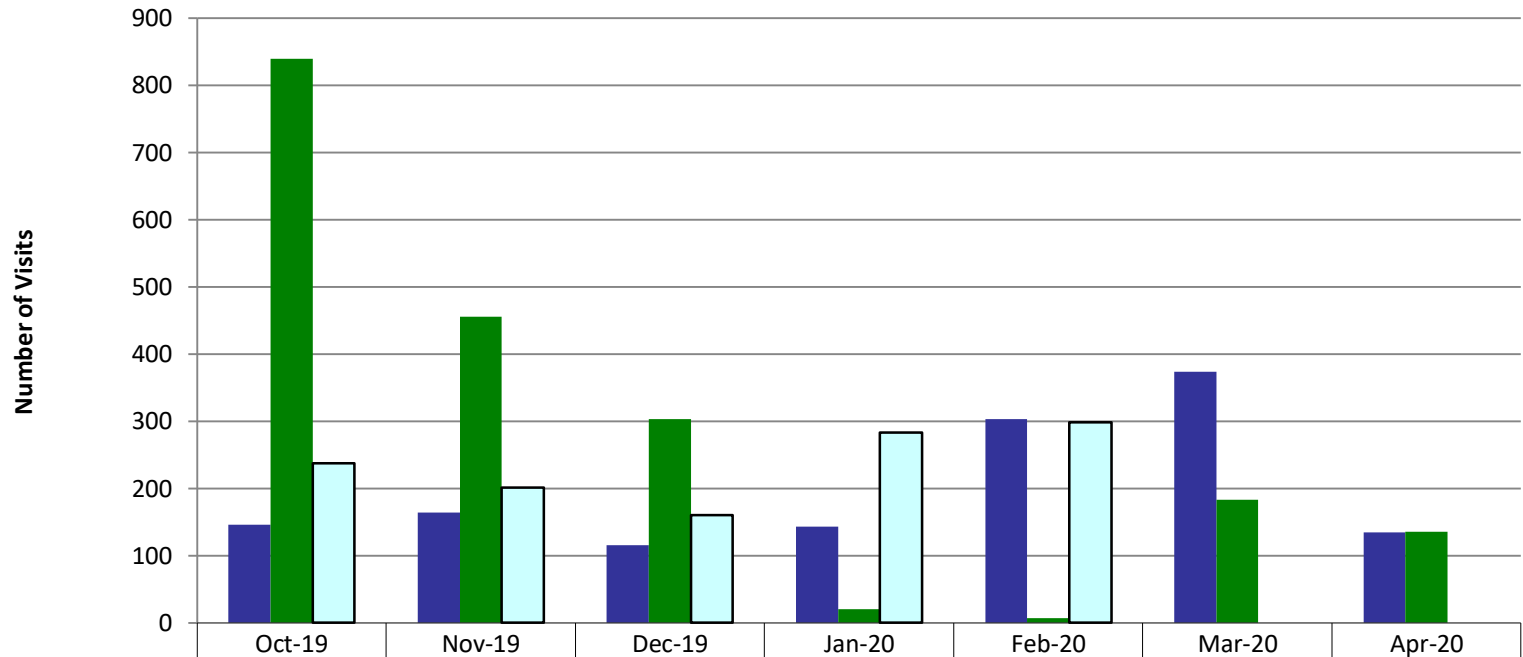


| | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Feb-20 | Mar-20 | Apr-20 |
|------------------------|--------|--------|--------|--------|--------|--------|--------|
| ■ McKays | 656 | 486 | 370 | 510 | 536 | 250 | 4 |
| ■ The Lab | 2,766 | 2,698 | 1,559 | 1,832 | 2,288 | 959 | 0 |
| ■ Moreton Fig | 1,024 | 818 | 534 | 703 | 962 | 355 | 11 |
| ■ Rosso Oro's Pizzeria | 650 | 604 | 530 | 442 | 537 | 265 | 18 |
| ■ Seeds Marketplace | - | - | - | - | - | - | - |
| ■ Traditions | 348 | 266 | 278 | 181 | 183 | 93 | 4 |
| ■ The Edmondson | 183 | 172 | 155 | 207 | 202 | 116 | - |
| ■ University Club | 4,447 | 4,878 | 2,329 | 4,667 | 4,207 | 1,899 | 768 |



