



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For April 2018

TO CREATE
THE BEST USC
EXPERIENCE.

BEST PEOPLE.
BEST PRODUCT.
BEST SERVICE.

USC BOOKSTORES. USC HOSPITALITY.
USC HOUSING. USC TRANSPORTATION.
USC RADISSON. USC COLISEUM.

USC Auxiliary Services



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AGENDA

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

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USCAUXILIARYSERVICESIT

Service Desk Reports

April 2018

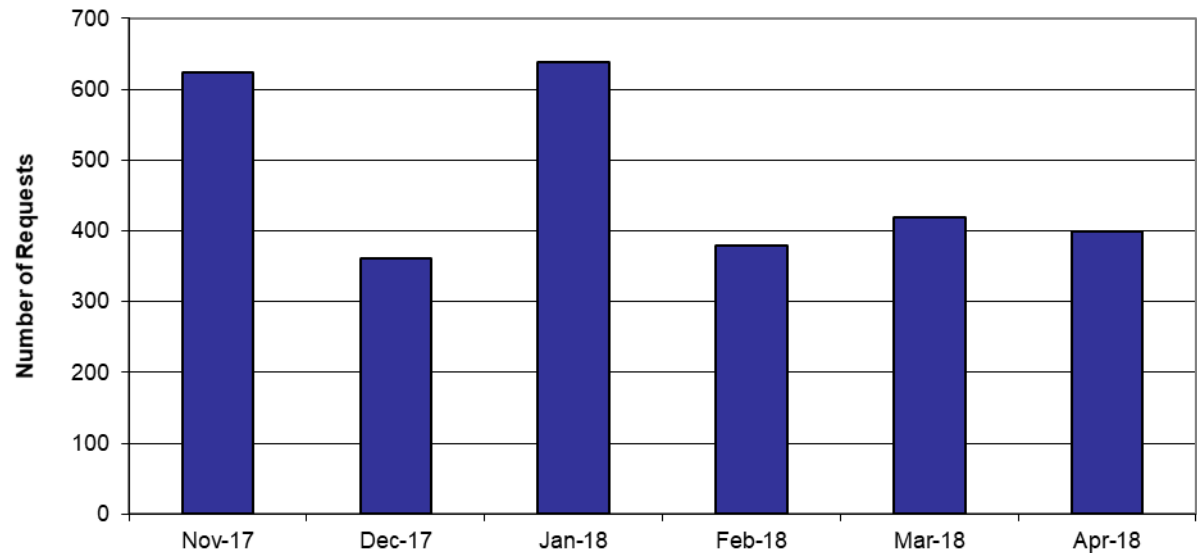
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Total New Requests



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Service Desk Reports

April 2018

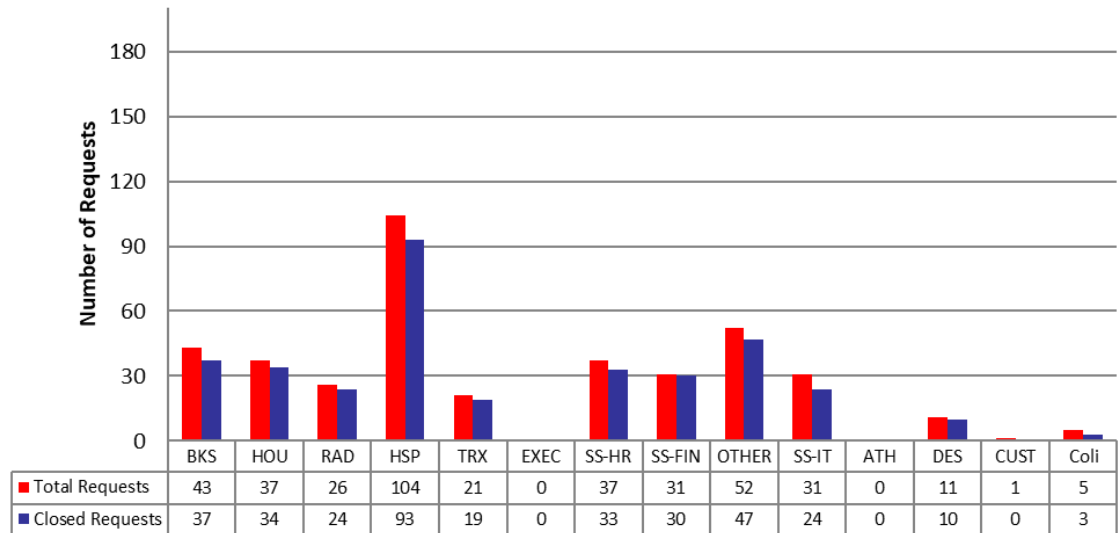
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Total New Vs Closed Requests



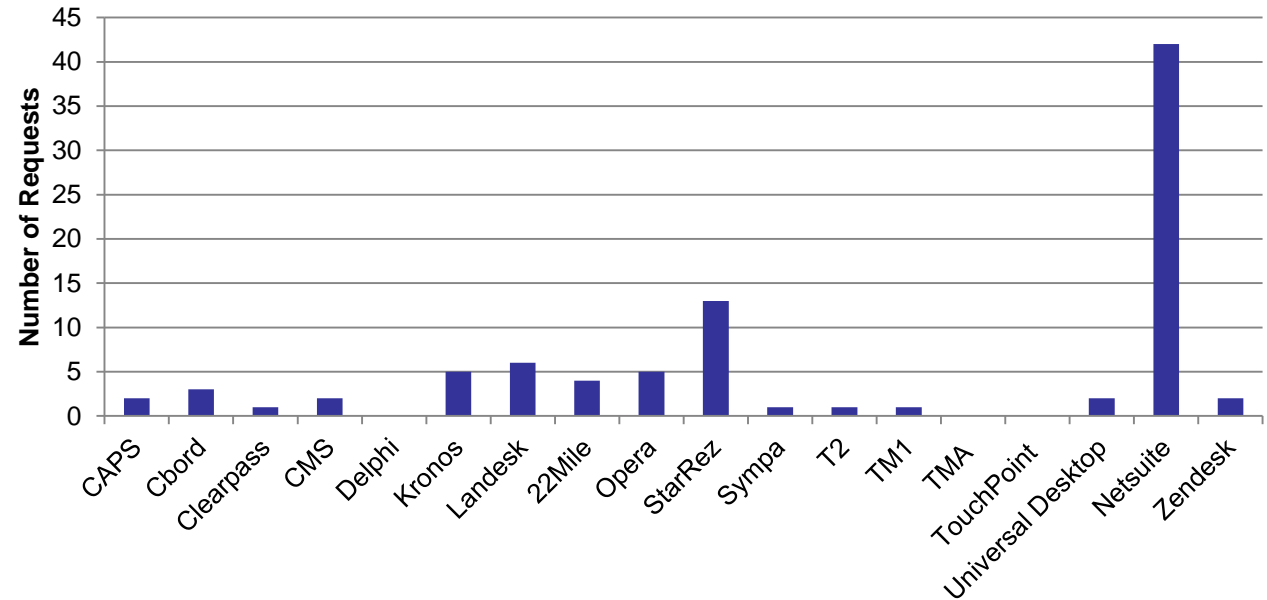


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Service Desk Reports

April 2018

Requests By BU Systems Updated



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Service Desk Reports

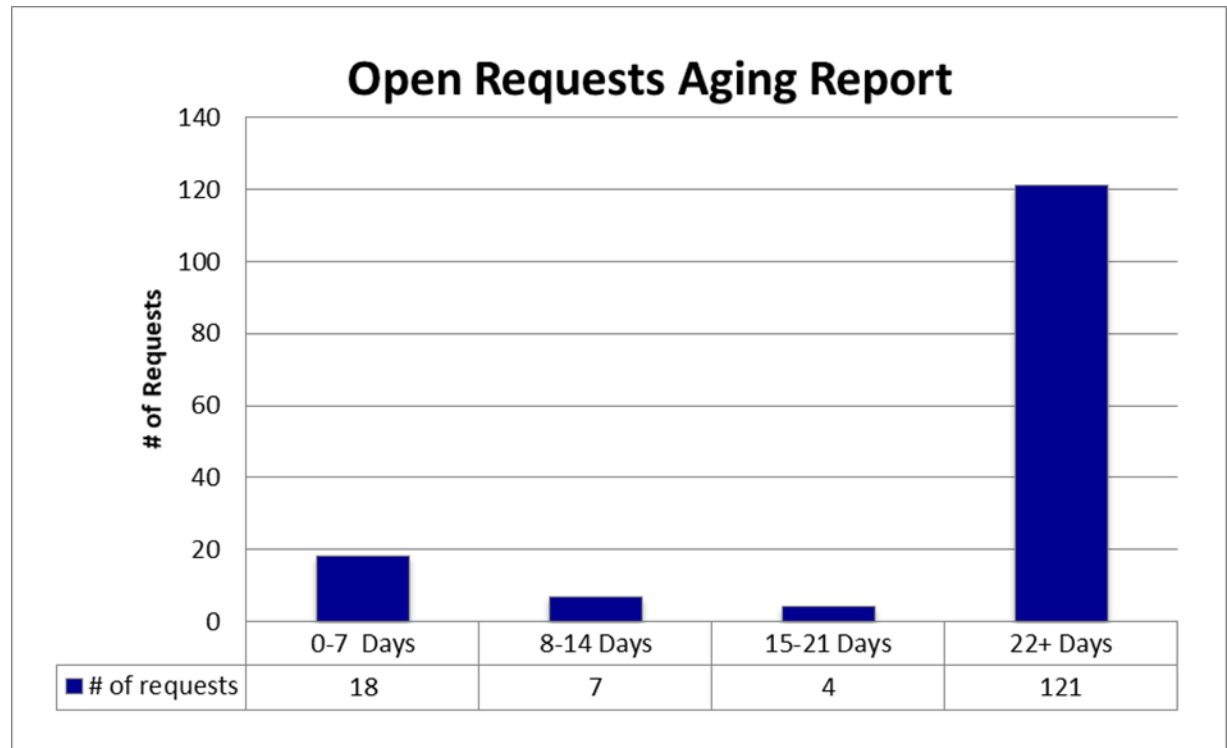
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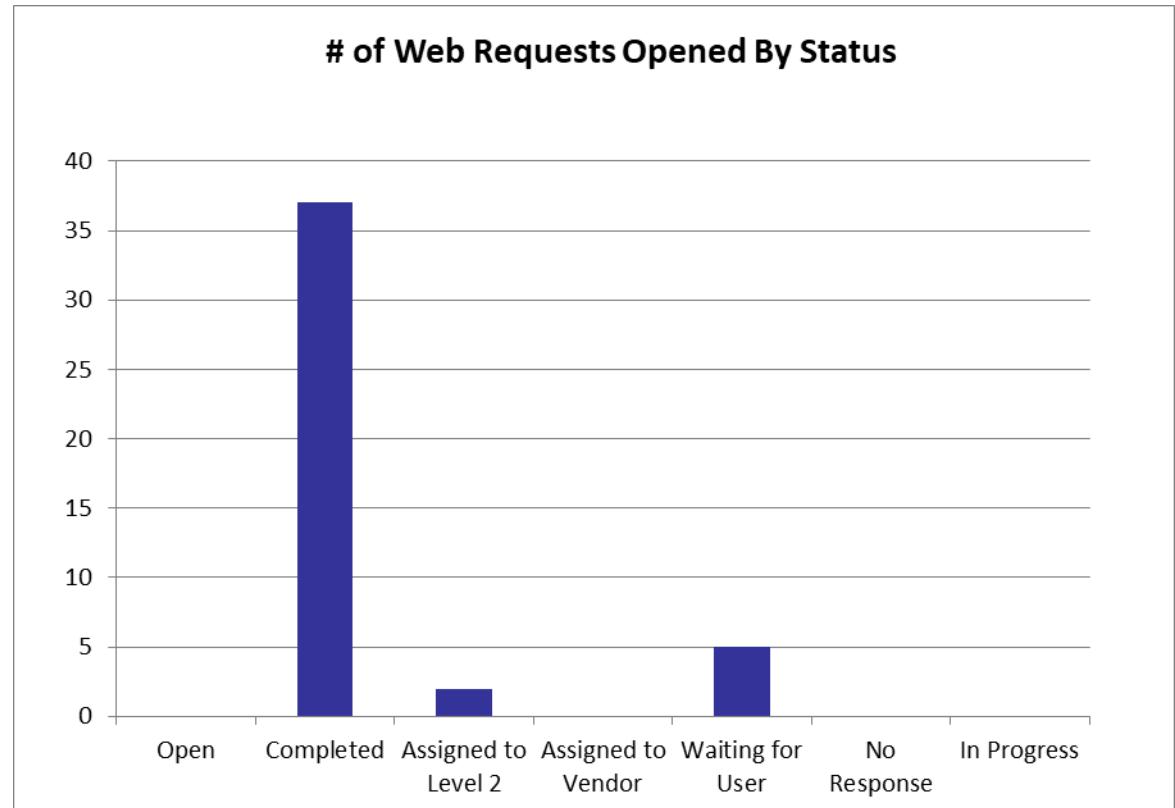
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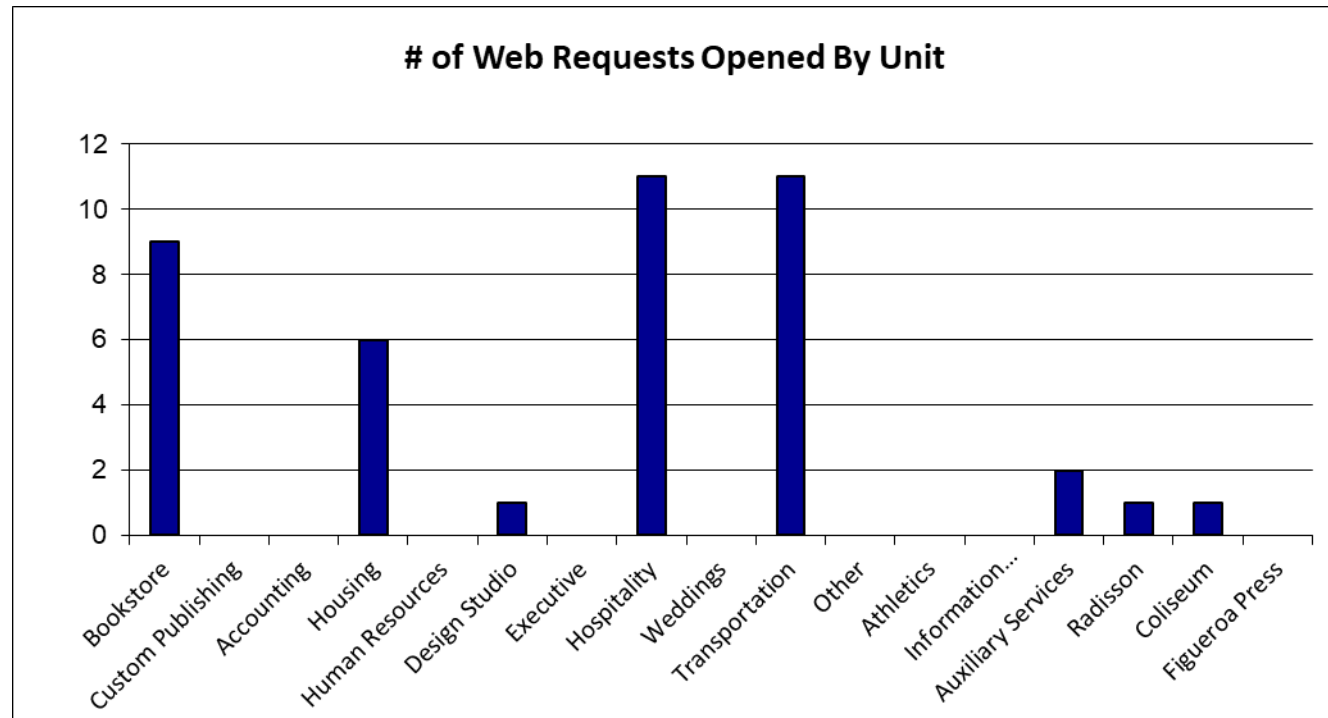
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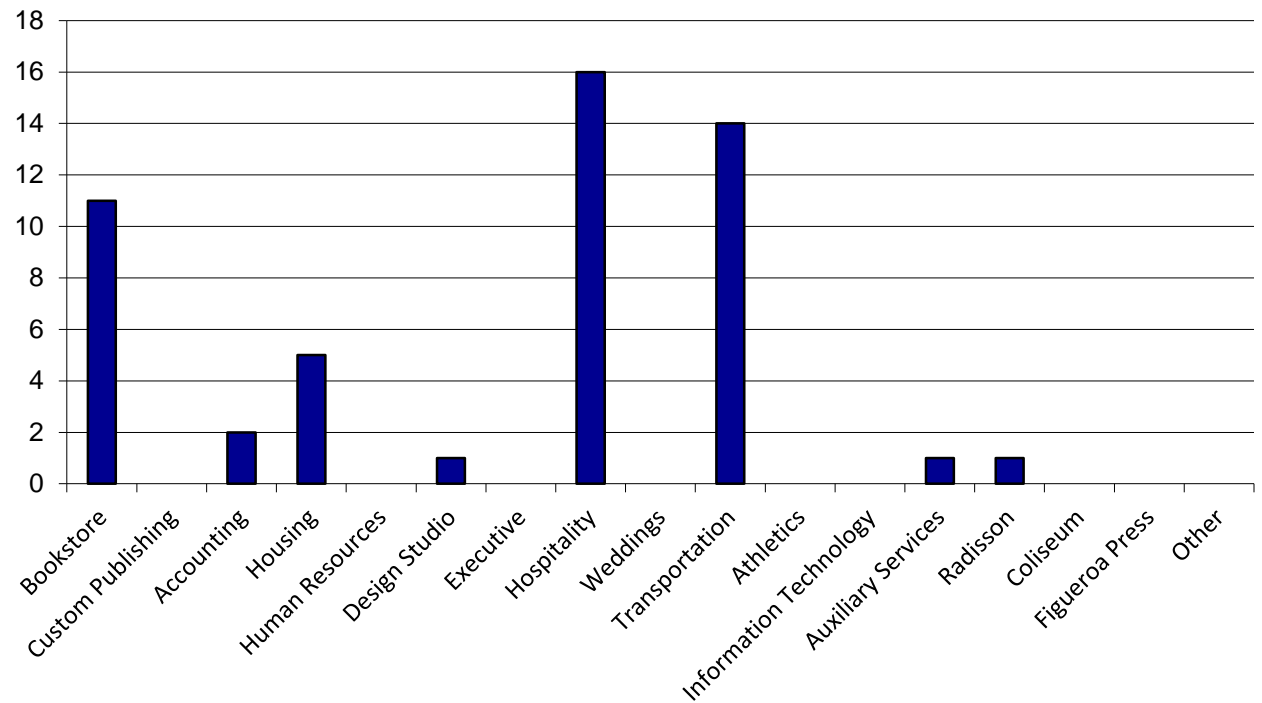
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of Web Requests Closed By Unit





