



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For August 2018

TO CREATE
THE BEST USC
EXPERIENCE.

BEST PEOPLE.
BEST PRODUCT.
BEST SERVICE.

USC BOOKSTORES. USC HOSPITALITY.
USC HOUSING. USC TRANSPORTATION.
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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

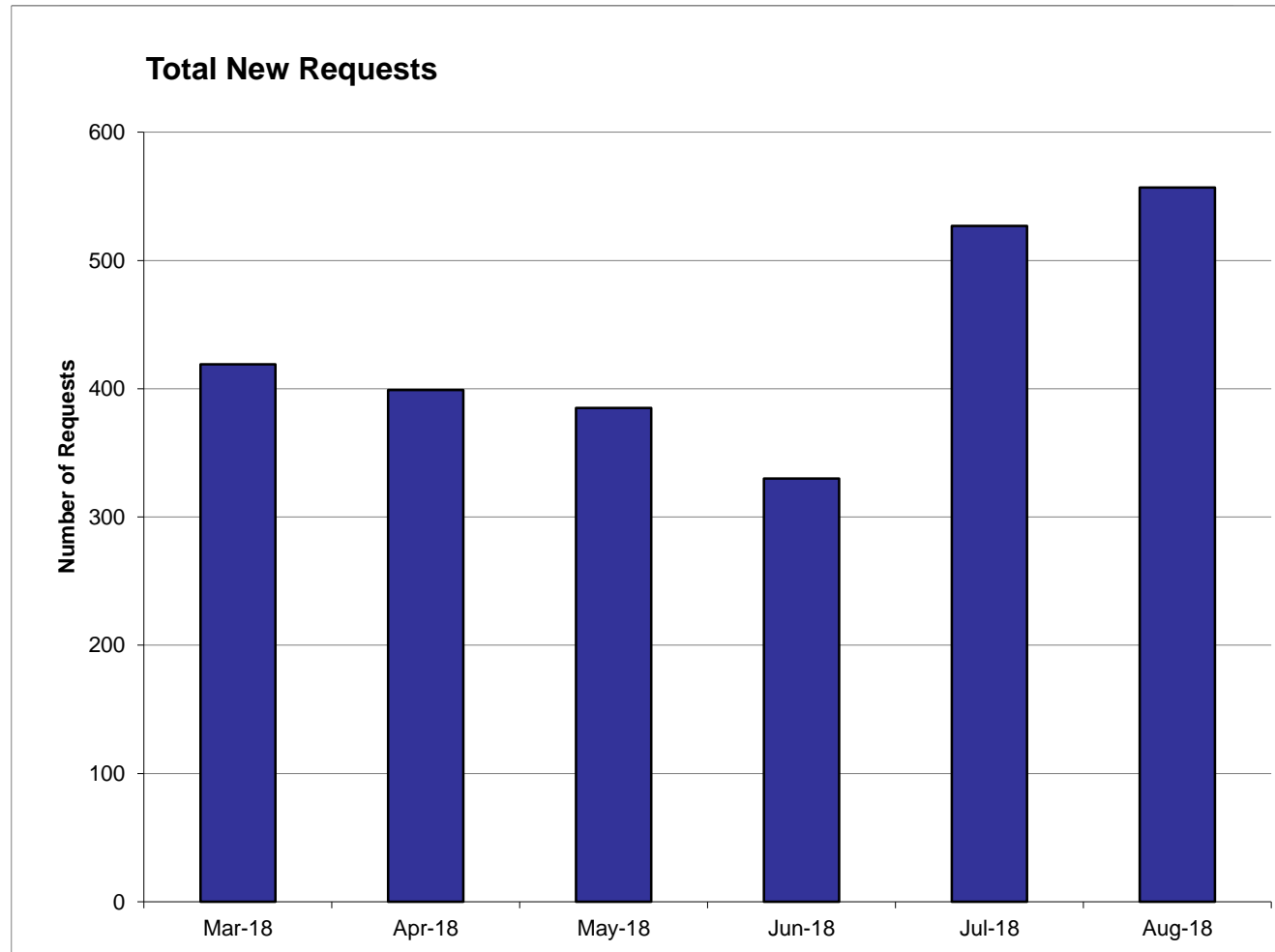
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Service Desk Reports