Website Reports April 2020

Web Visits Per Month - Other Sites

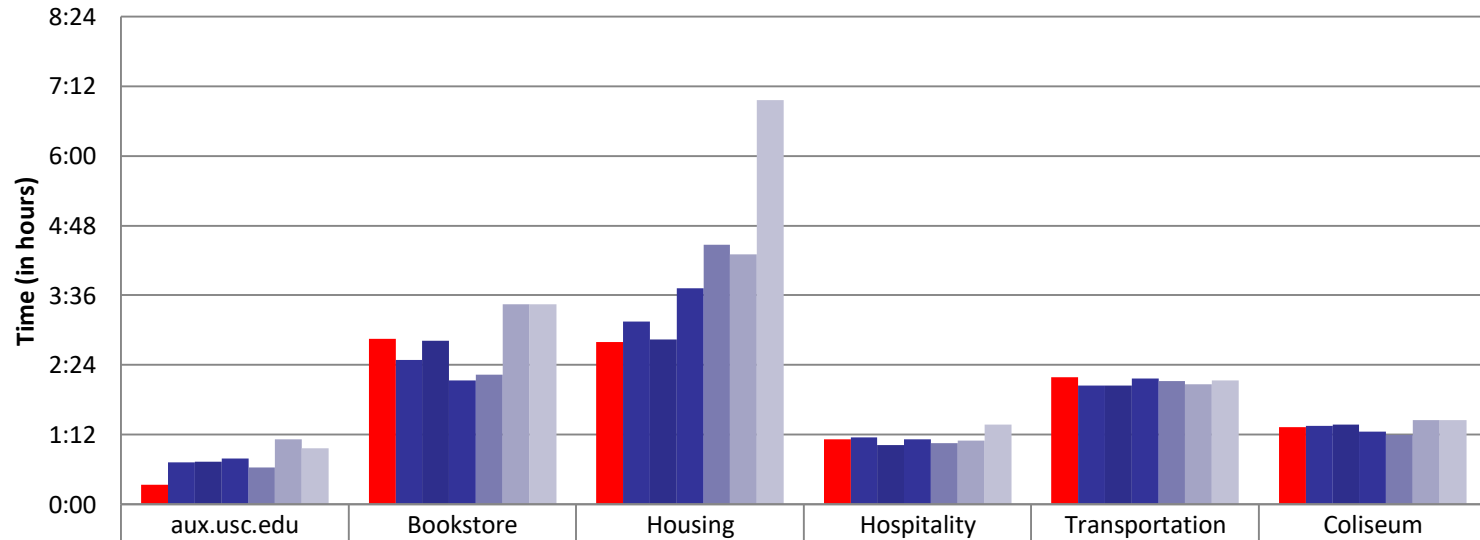


| | | | | | | | |
|---------------------|-----|-----|-----|-----|-----|-----|-----|
| ■ Figueroa Press | 146 | 164 | 116 | 143 | 303 | 374 | 135 |
| ■ Weddings at USC | 839 | 456 | 303 | 20 | 7 | 183 | 136 |
| ■ Custom-publishing | 237 | 201 | 160 | 283 | 298 | 0 | 0 |