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Website Reports

April 2018

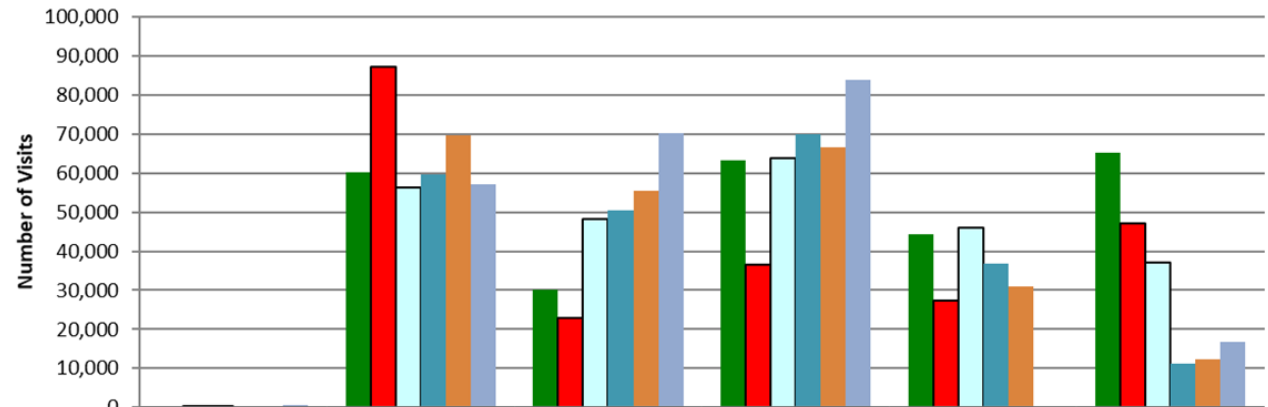
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Web Visits Per Month - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	Coliseum
■ Nov-17	435	60,313	30,023	63,126	44,468	65,272
■ Dec-17	281	87,281	22,989	36,672	27,344	47,168
□ Jan-18	443	56,191	48,094	63,945	45,942	37,189
■ Feb-18	370	59,735	50,401	70,055	36,810	11,257
■ Mar-18	431	69,673	55,437	66,539	31,063	12,221
■ Apr-18	555	57,107	70,171	83,824	145	16,834



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Website Reports

April 2018

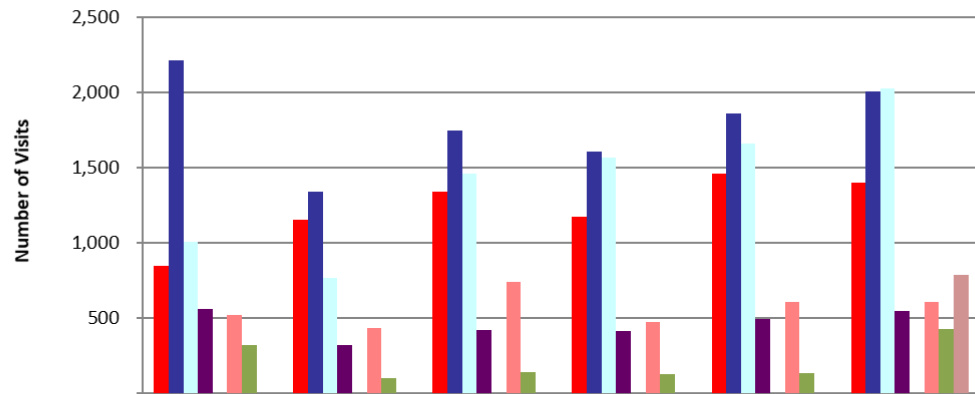
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Web Visits Per Month - HSP Micro Sites



	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18
McKays	849	1,153	1,343	1,174	1,462	1,401
The Lab	2,213	1,340	1,745	1,609	1,858	2,006
Moreton Fig	1,007	768	1,463	1,565	1,661	2,023
Rosso Oro's Pizzeria	563	321	419	415	492	547
Seeds Marketplace	-	-	-	-	-	-
Traditions	523	434	743	474	607	609
The Edmondson	320	104	142	130	135	430
University Club						791

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Website Reports

April 2018

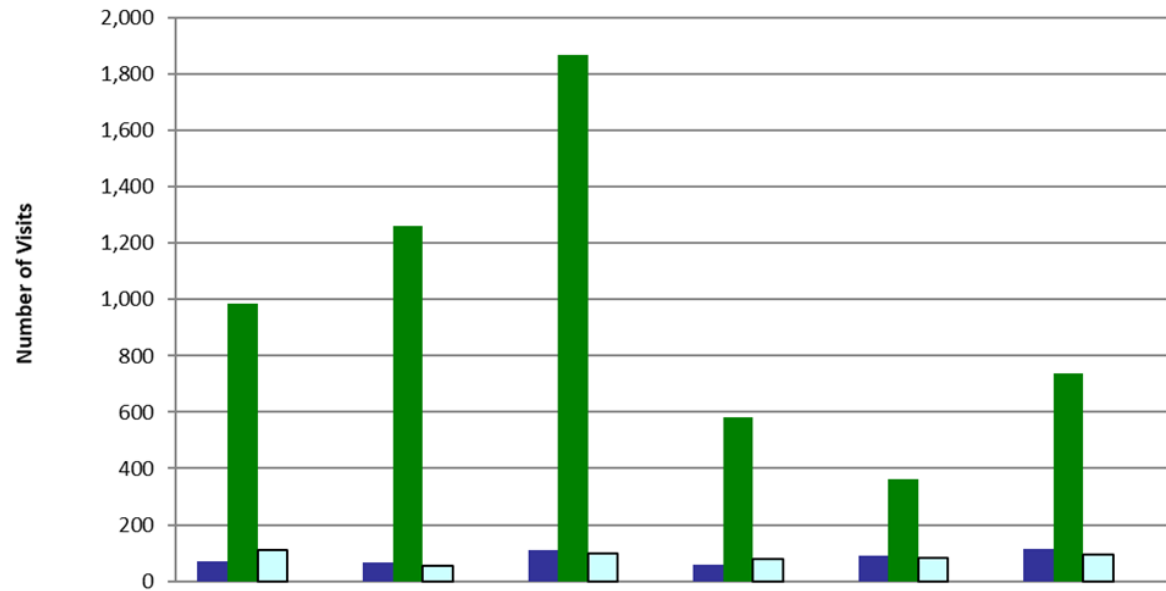
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Web Visits Per Month - Other Sites



	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18
■ Figueroa Press	72	65	109	58	90	113
■ Custom-publishing	986	1,259	1,867	581	362	736
■ USC Radisson Event	110	54	99	80	83	96
■ Weddings at USC	0	0	0	0	0	0



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Website Reports

April 2018

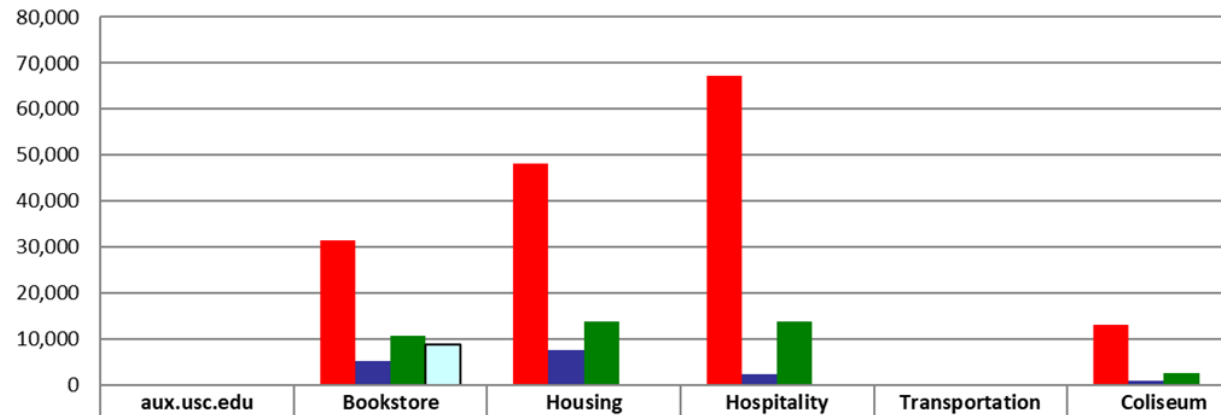
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April 2018 Traffic Sources - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	Coliseum
Search Engine	247	31,530	48,265	67,304	94	13,194
Referring Sites	96	5,341	7,618	2,493	0	921
Direct Traffic	208	10,844	13,762	13,873	51	2,558
Campaigns	0	8,736	0	0	0	0

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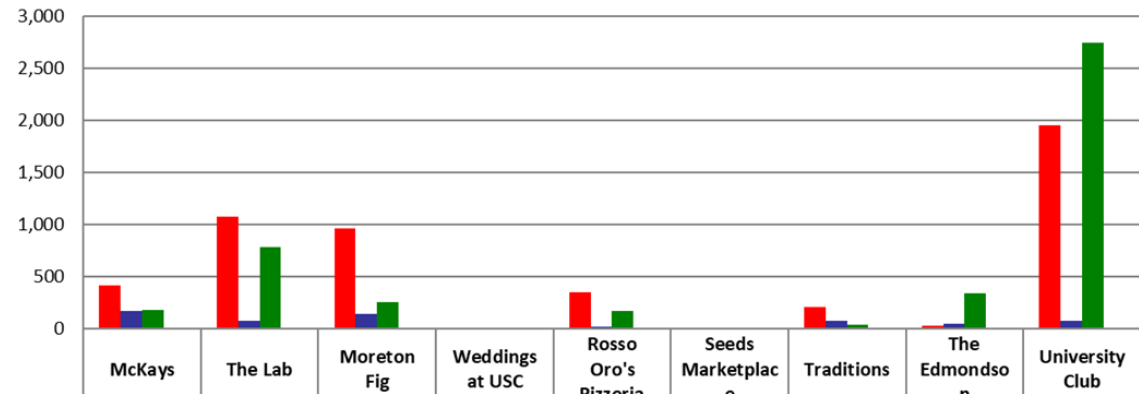
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April 2018 Traffic Sources - HSP Micro Sites



■ Search Engine	418	1,078	966	0	353	0	209	30	1,953
■ Referring Sites	170	76	141	0	18	0	74	51	77
■ Direct Traffic	182	785	259	0	170	0	40	342	2,743
□ Campaigns	0	0	0	0	0	0	0	0	0

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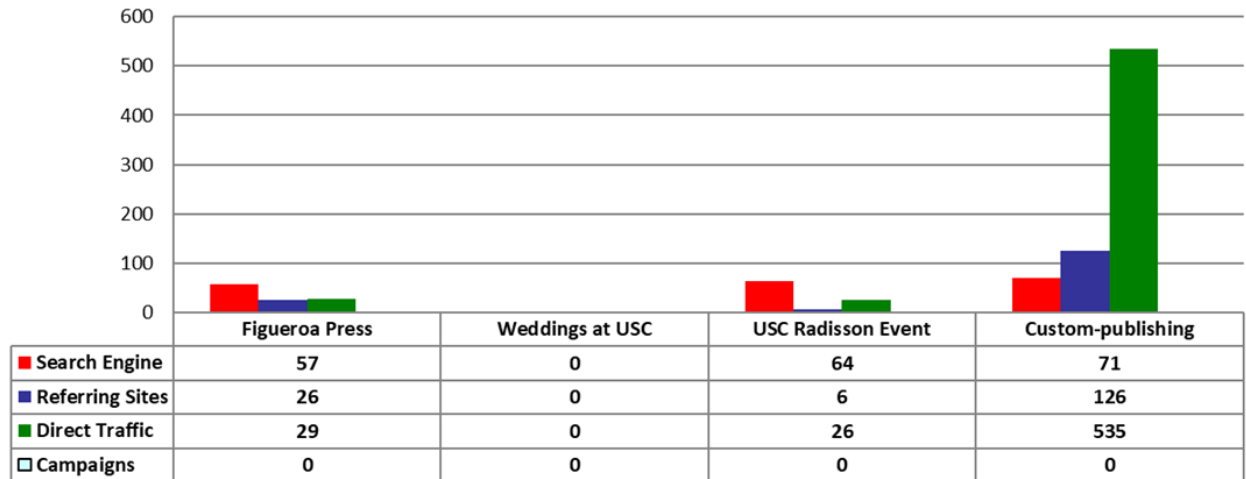
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April 2018 Traffic Sources - Other Sites





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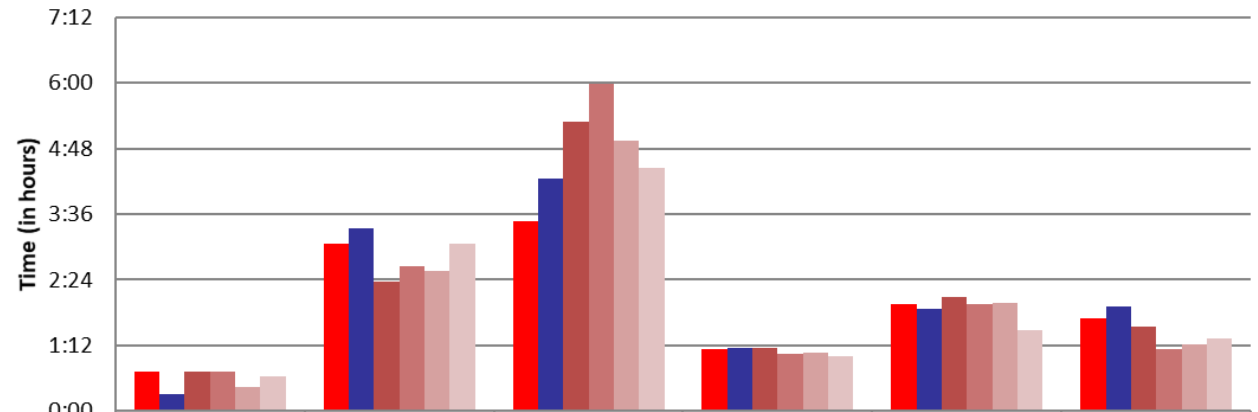
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Average Time Spent on Website - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	Coliseum
Nov-17	0:43	3:03	3:28	1:08	1:57	1:42
Dec-17	0:19	3:21	4:15	1:09	1:52	1:54
Jan-18	0:43	2:22	5:17	1:09	2:05	1:33
Feb-18	0:43	2:39	5:59	1:02	1:57	1:08
Mar-18	0:26	2:34	4:57	1:04	1:59	1:13
Apr-18	0:38	3:03	4:27	1:00	1:28	1:19