August 2018

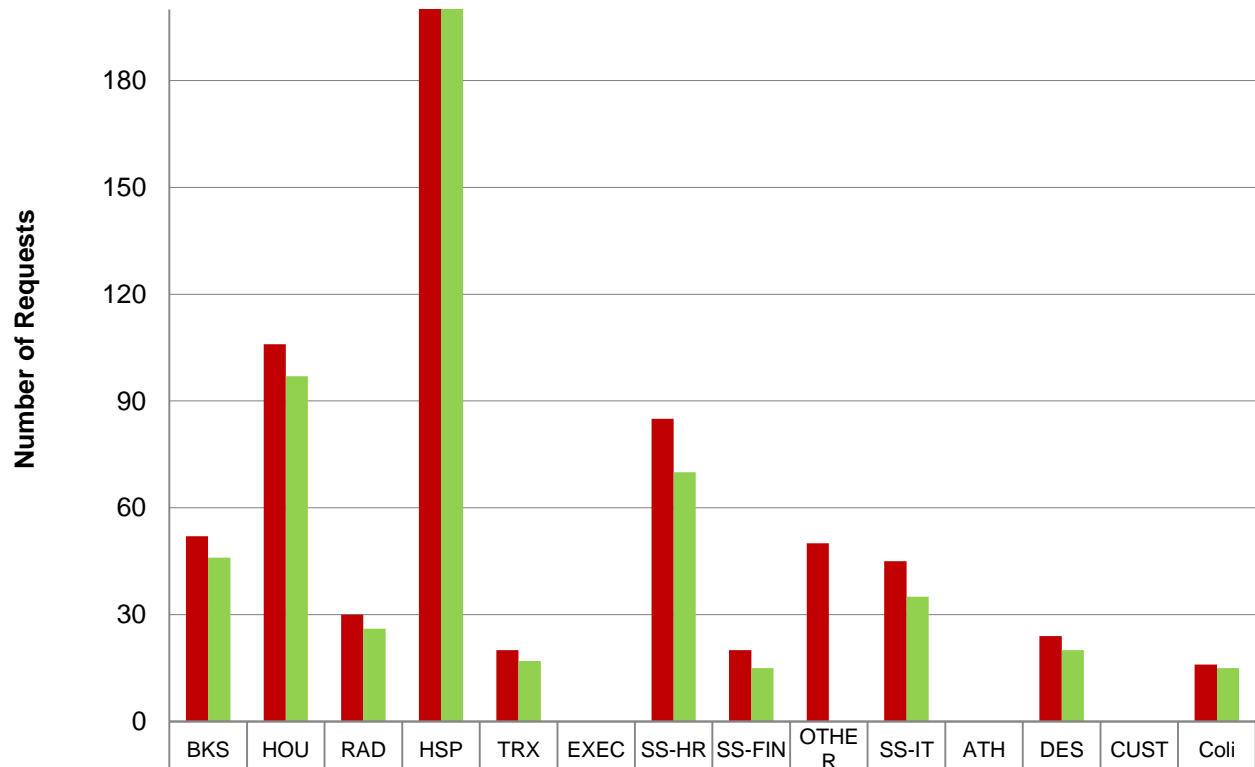
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Total New Vs Closed Requests



Total Requests	52	106	30	236	20	0	85	20	50	45	0	24	0	16
Closed Requests	46	97	26	216	17	0	70	15	0	35	0	20	0	15