Website Reports April 2020

Average Time Spent on Website - BU Main Sites

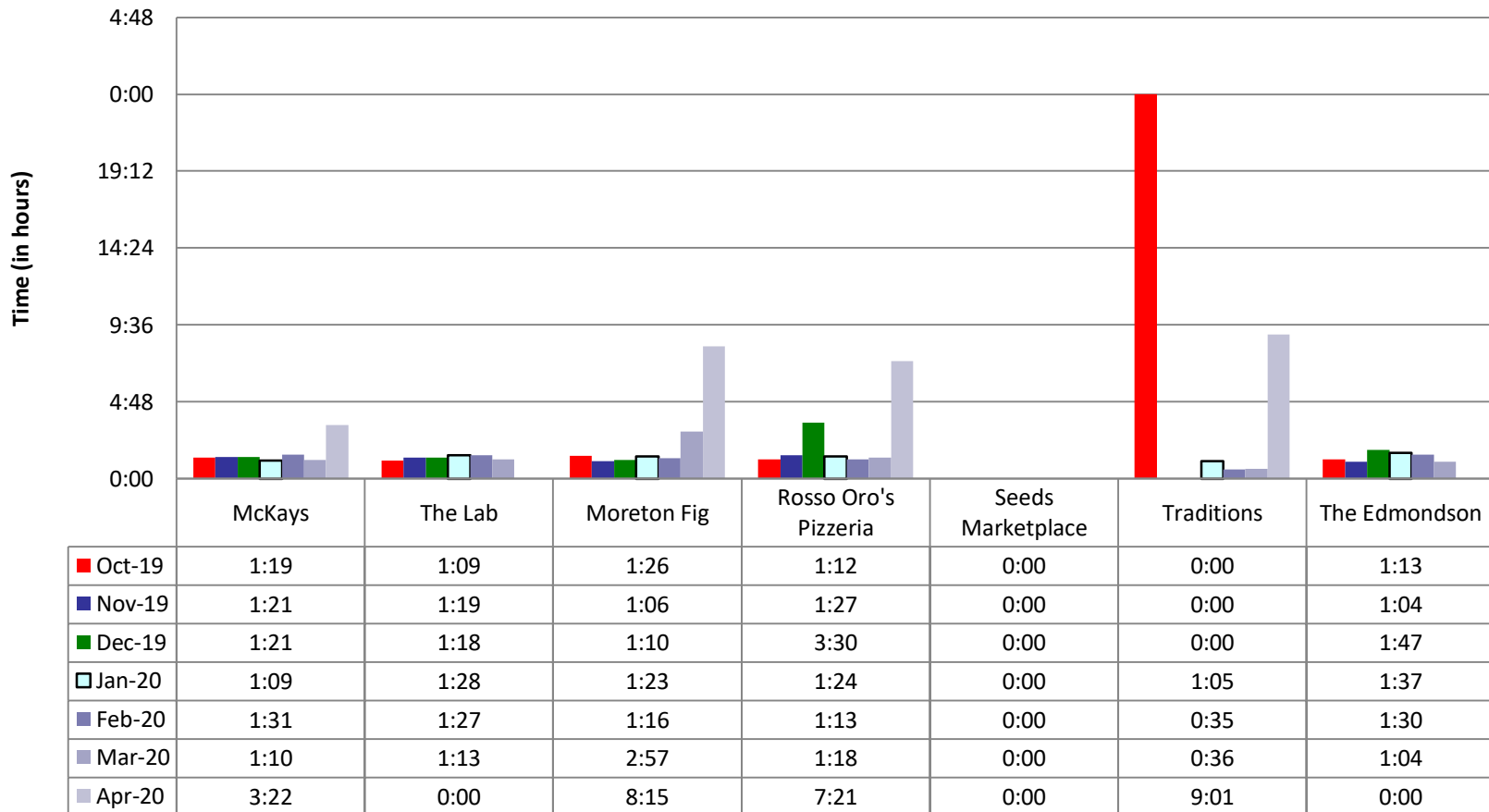


| | aux.usc.edu | Bookstore | Housing | Hospitality | Transportation | Coliseum |
|----------|-------------|-----------|---------|-------------|----------------|----------|
| ■ Oct-19 | 0:20 | 2:51 | 2:48 | 1:07 | 2:11 | 1:20 |
| ■ Nov-19 | 0:43 | 2:29 | 3:09 | 1:09 | 2:03 | 1:21 |