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Website Reports

April 2018

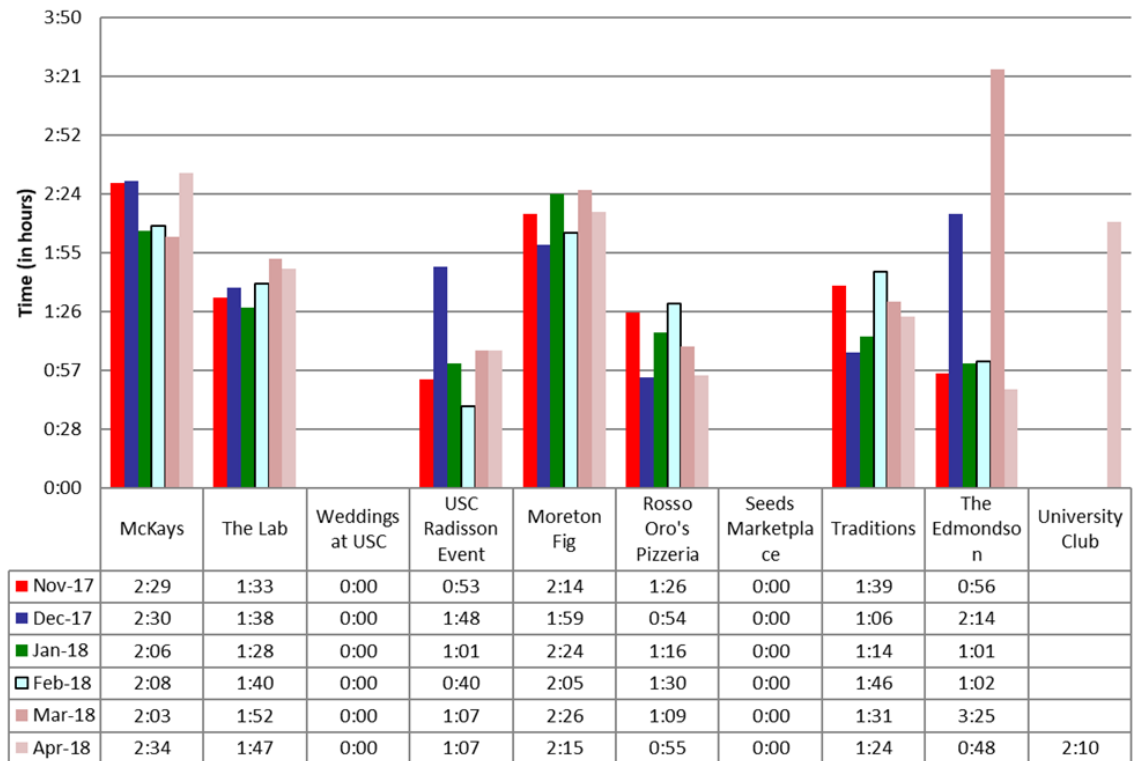
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Average Time Spent on Website - HSP Micro Sites





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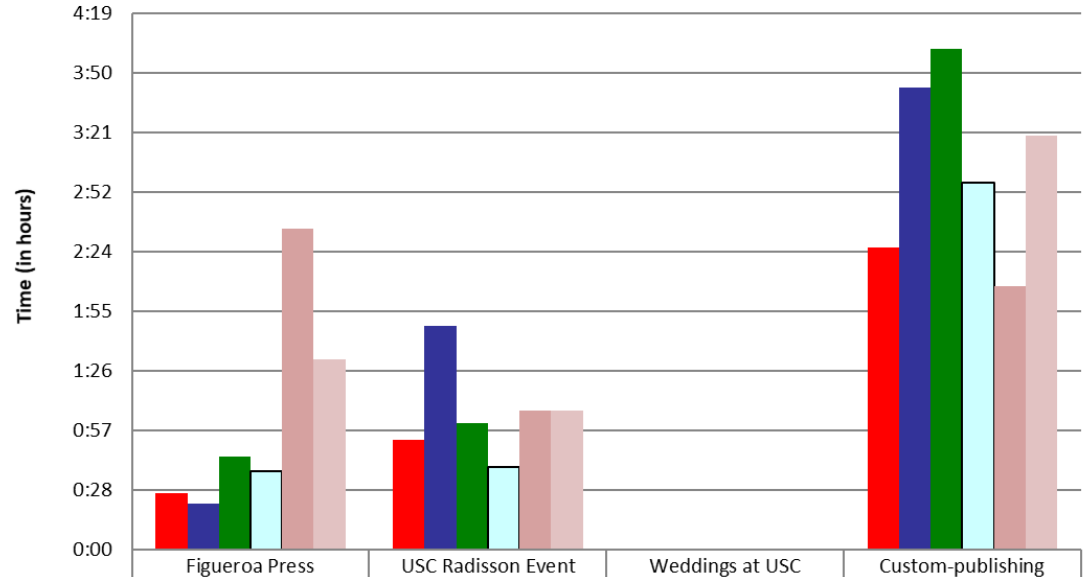
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Average Time Spent on Website - Other Sites



■ Nov-17	0:27	0:53	0:00	2:26
■ Dec-17	0:22	1:48	0:00	3:43
■ Jan-18	0:45	1:01	0:00	4:02
□ Feb-18	0:38	0:40	0:00	2:57
■ Mar-18	2:35	1:07	0:00	2:07
■ Apr-18	1:32	1:07	0:00	3:20



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Website Reports

April 2018

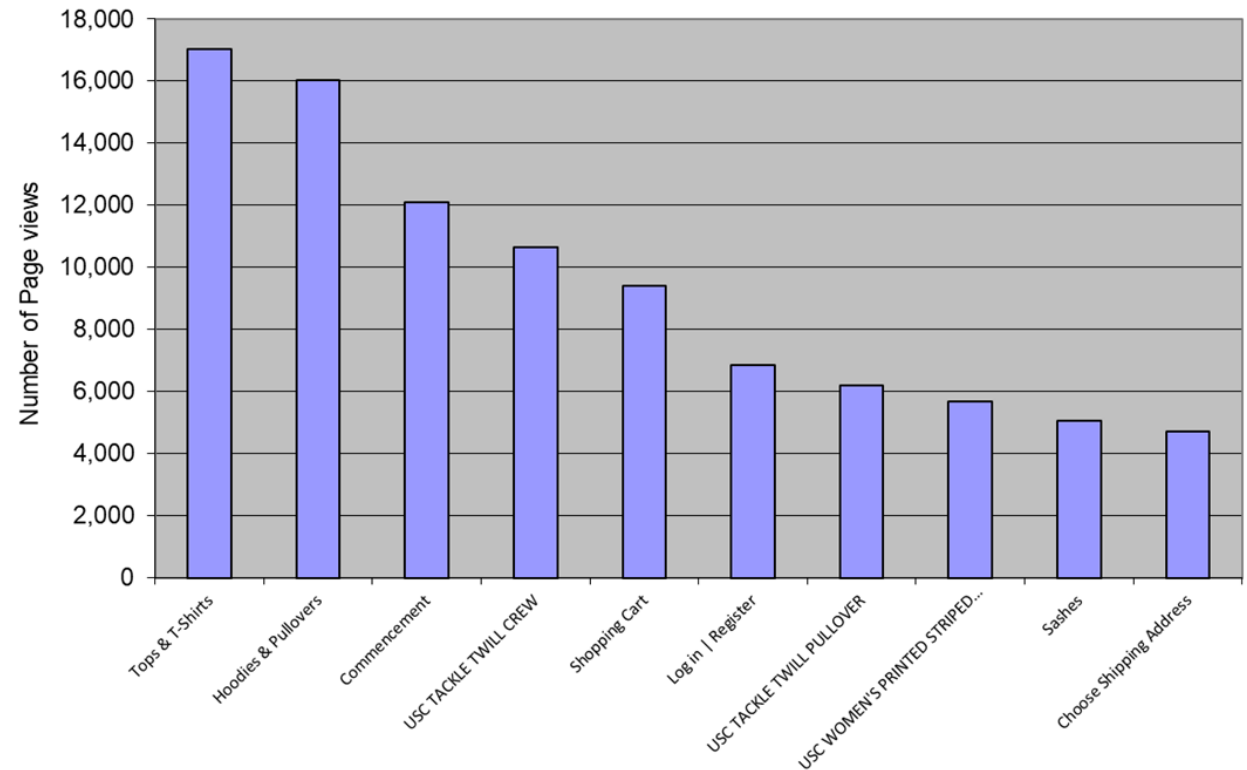
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Bookstore Charts
10 Most Viewed Pages -April 2018





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Website Reports

April 2018

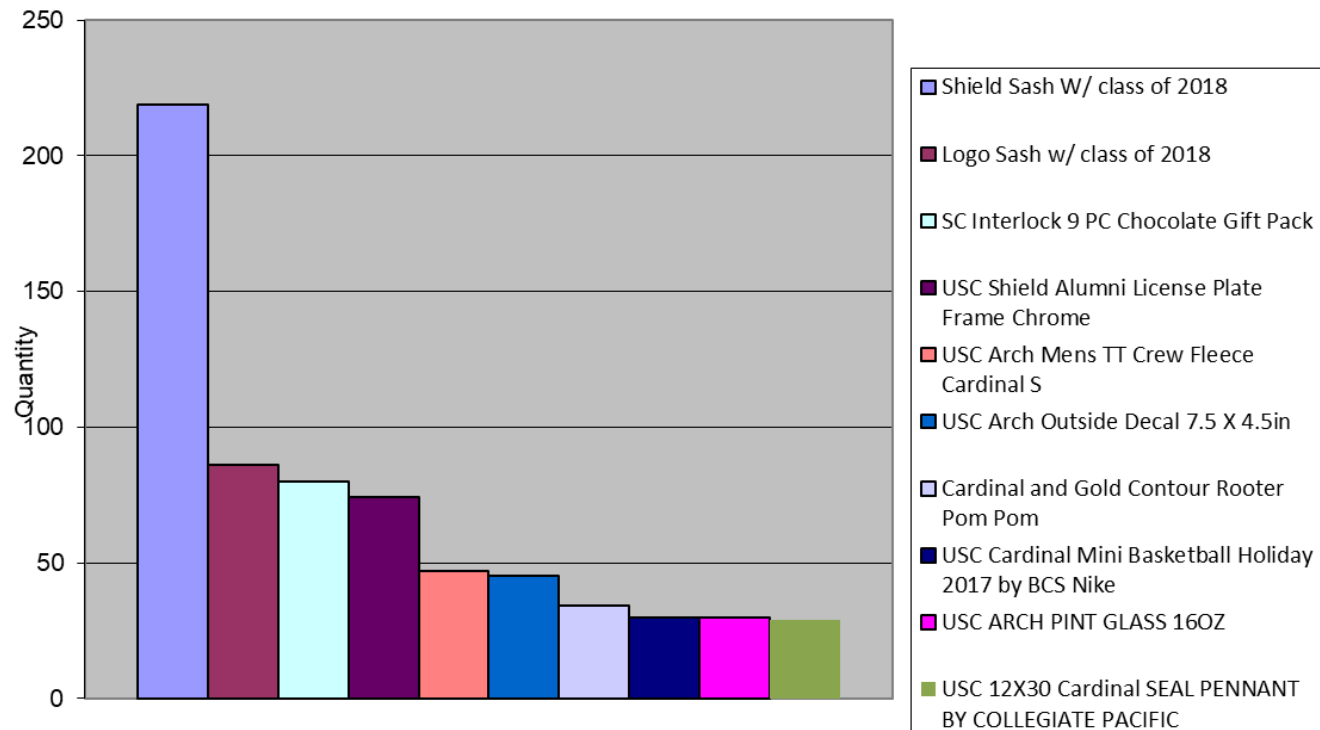
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Bookstore Charts
10 Most Purchased Products April 2018





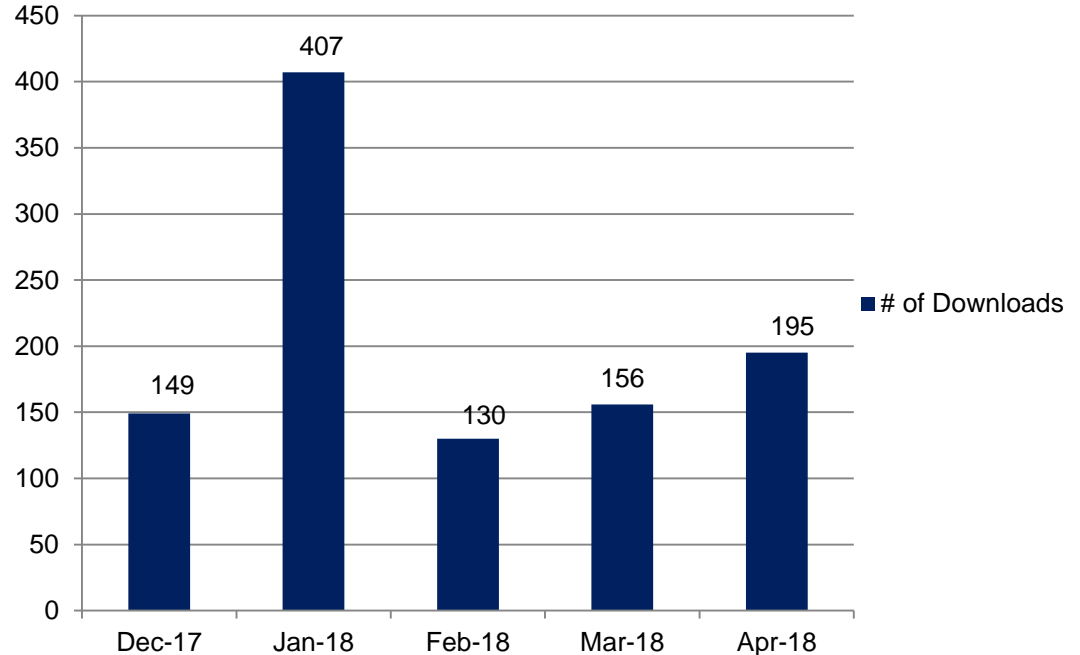
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Website Reports

April 2018

tsp

of Downloads
TSP Mobile App Stats



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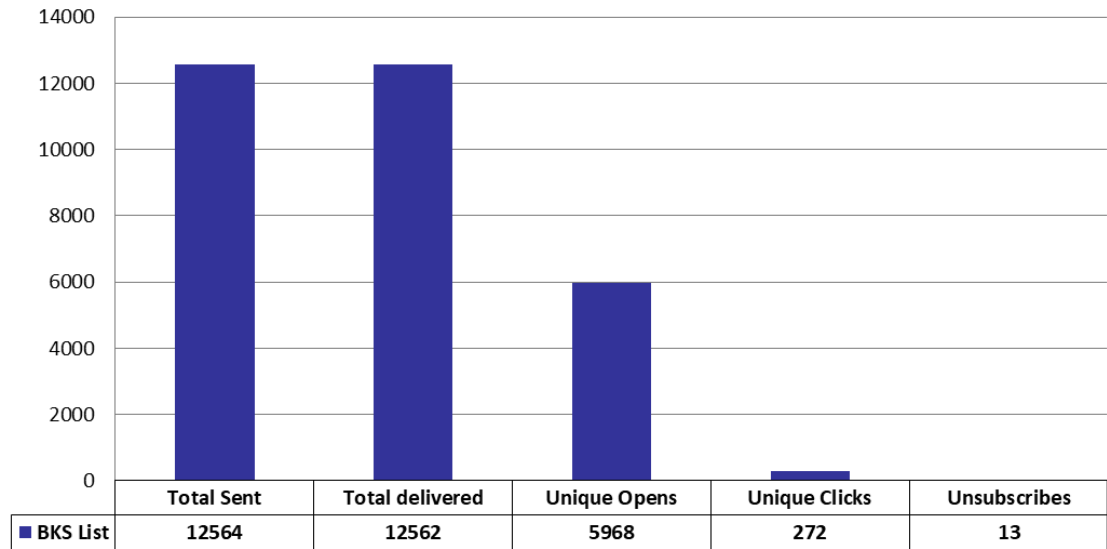
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Grab your Cap and Gown, Grads! 🎓 - 04/28/2018