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Service Desk Reports

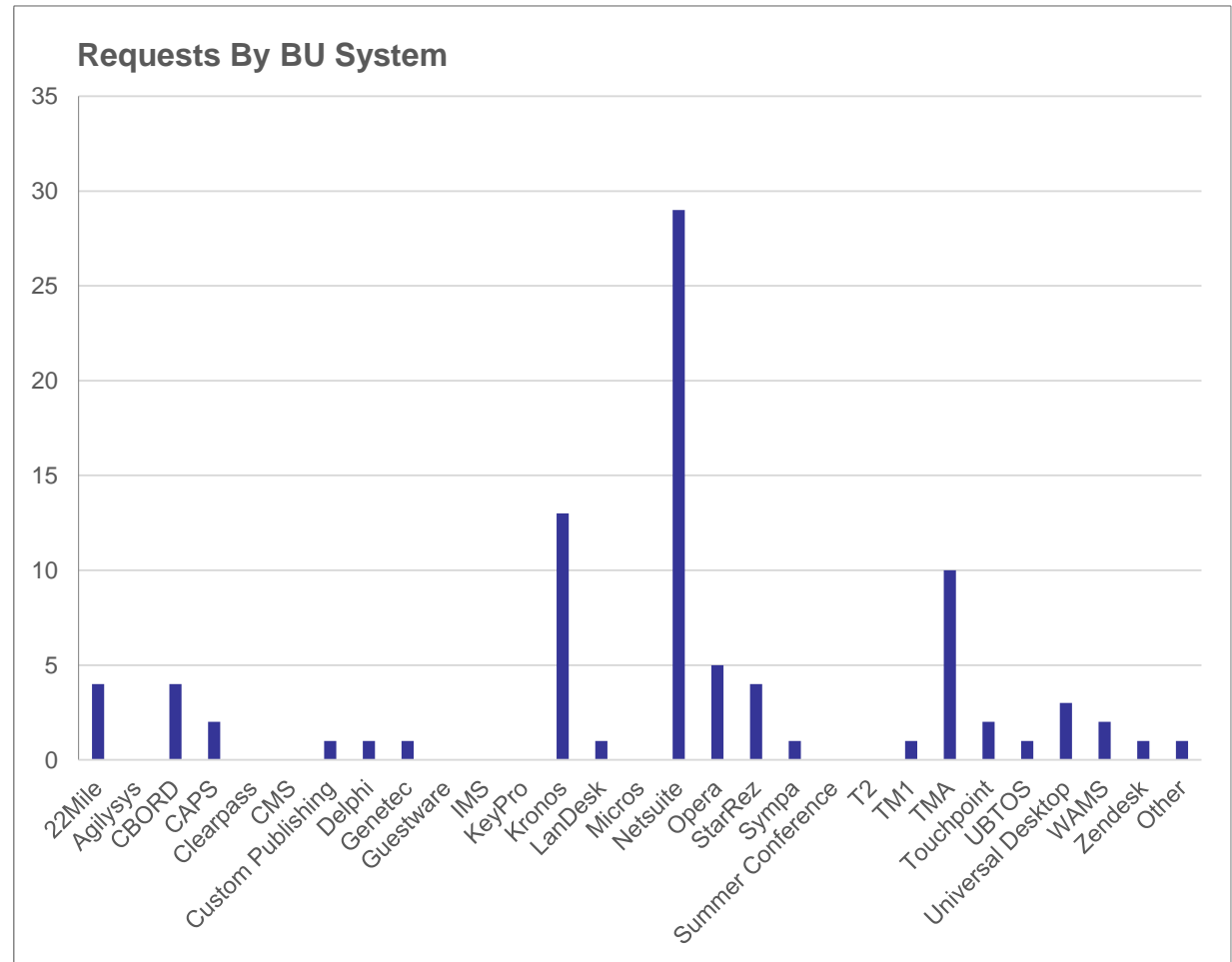
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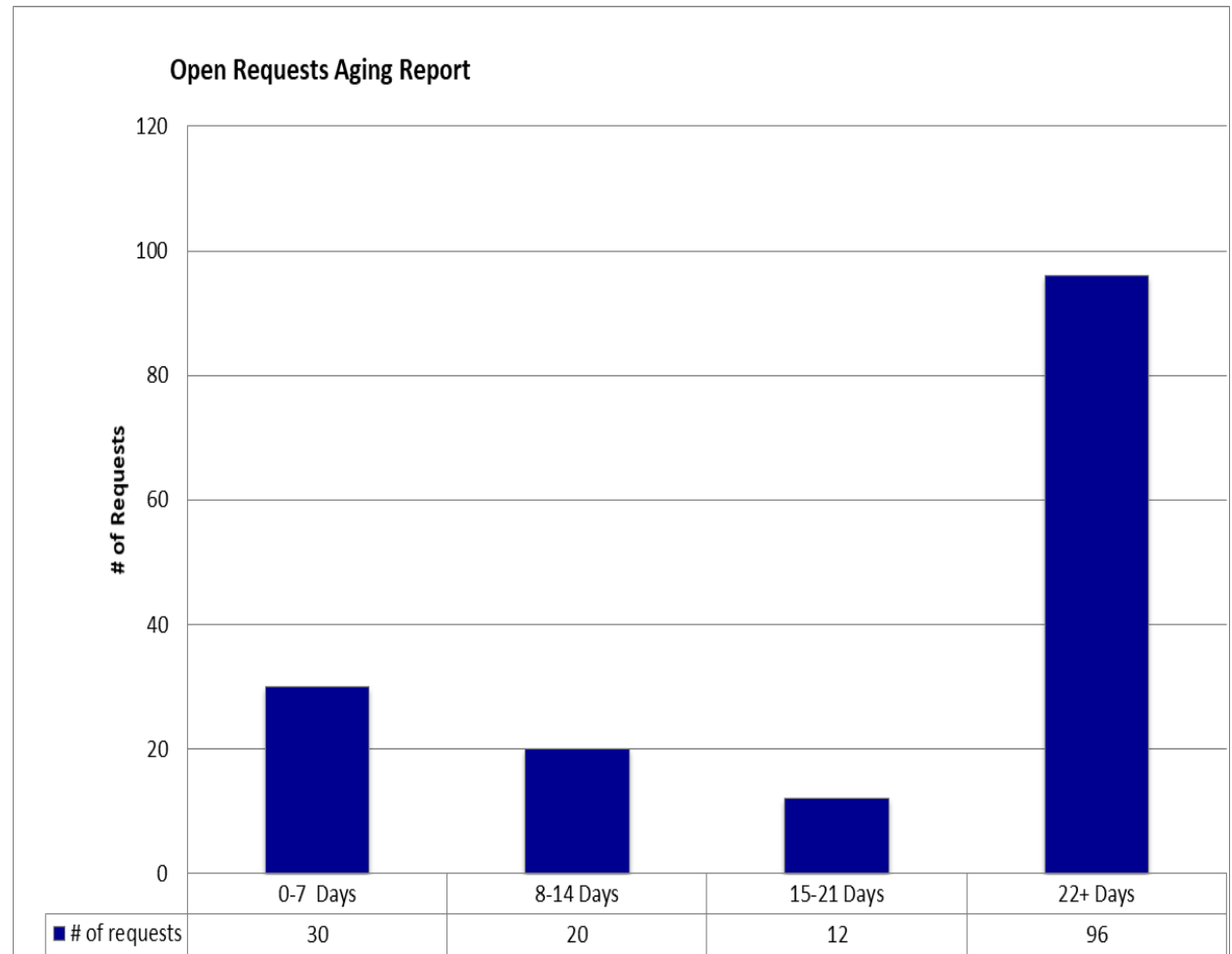