| ■ Dec-19 | 0:44 | 2:49 | 2:50 | 1:01 | 2:03 | 1:22 |
| ■ Jan-20 | 0:47 | 2:08 | 3:43 | 1:07 | 2:10 | 1:15 |
| ■ Feb-20 | 0:38 | 2:14 | 4:28 | 1:03 | 2:07 | 1:12 |
| ■ Mar-20 | 1:07 | 3:27 | 4:18 | 1:06 | 2:04 | 1:27 |
| ■ Apr-20 | 0:58 | 3:27 | 6:58 | 1:22 | 2:08 | 1:27 |



Website Reports April 2020

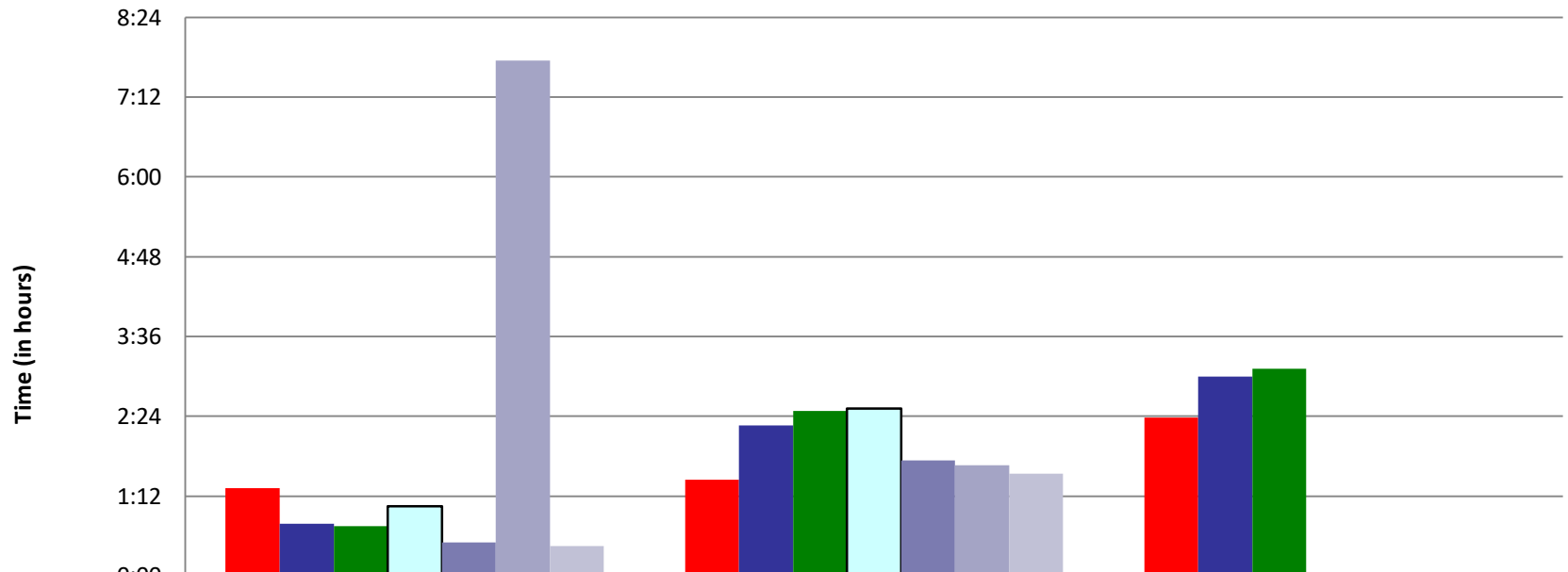
Average Time Spent on Website - HSP Micro Sites