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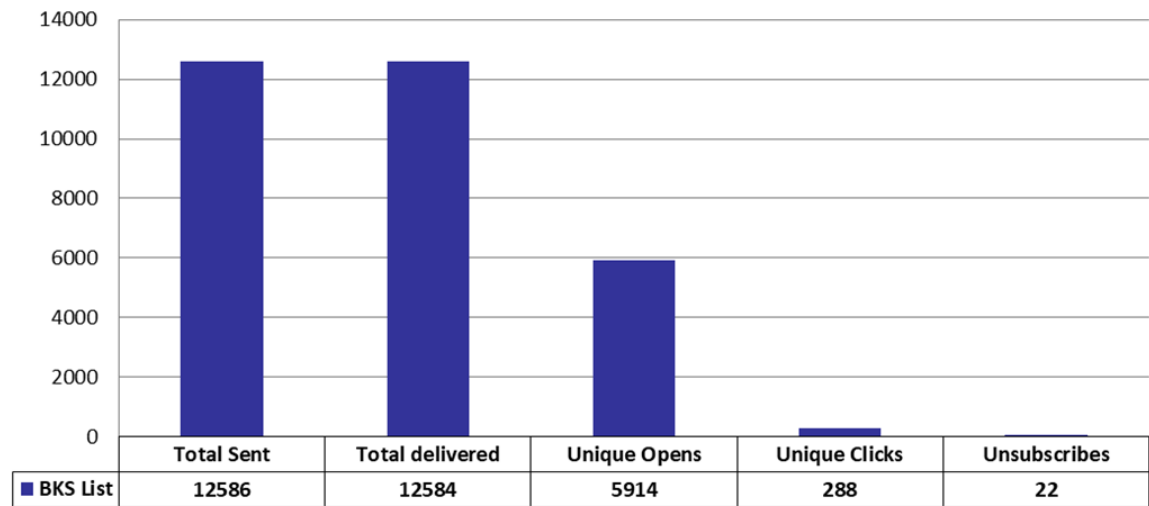
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USC Sale of the Semester! In-store only, additional Early Bird Savings! - 04/25/2018





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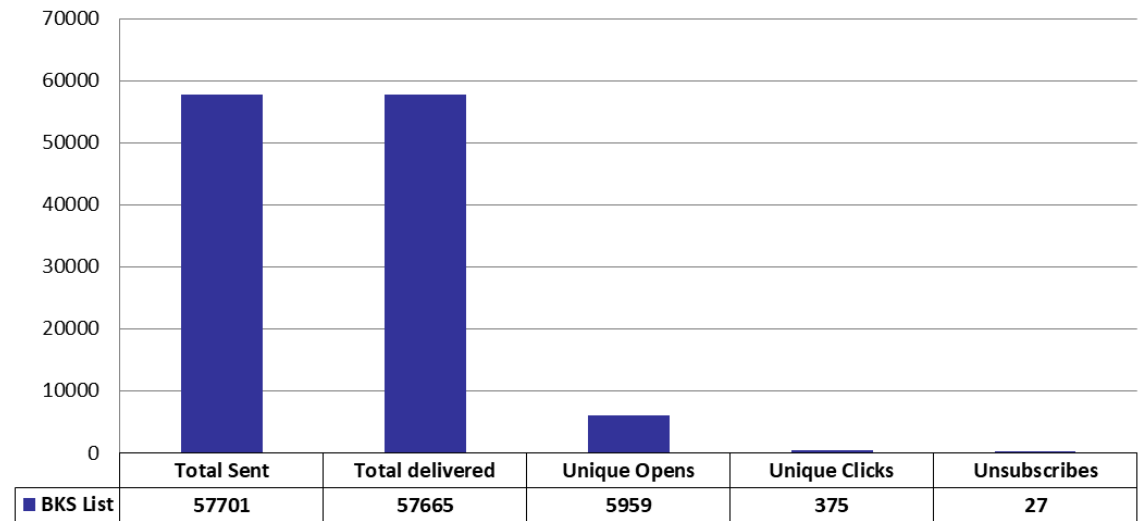
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🎁 Perfect USC Gifts for Moms, Dads & Grads 🎁 - 04/23/2018





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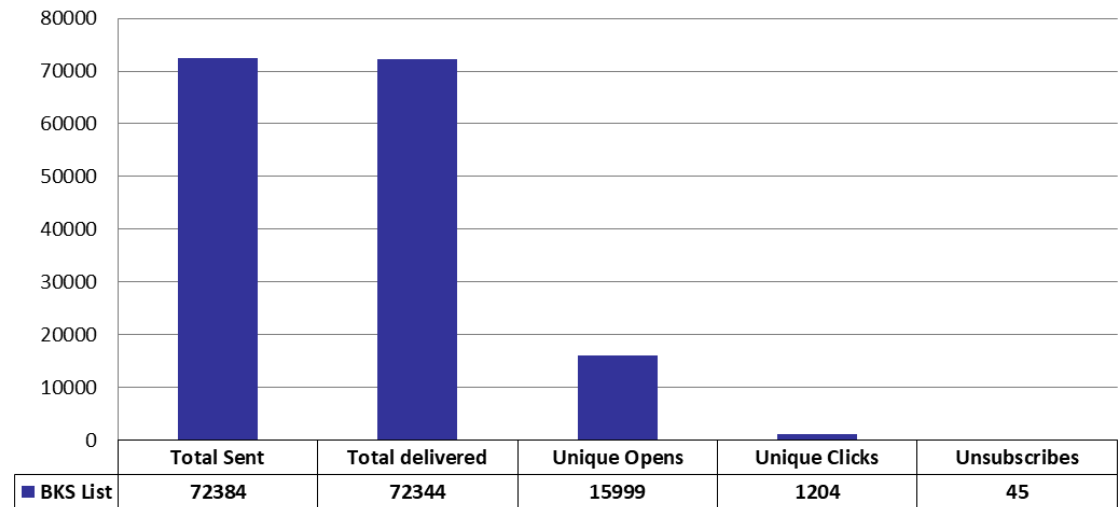
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🎁 Perfect USC Gifts for Moms, Dads & Grads 🎁 - 04/21/2018



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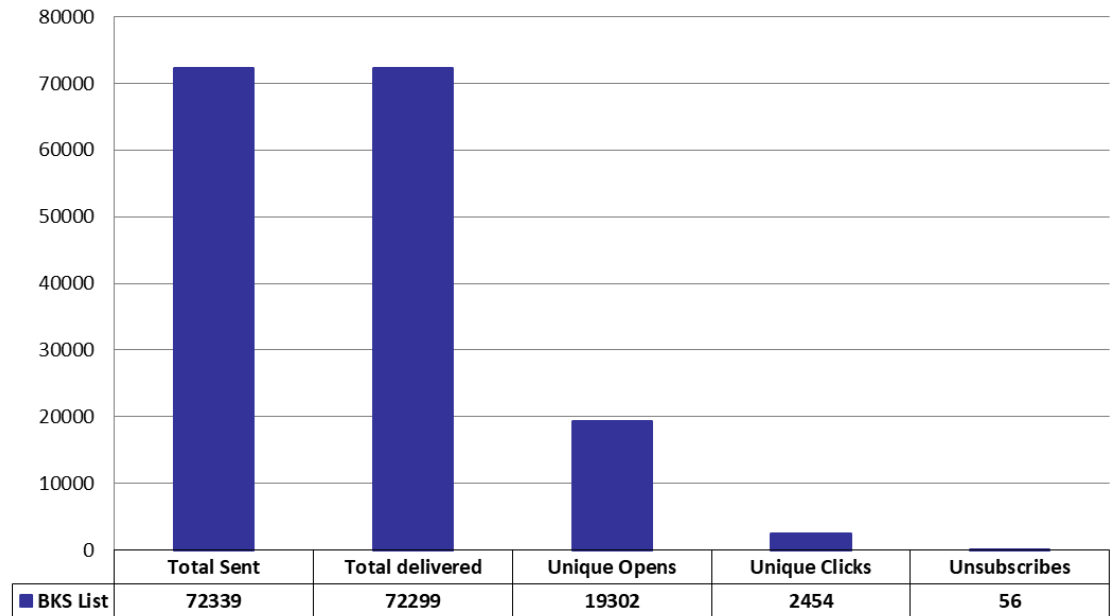
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Nike X USC - Spring in the City - 04/07/2018





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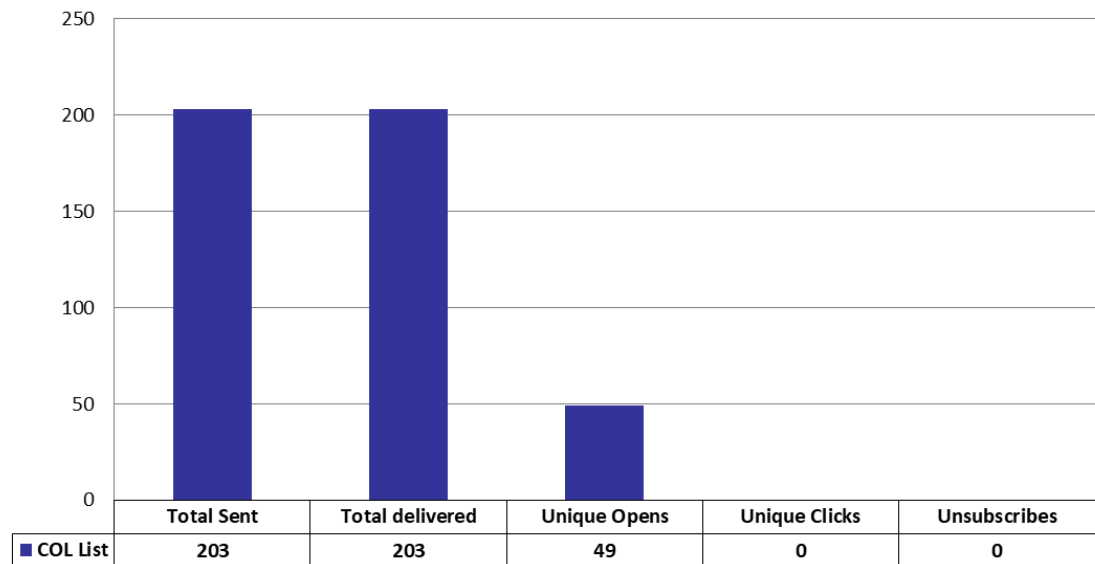
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On This Day in History at the Los Angeles Memorial Coliseum - 04/26/2018





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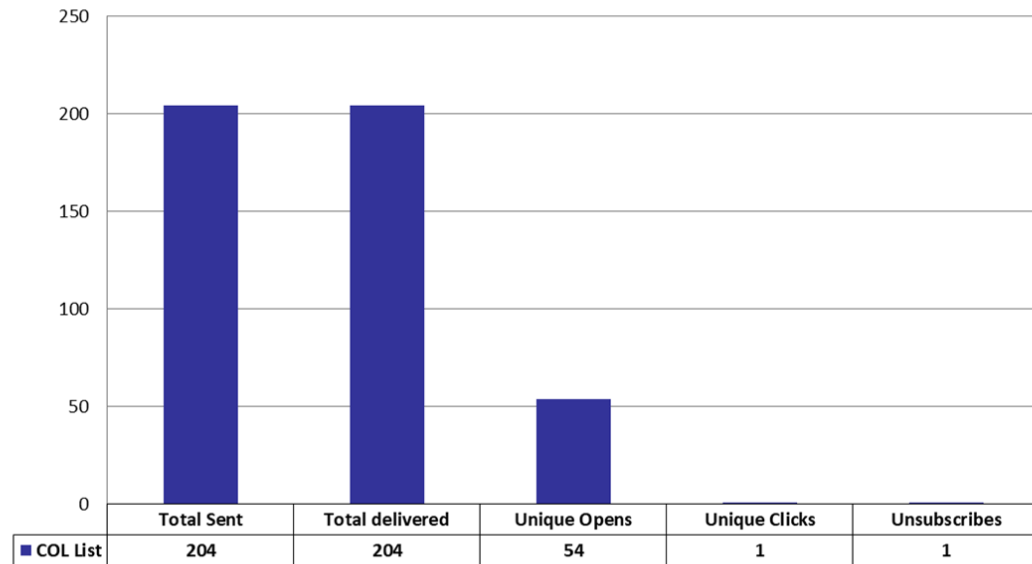
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On This Day in History at the Los Angeles Memorial Coliseum - 04/19/2018





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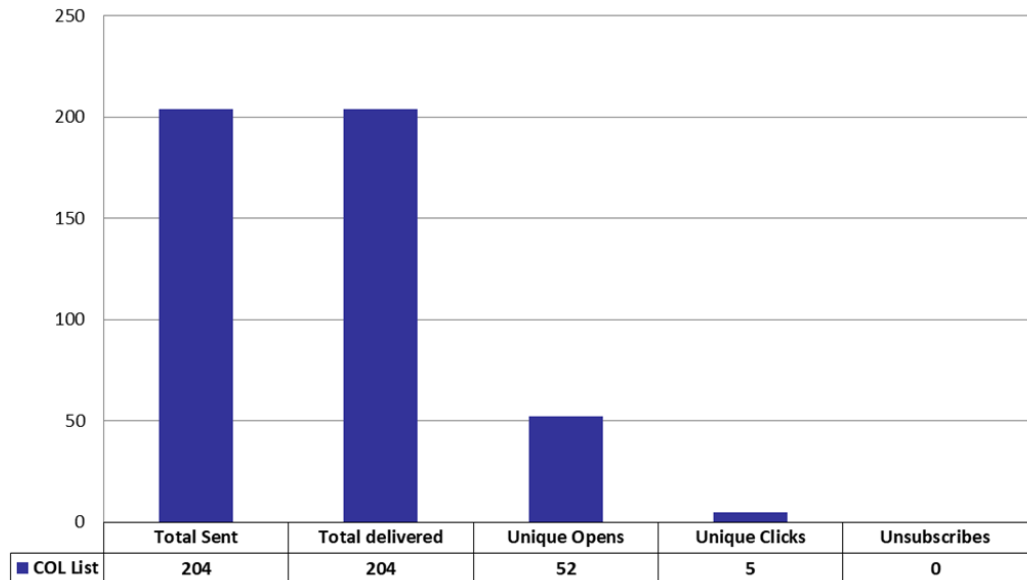
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On This Day in History at the Los Angeles Memorial Coliseum - 04/15/2018





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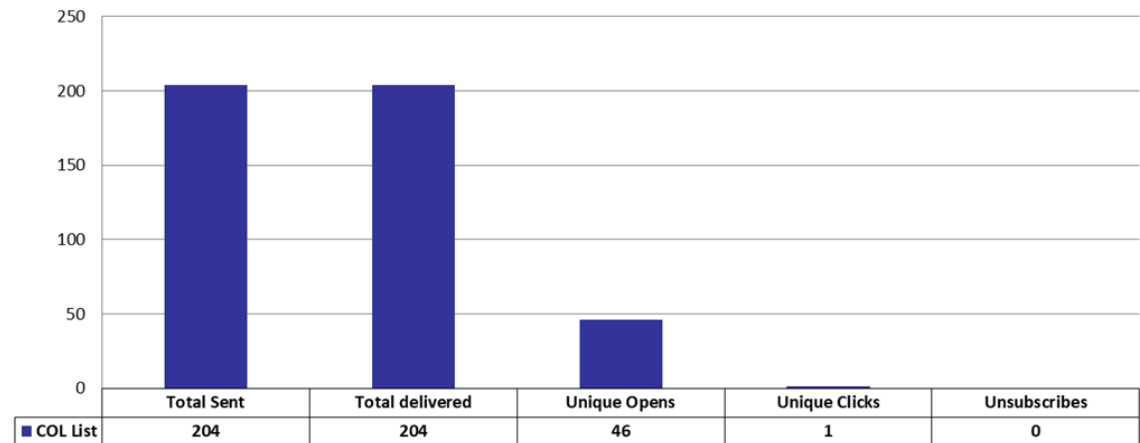
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On This Day in History at the Los Angeles Memorial Coliseum - 04/11/2018