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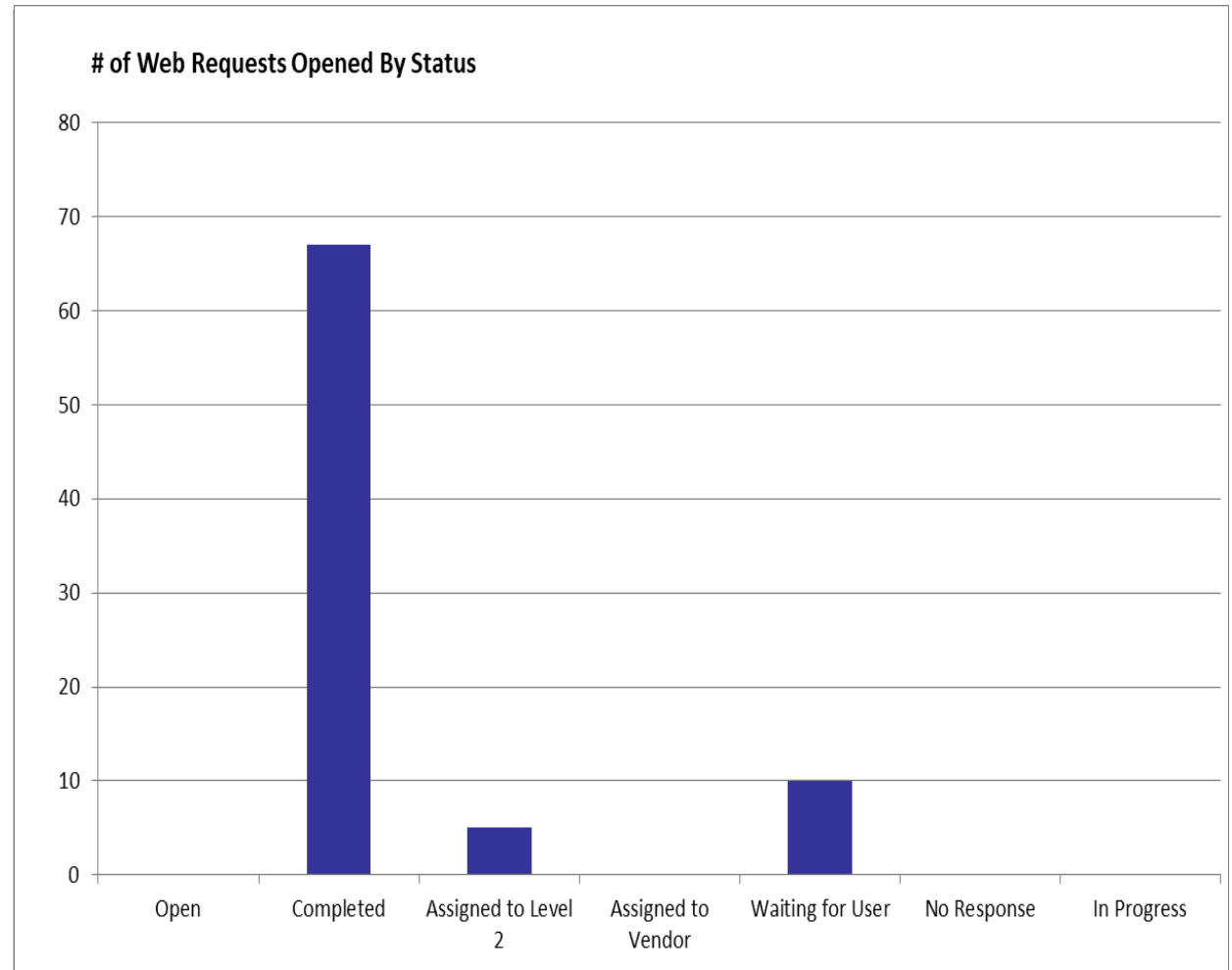
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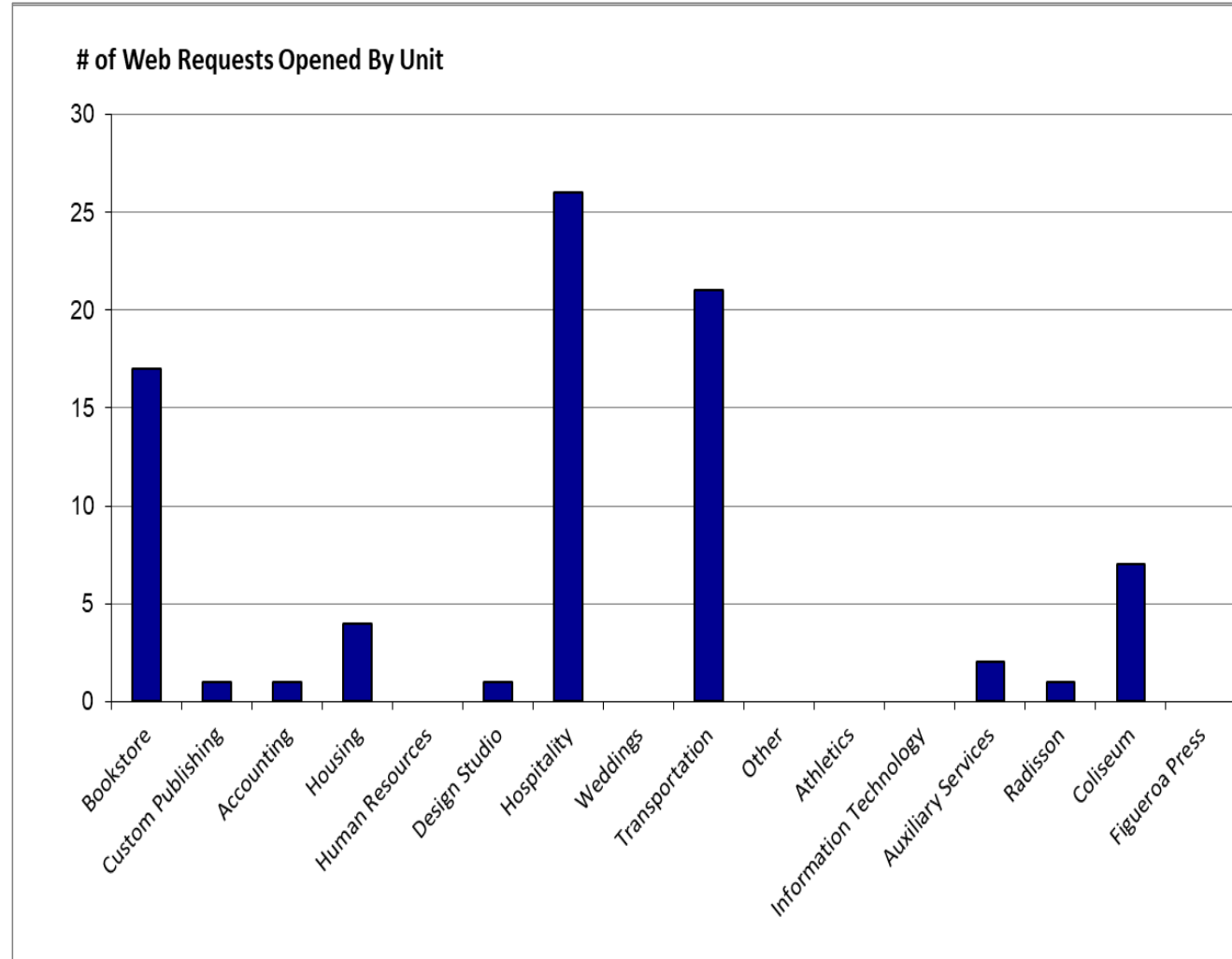