Website Reports April 2020

Average Time Spent on Website - Other Sites

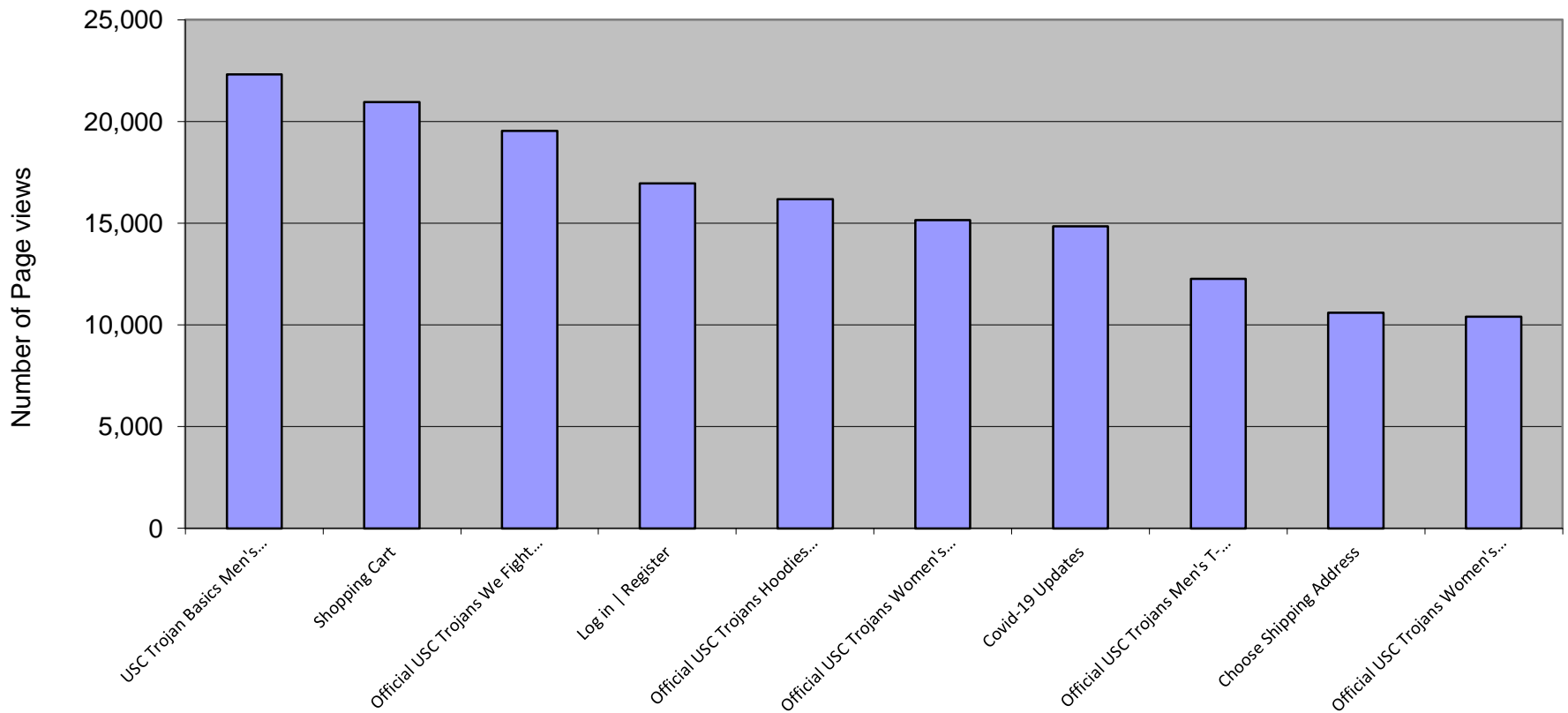


| | Figueroa Press | Weddings at USC | Custom-publishing |
|----------|----------------|-----------------|-------------------|
| ■ Oct-19 | 1:19 | 1:27 | 2:23 |
| ■ Nov-19 | 0:47 | 2:16 | 3:00 |
| ■ Dec-19 | 0:45 | 2:29 | 3:07 |
| □ Jan-20 | 1:03 | 2:31 | 0:01 |
| ■ Feb-20 | 0:30 | 1:44 | 0:00 |
| ■ Mar-20 | 7:45 | 1:40 | 0:00 |
| ■ Apr-20 | 0:27 | 1:32 | 0:00 |