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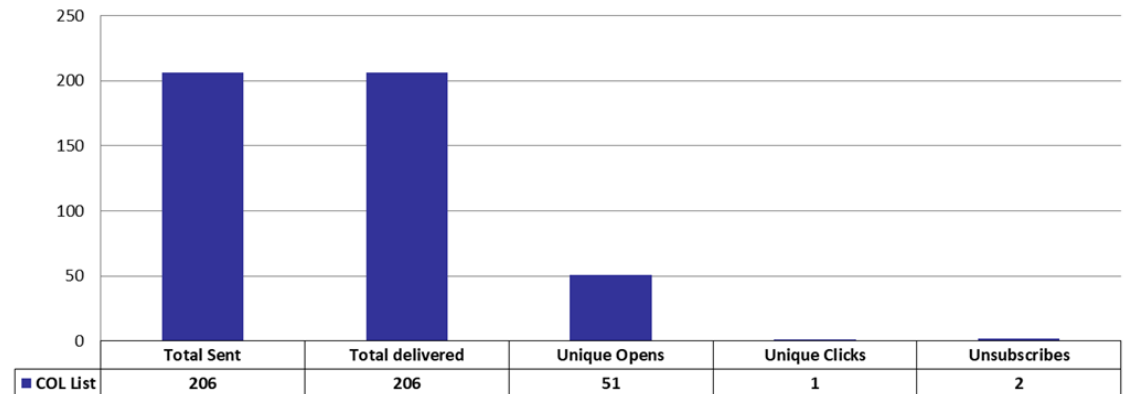
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On This Day in History at the Los Angeles Memorial Coliseum - 04/08/2018





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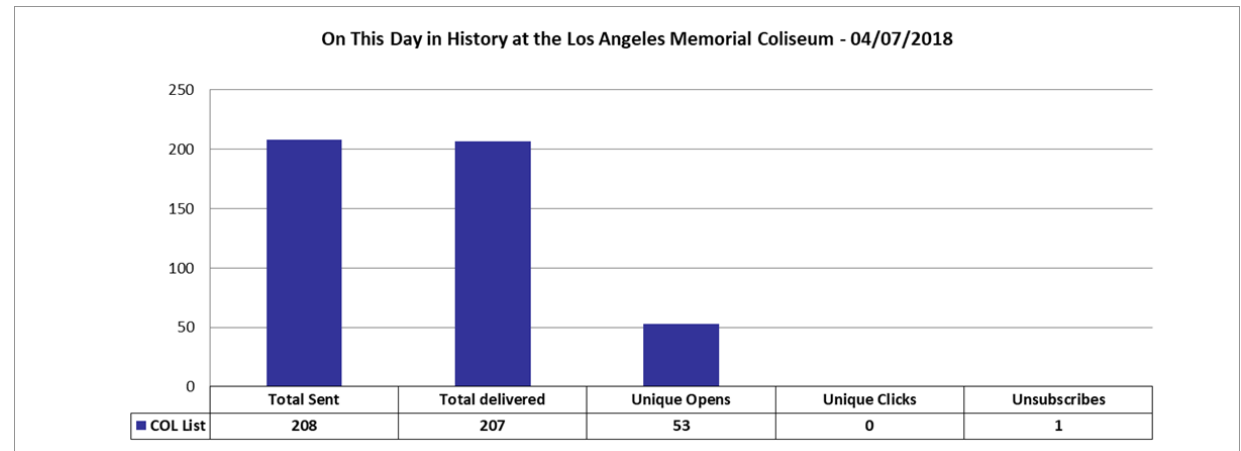
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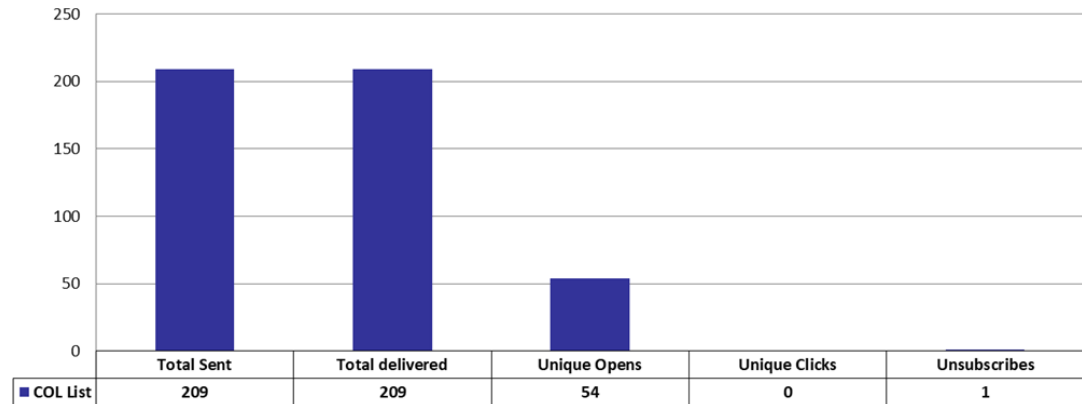
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On This Day in History at the Los Angeles Memorial Coliseum - 04/03/2018





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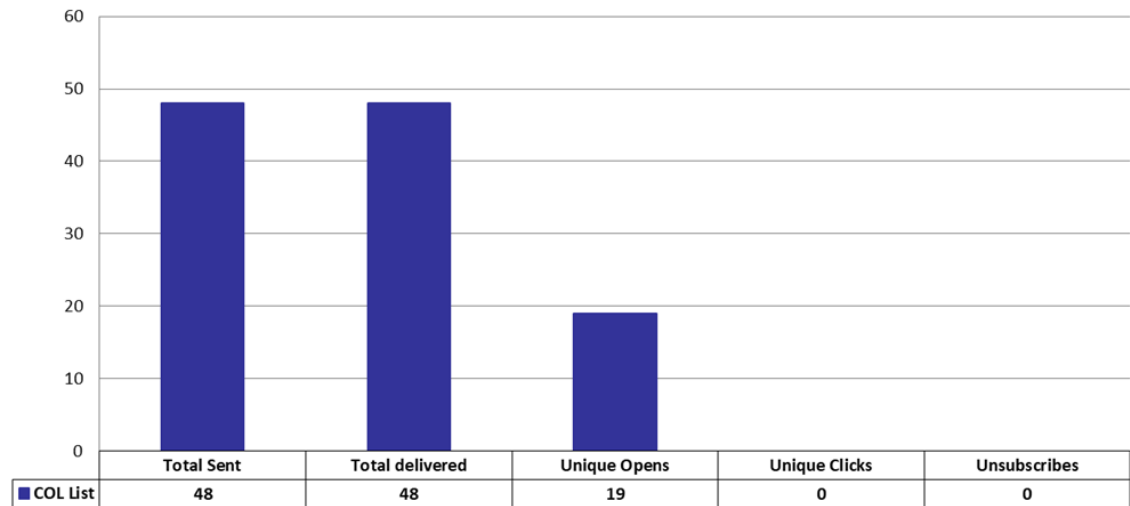
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On This Day in History at the Los Angeles Memorial Coliseum - 04/02/2018





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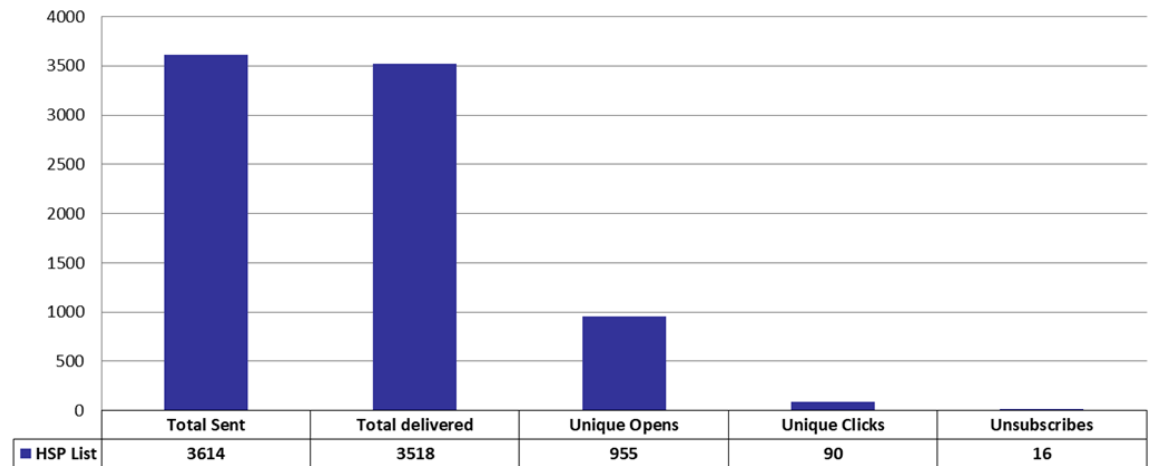
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This Week - April 30, 2018 - 04/30/2018





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April 2018

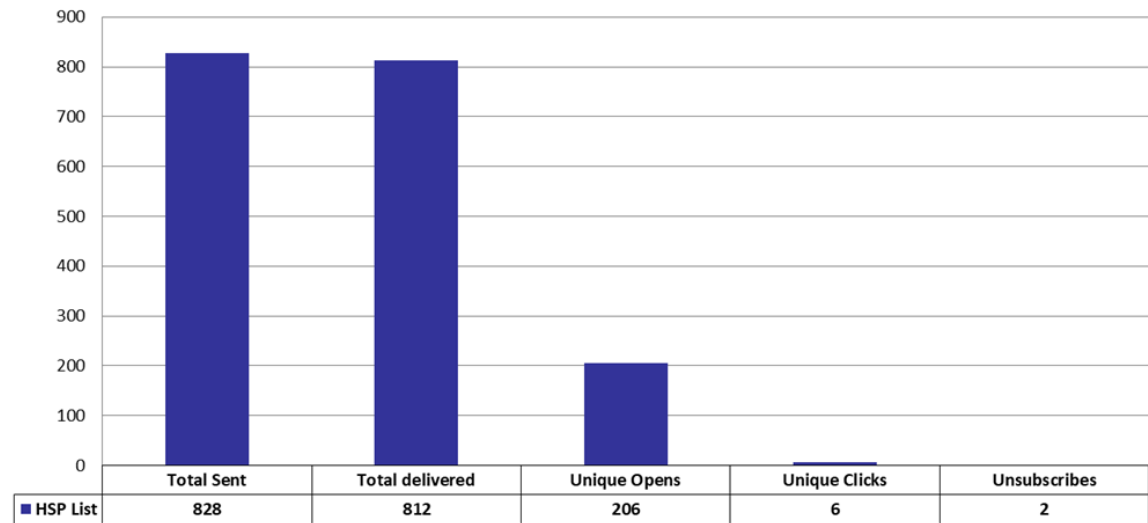
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This Week at HSC - Pastries from Brioche, this Wednesday! - 04/30/2018



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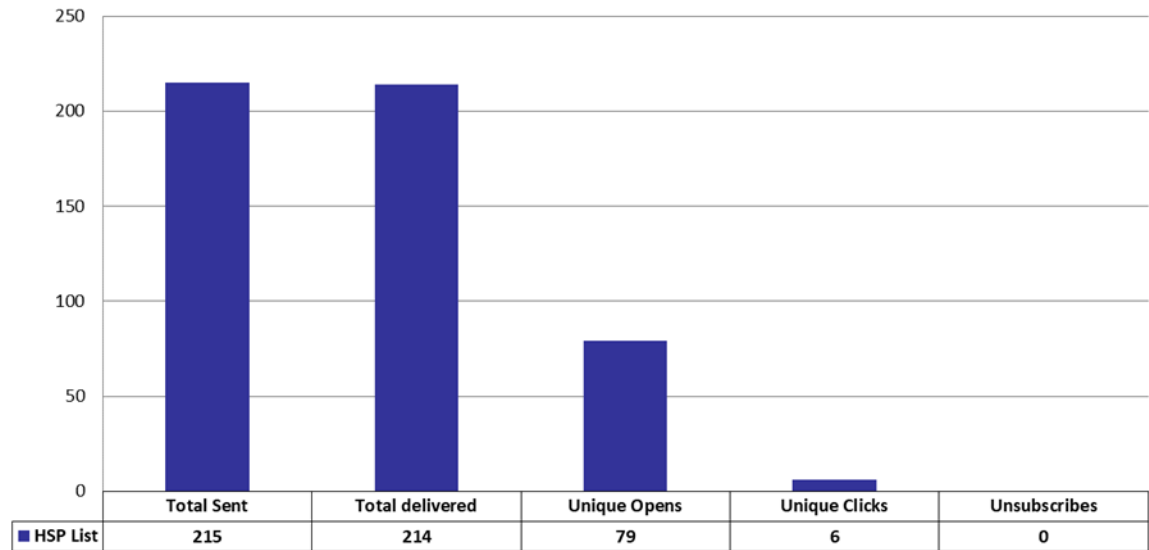
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URBNMRKT Daily Specials - 04/30/2018



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April 2018

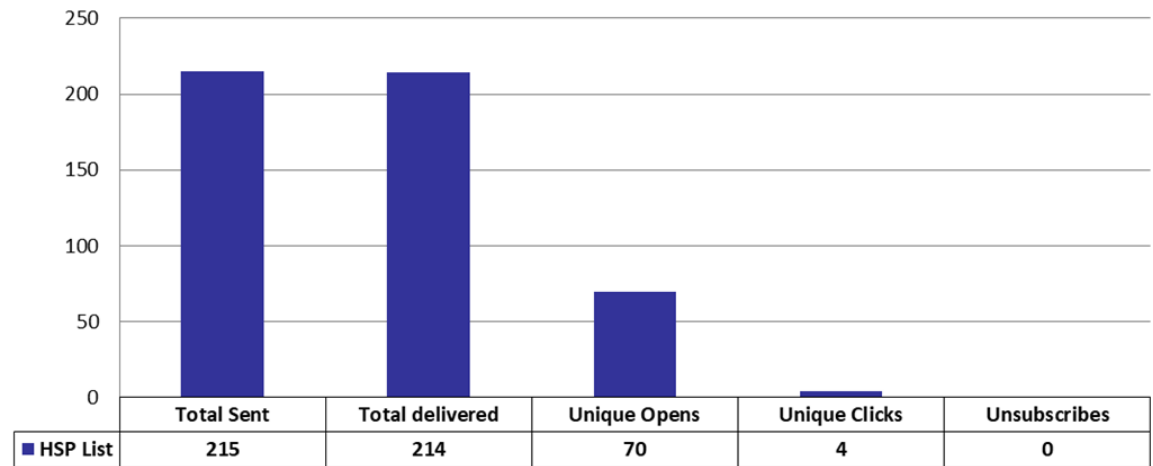
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USC Bookstore Pop Up Shop at CAL! Save 25% on Everything! - 04/26/2018