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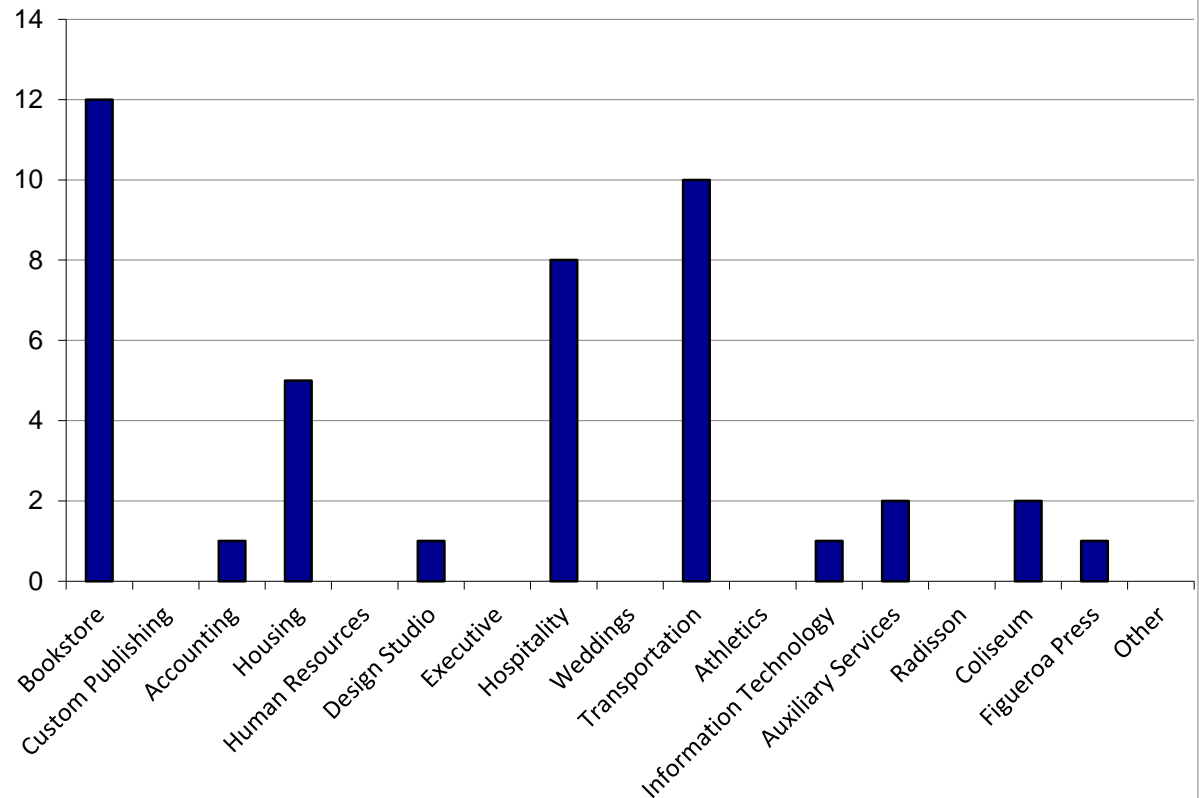
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of Web Requests Closed By Unit