Website Reports April 2020

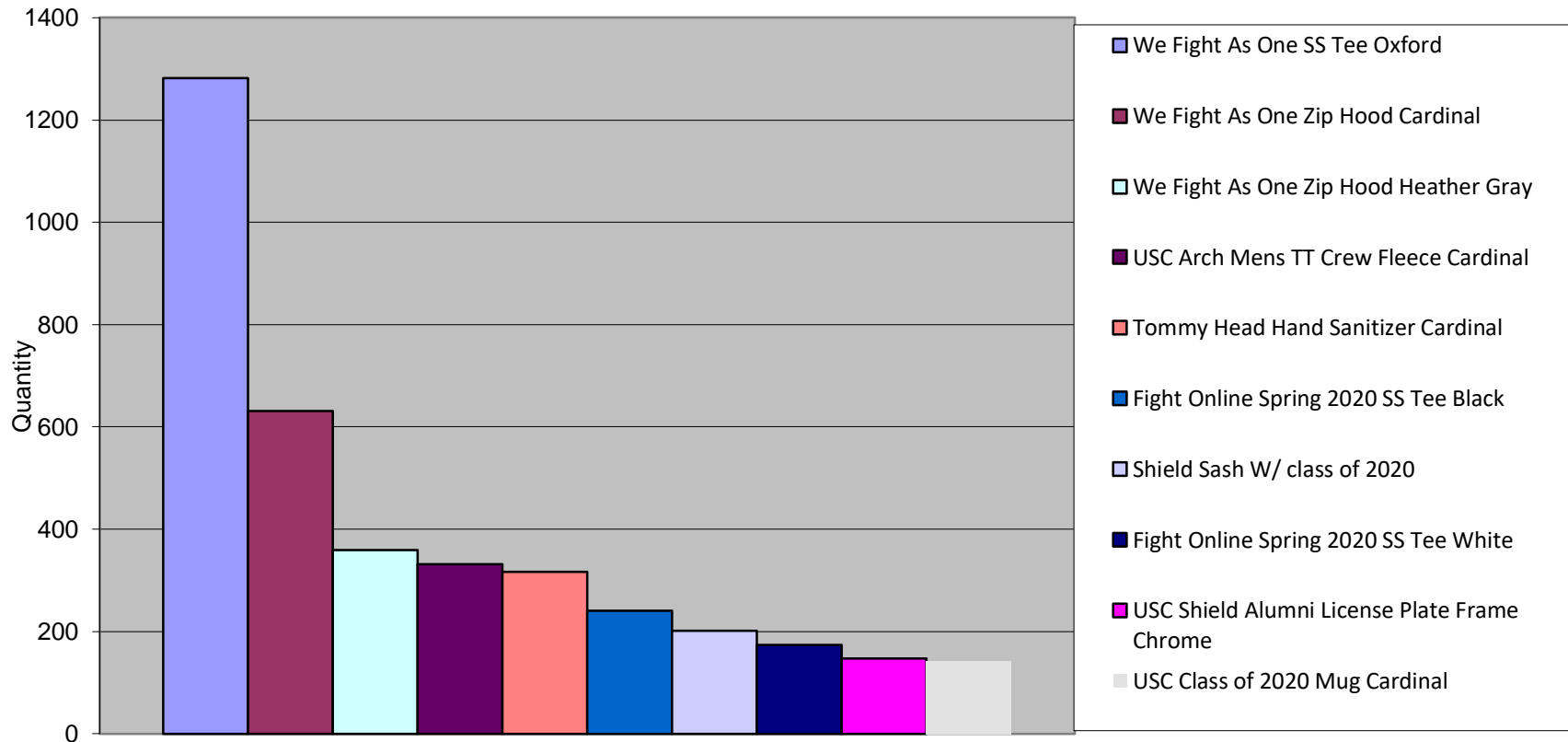
Bookstore Charts
10 Most Viewed Pages - April 2020