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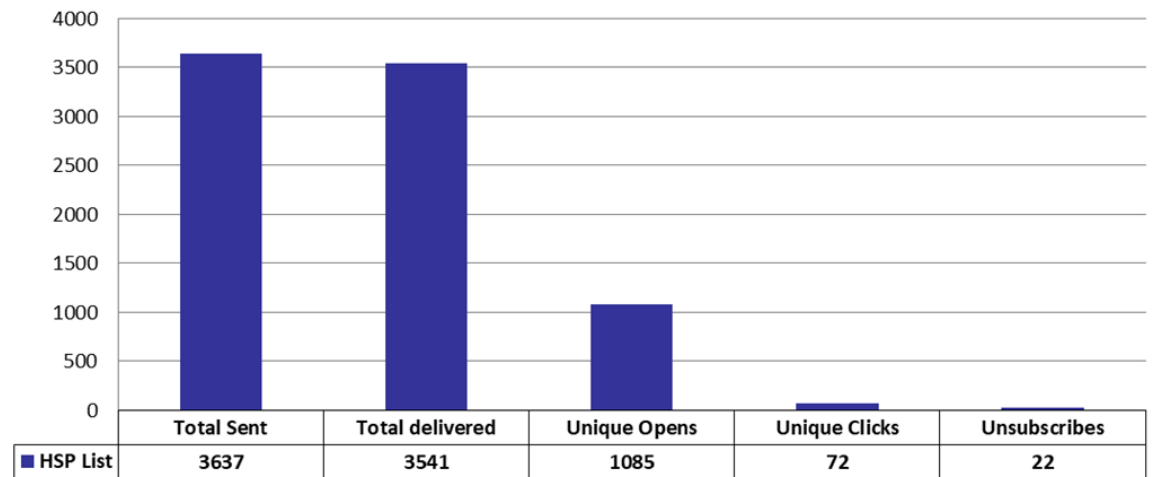
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This Week - April 23, 2018 - 04/23/2018





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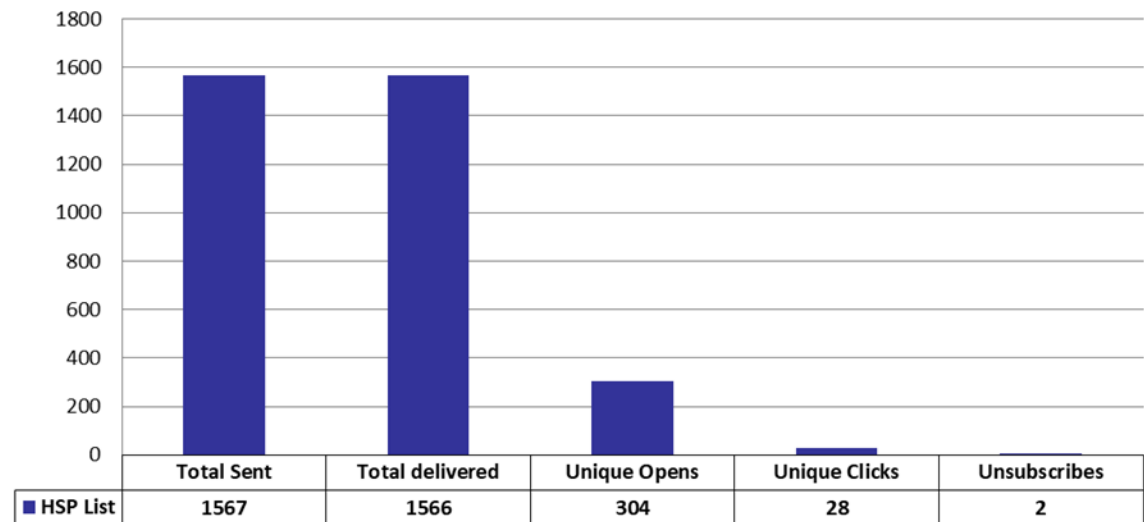
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🥚Get cracking with these 'egg'-citing events for National Egg Month!🥚 - 04/23/2018





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April 2018

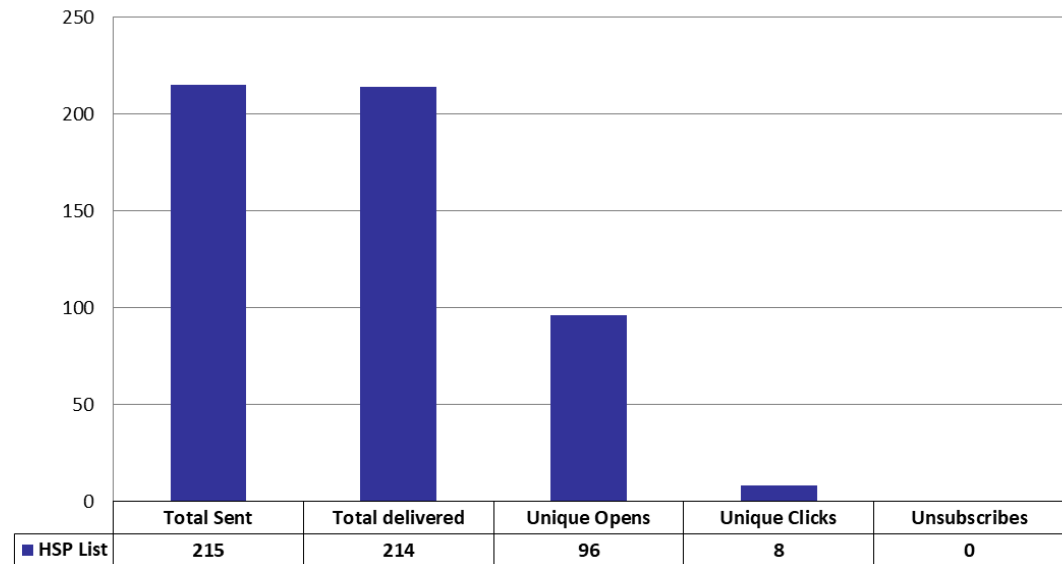
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URBNMRKT Weekly Specials - 04/23/2018





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April 2018

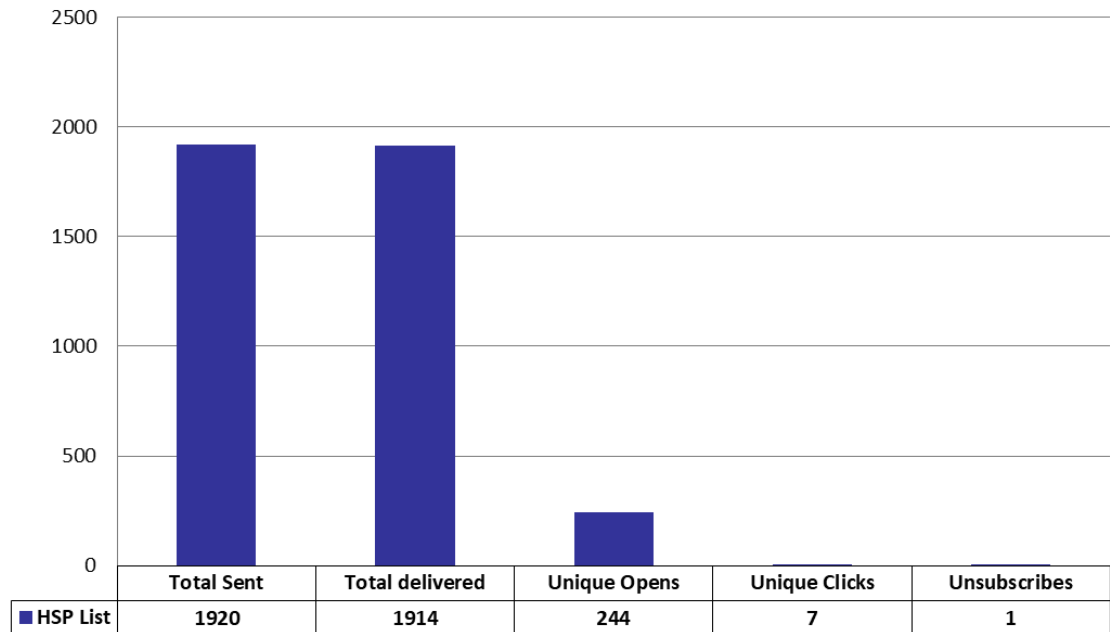
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Restaurants of USC Weekly Specials, April 23 - 27 - 04/20/2018





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April 2018

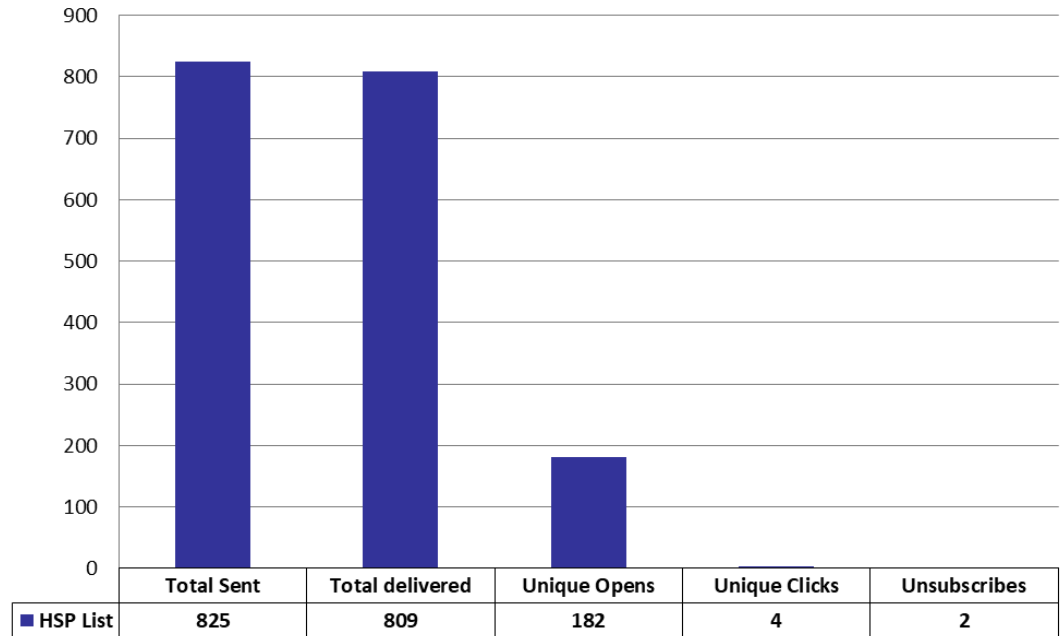
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Next Week at HSC - Lunch Specials at The Edmondson! - 04/20/2018





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April 2018

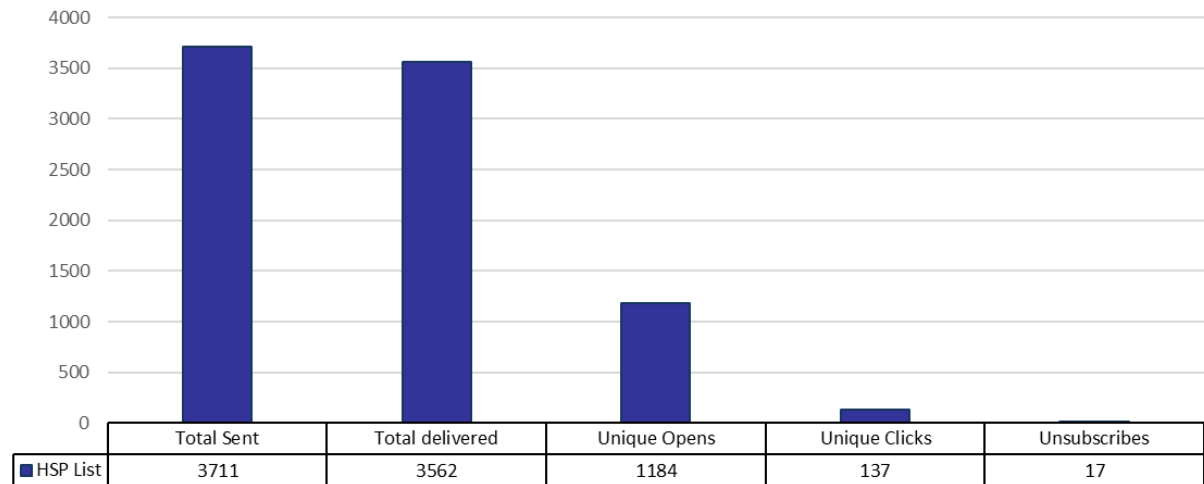
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This Week - April 18, 2018 - 04/18/2018





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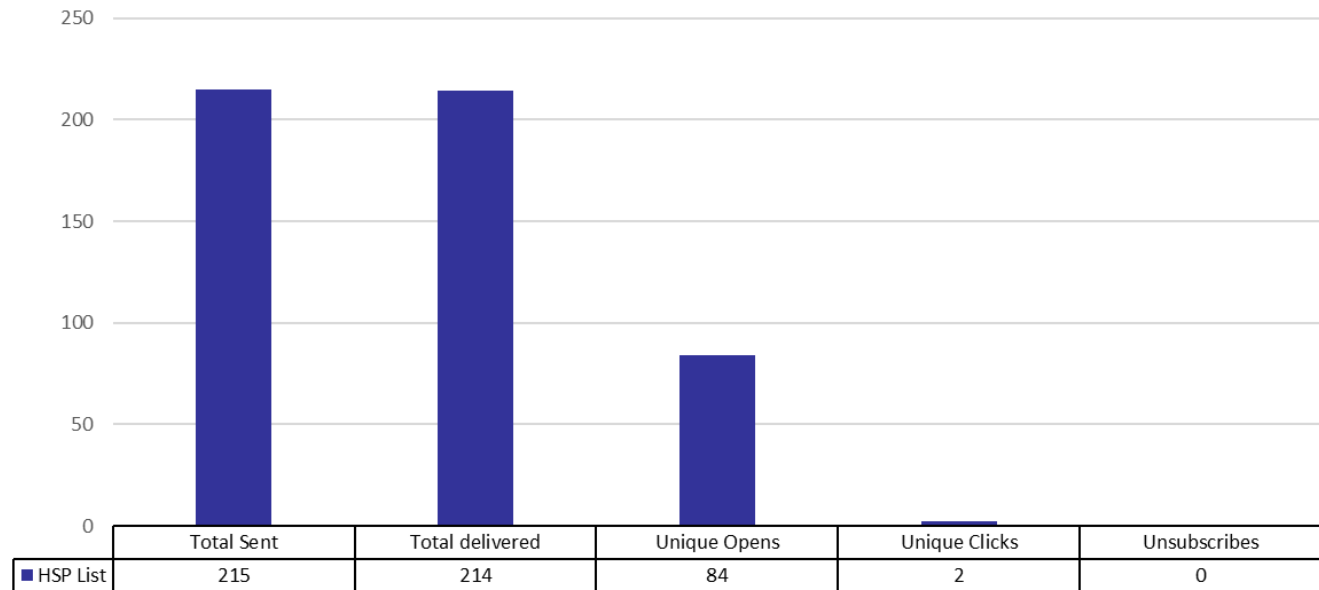
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URBNMRKT Special Hours of Operation Today! - 04/18/2018



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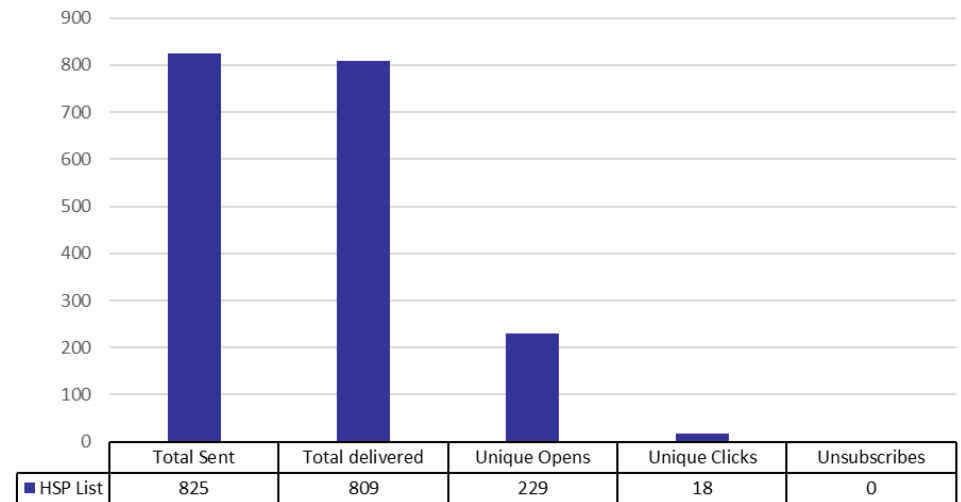
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This Week at HSC - Donut Pop Up Shop at Plaza Marketplace! - 04/16/2018