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Website Reports

August 2018

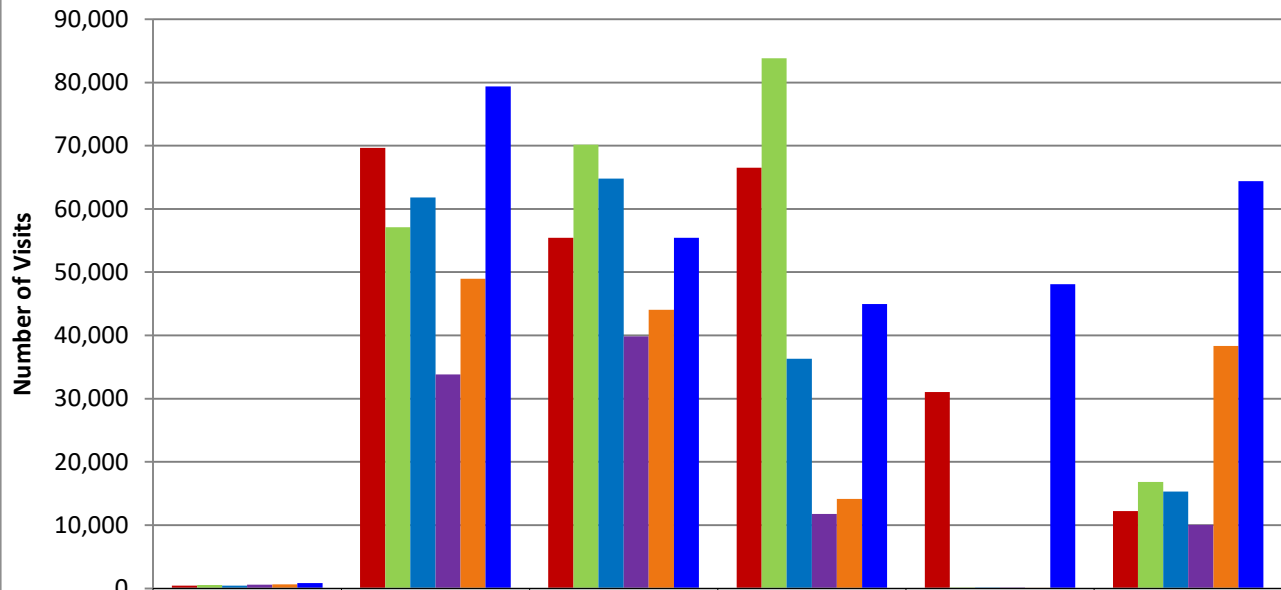
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Web Visits Per Month - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	Coliseum
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
May-18	456	61,818	64,809	36,296	104	15,288
Jun-18	567	33,850	39,831	11,786	152	10,045
18-Jul	621	48,951	44,042	14,136	66	38,353
Aug-18	831	79,383	55,434	44,958	48,124	64,413