Website Reports April 2020

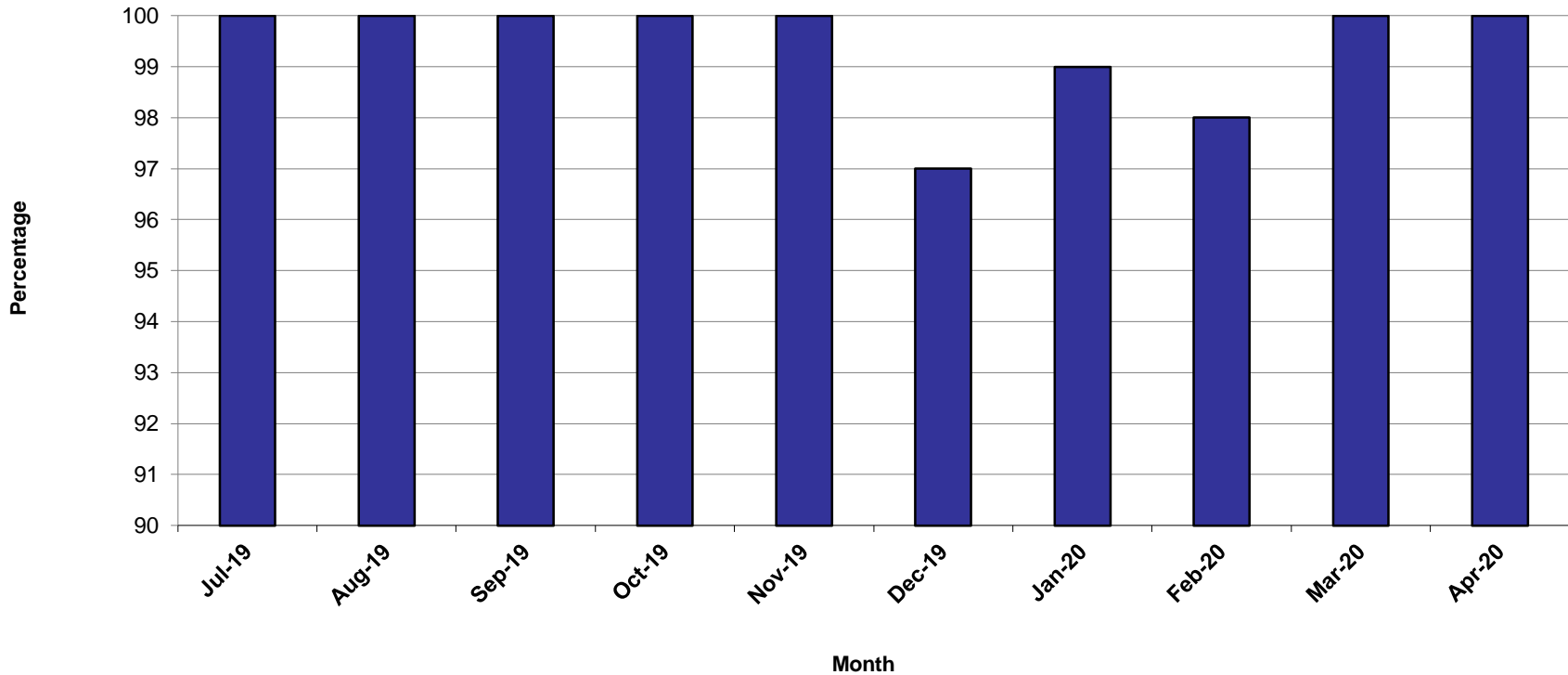
Bookstore Charts
10 Most Purchased Products April 2020





Customer Satisfaction Report April 2020

Customer Satisfaction





Thank You !!