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April 2018

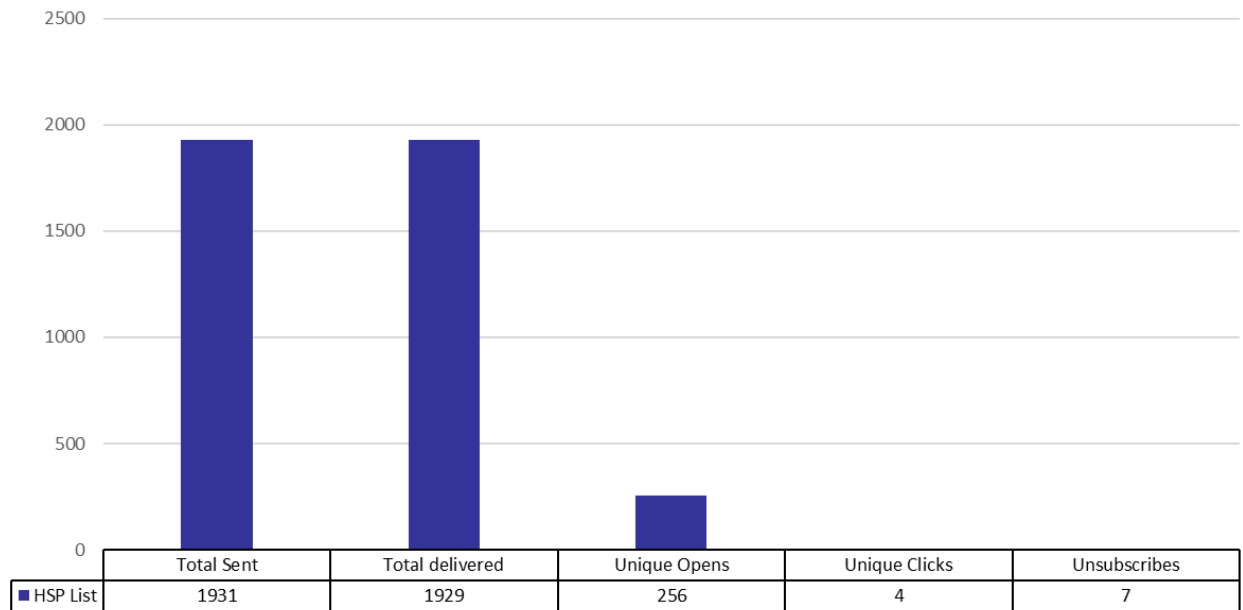
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Restaurants of USC Weekly Specials, April 16 - 20 - 04/16/2018





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April 2018

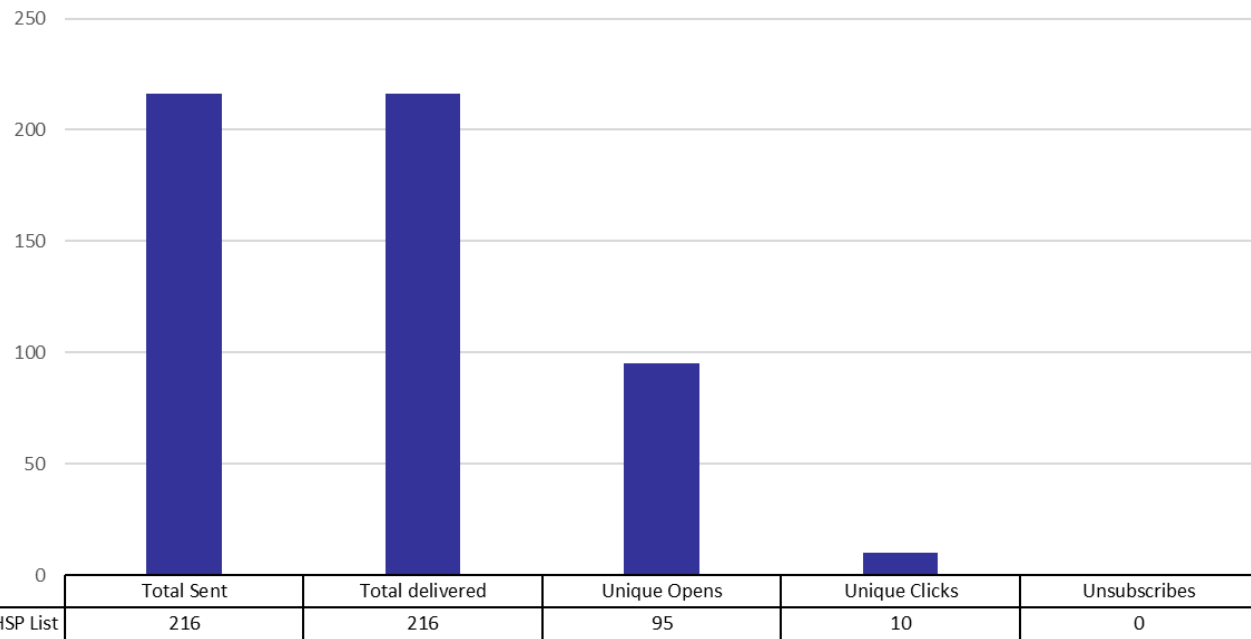
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URBNMRKT Weekly Specials - 04/16/2018





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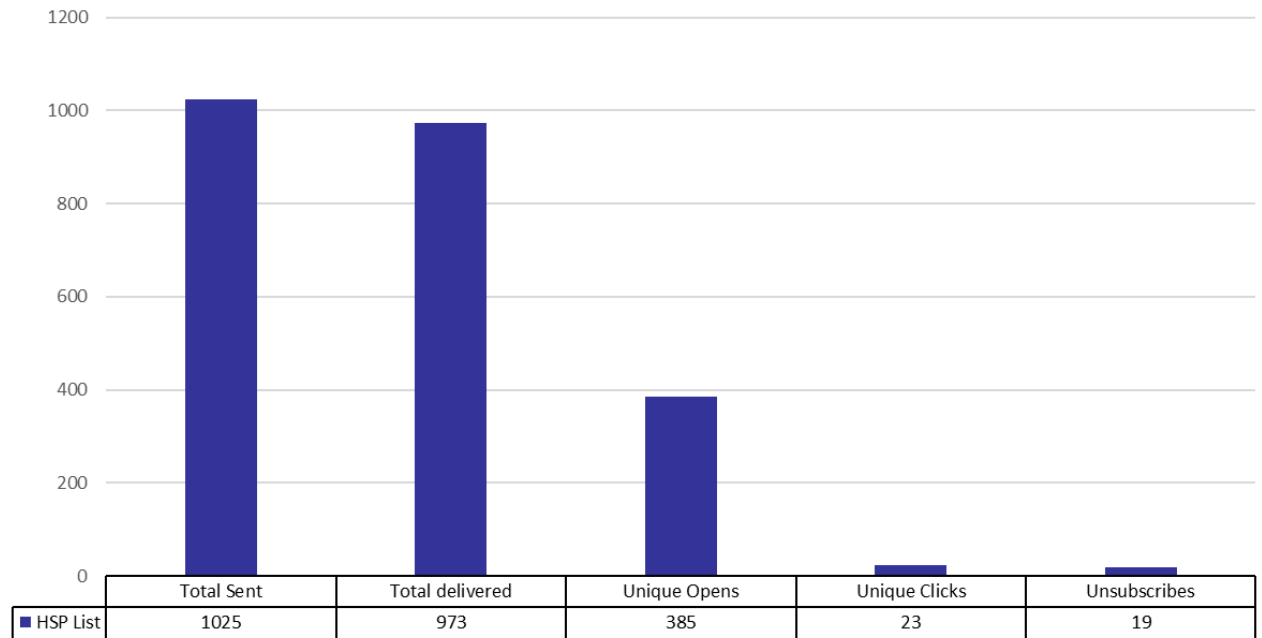
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Express Catering is taking Commencement Orders! - 04/11/2018





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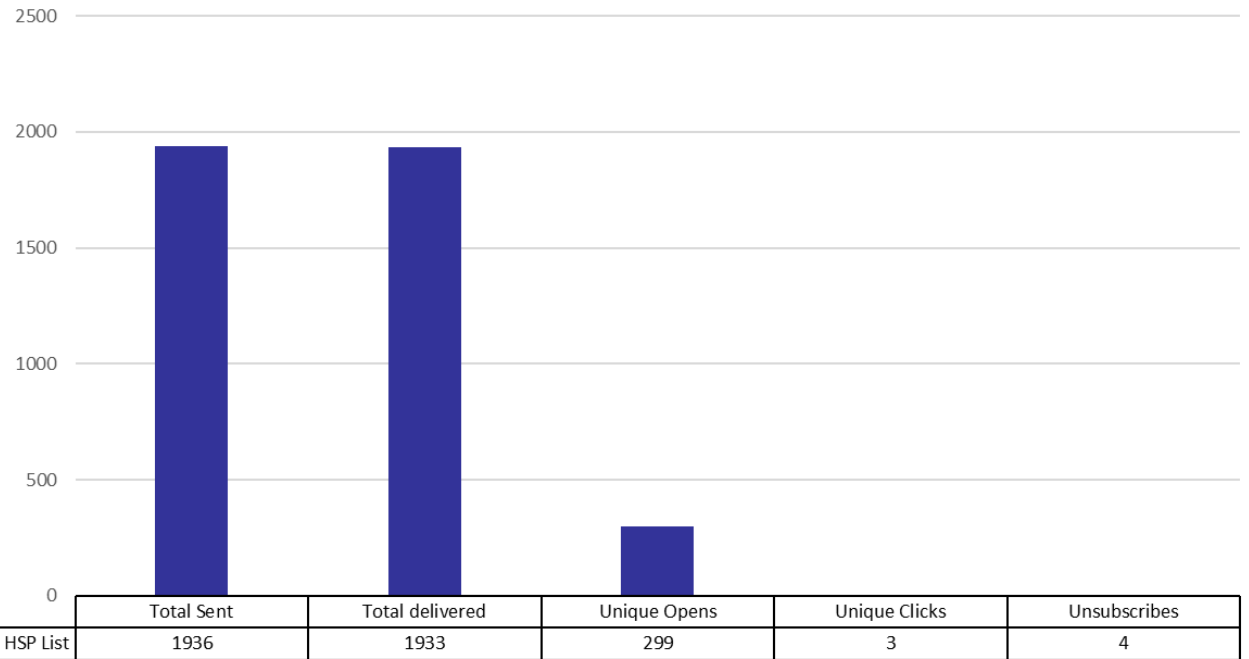
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Restaurants of USC Weekly Specials, April 9 - 13 - 04/09/2018





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April 2018

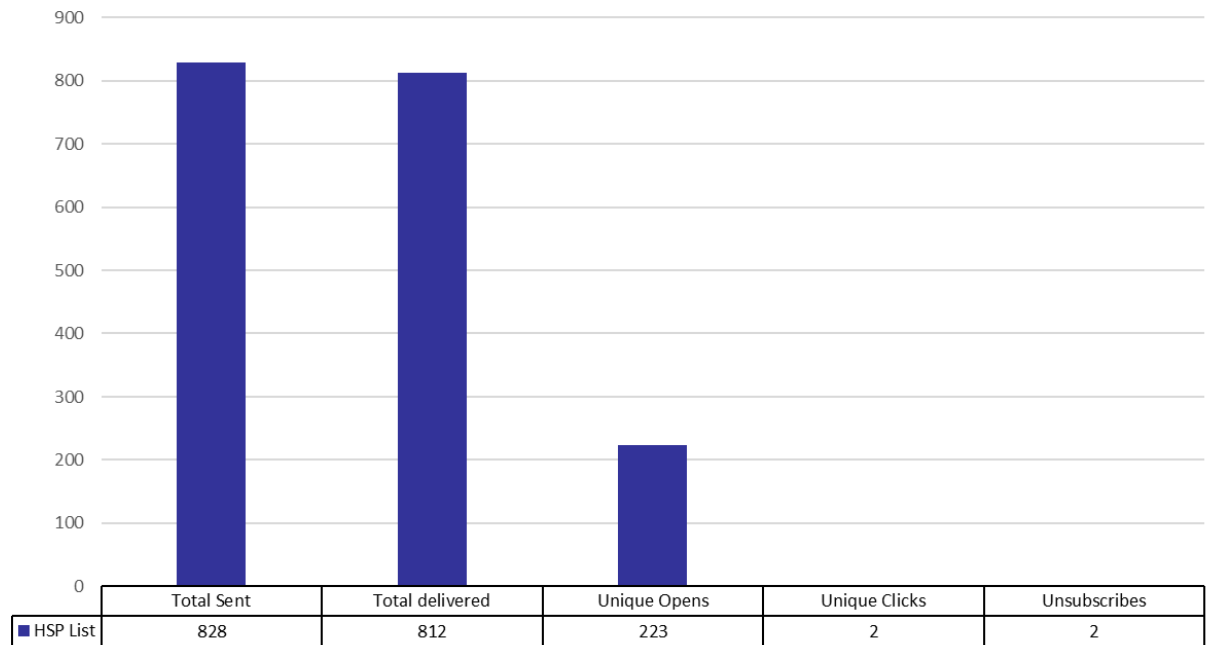
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This Week at HSC - The Edmondson Specials - 04/09/2018





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April 2018

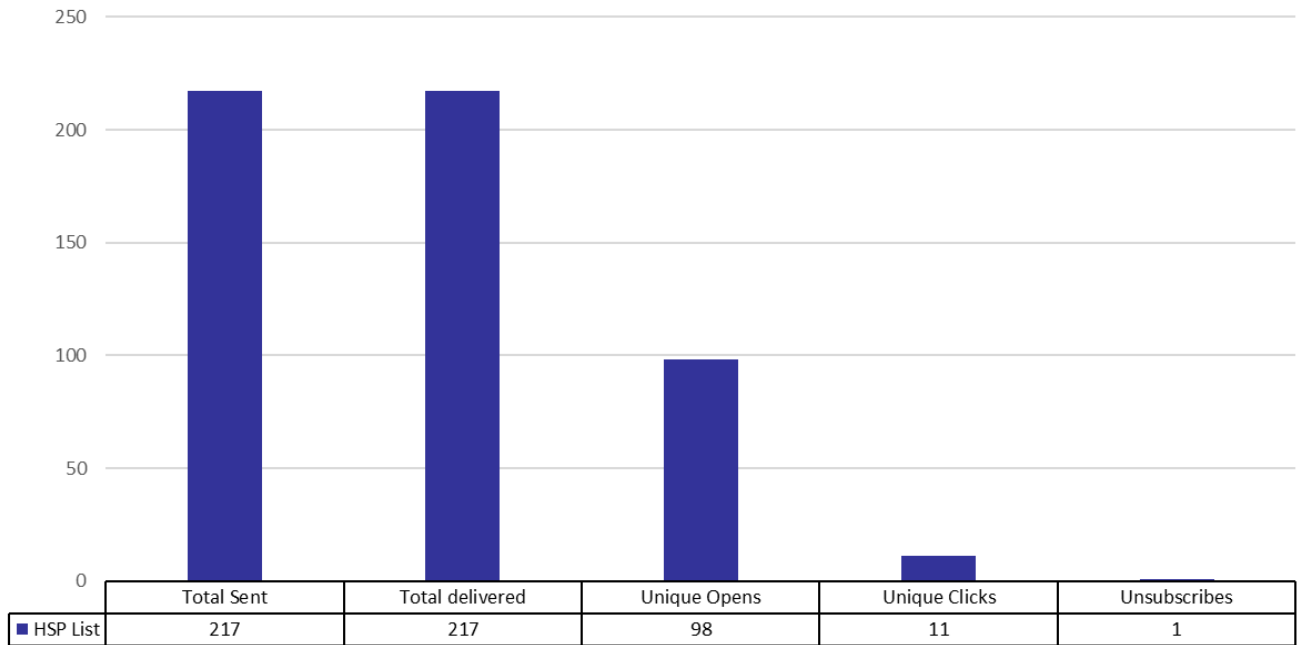
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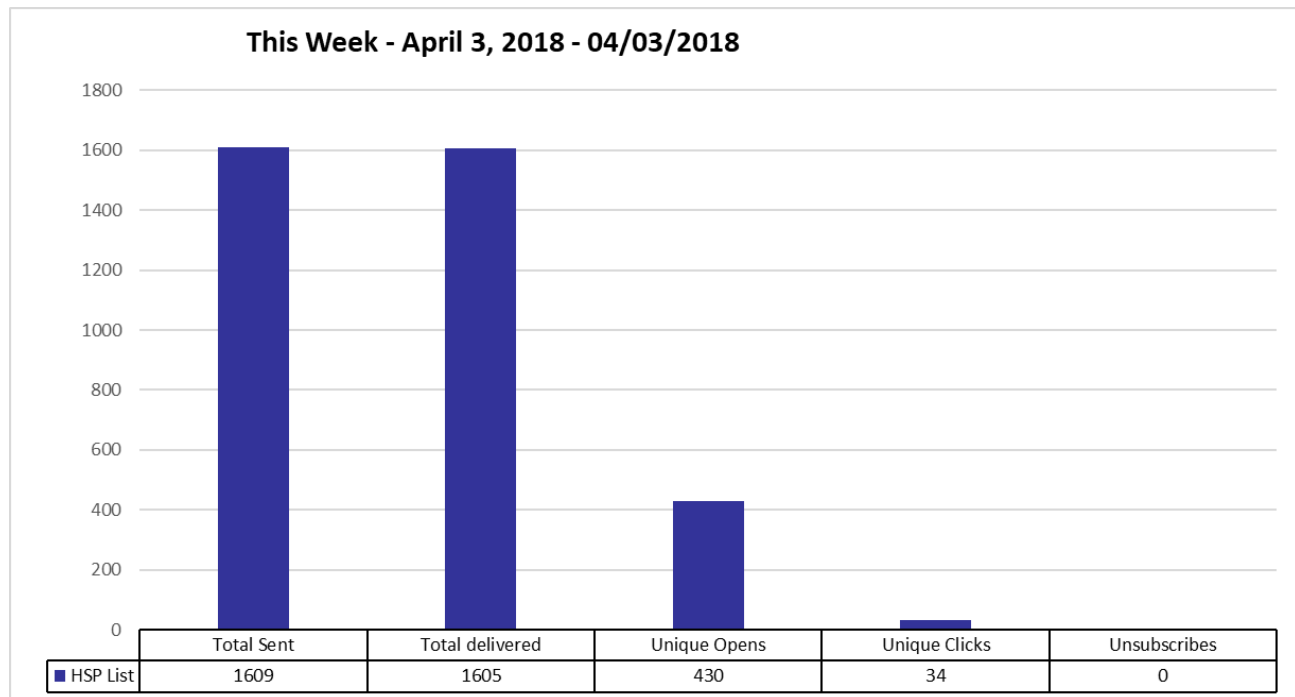
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This Week - April 3, 2018 - 04/03/2018