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Website Reports

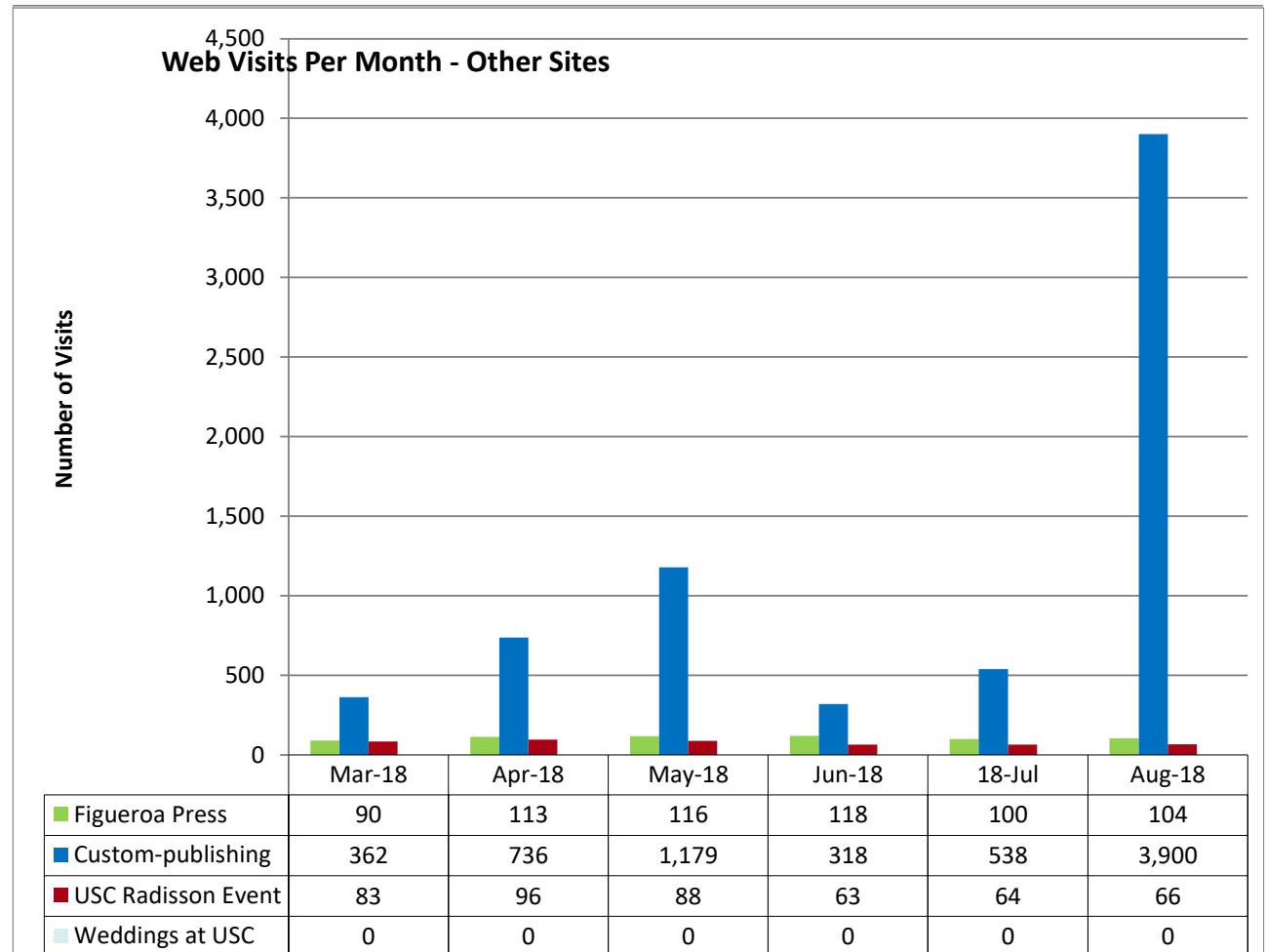
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August 2018