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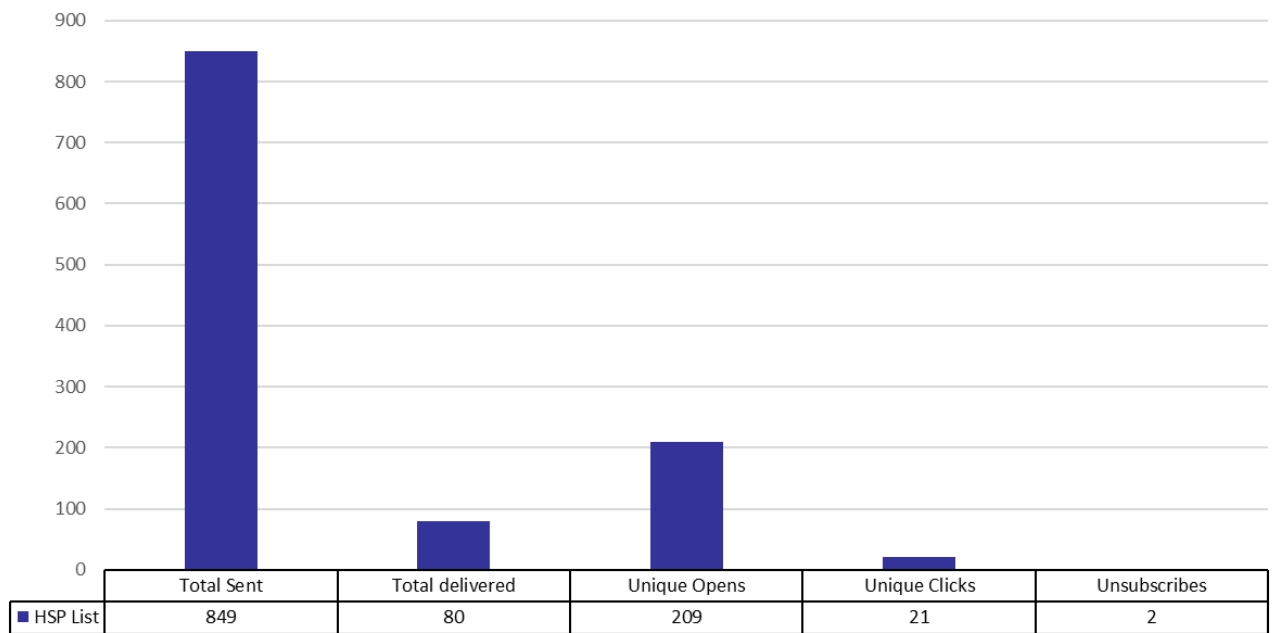
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This Week at HSC - Weekly Specials from The Edmondson! - 04/02/2018





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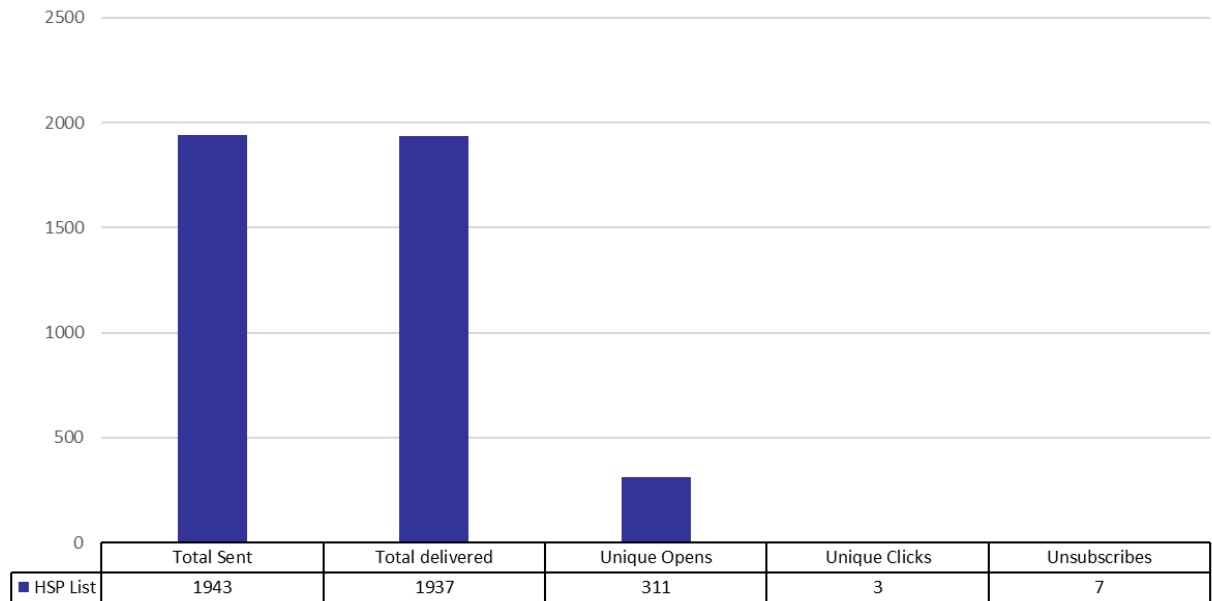
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Restaurants of USC Weekly Specials, April 2 - 6 - 04/02/2018





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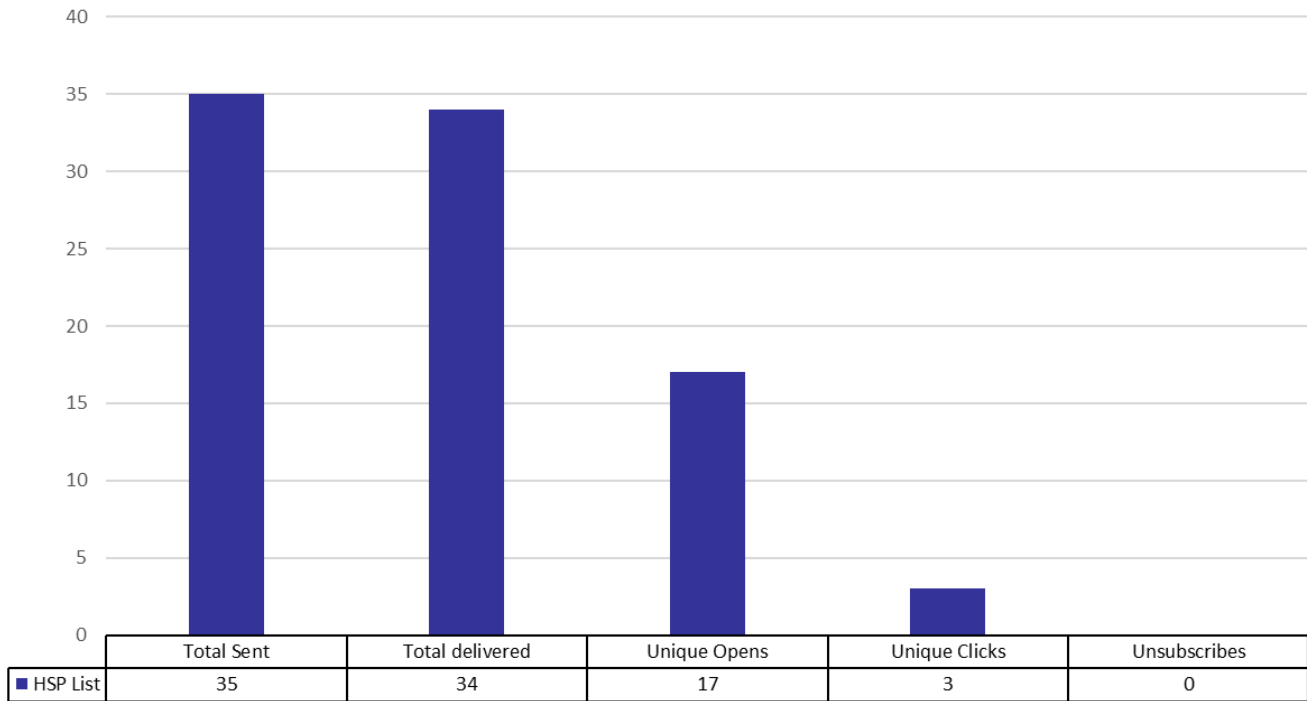
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Something new is brewing at Seeds... - 04/02/2018





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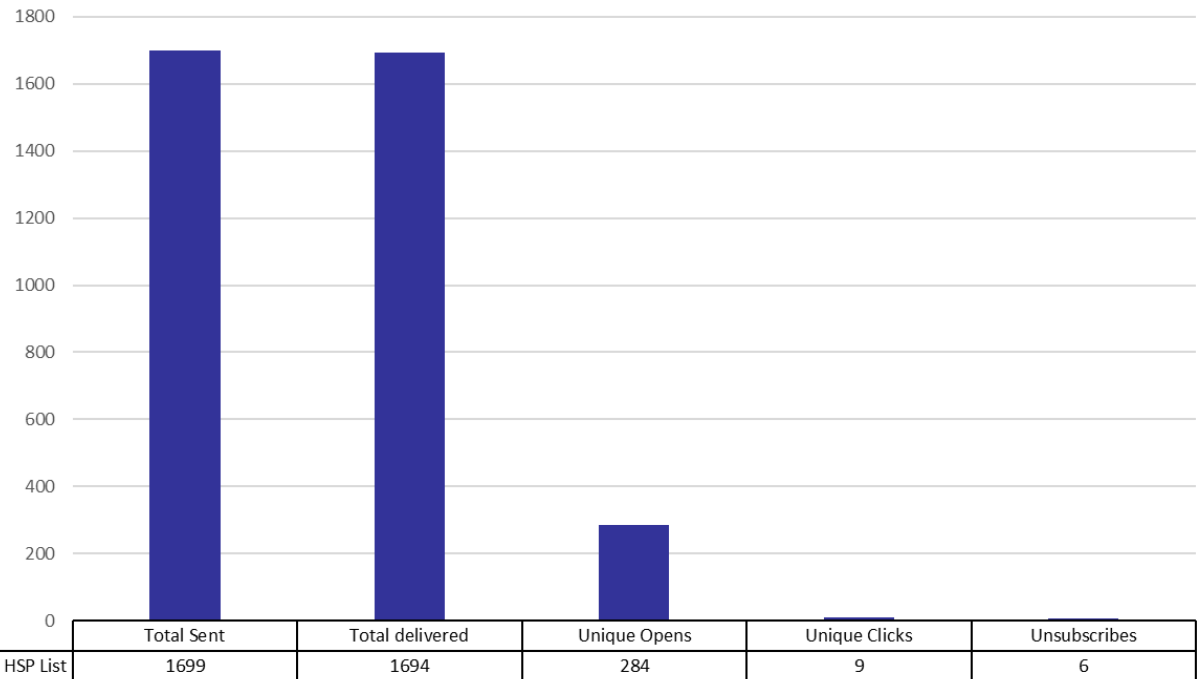
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Customer Satisfaction Report

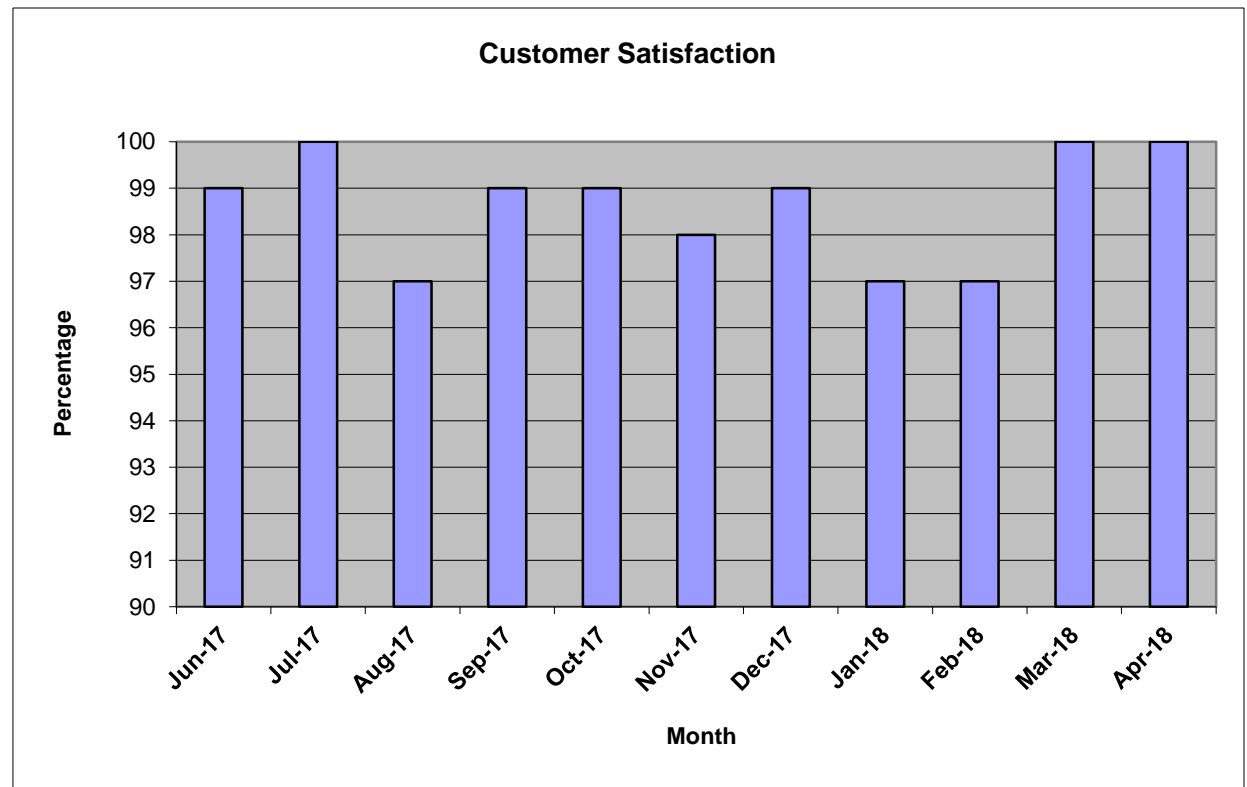
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Thank You !!