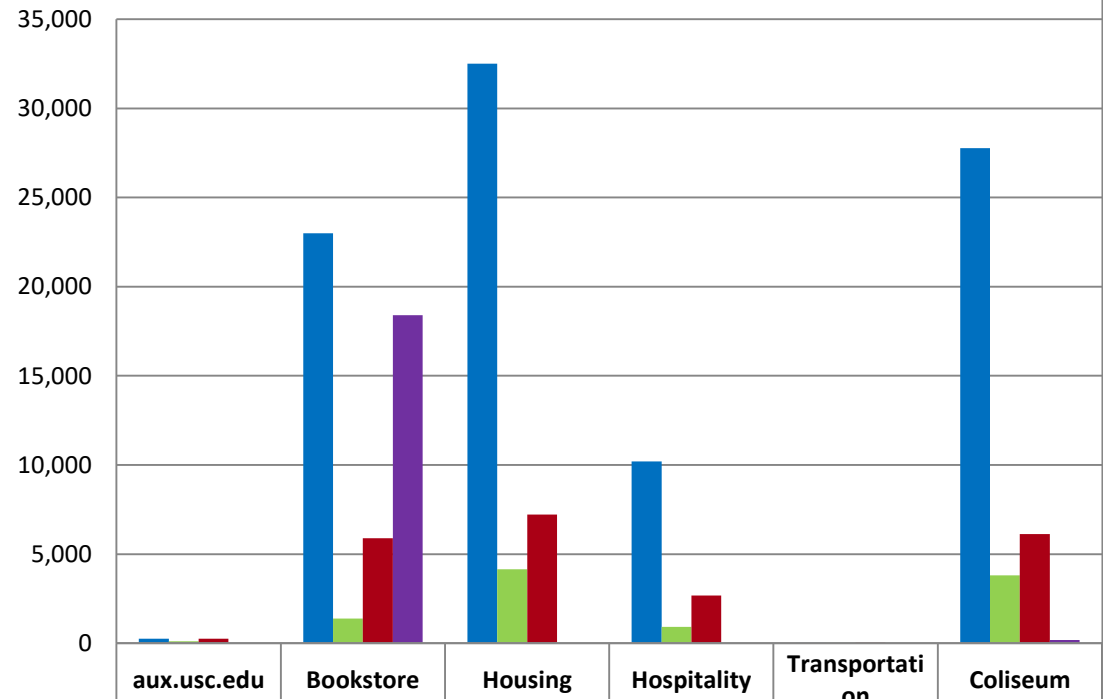
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August 2018 Traffic Sources - BU Main Sites



■ Search Engine	262	22,998	32,505	10,195	6	27,763
■ Referring Sites	107	1,380	4,145	925	18	3,808
■ Direct Traffic	251	5,897	7,227	2,676	41	6,127
■ Campaigns	0	18,404	0	0	0	175



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Website Reports

August 2018

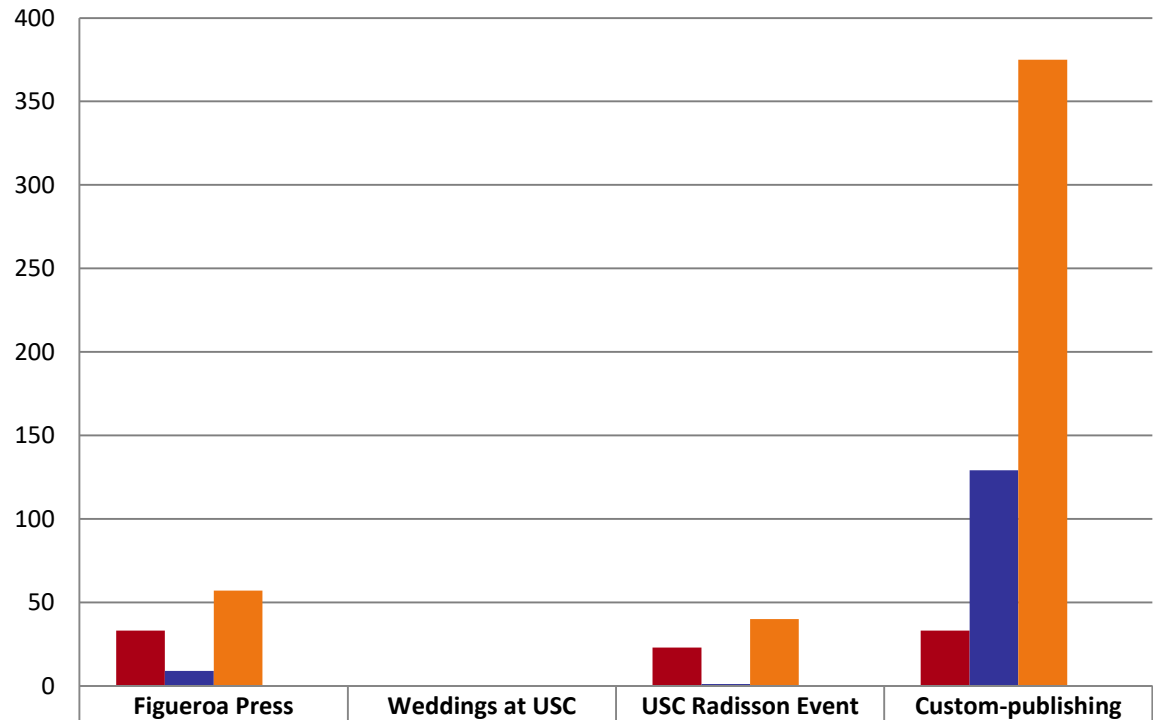
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August 2018 Traffic Sources - Other Sites



	Figueroa Press	Weddings at USC	USC Radisson Event	Custom-publishing
■ Search Engine	33	0	23	33
■ Referring Sites	9	0	1	129
■ Direct Traffic	57	0	40	375
■ Campaigns	0	0	0	0



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Website Reports

August 2018

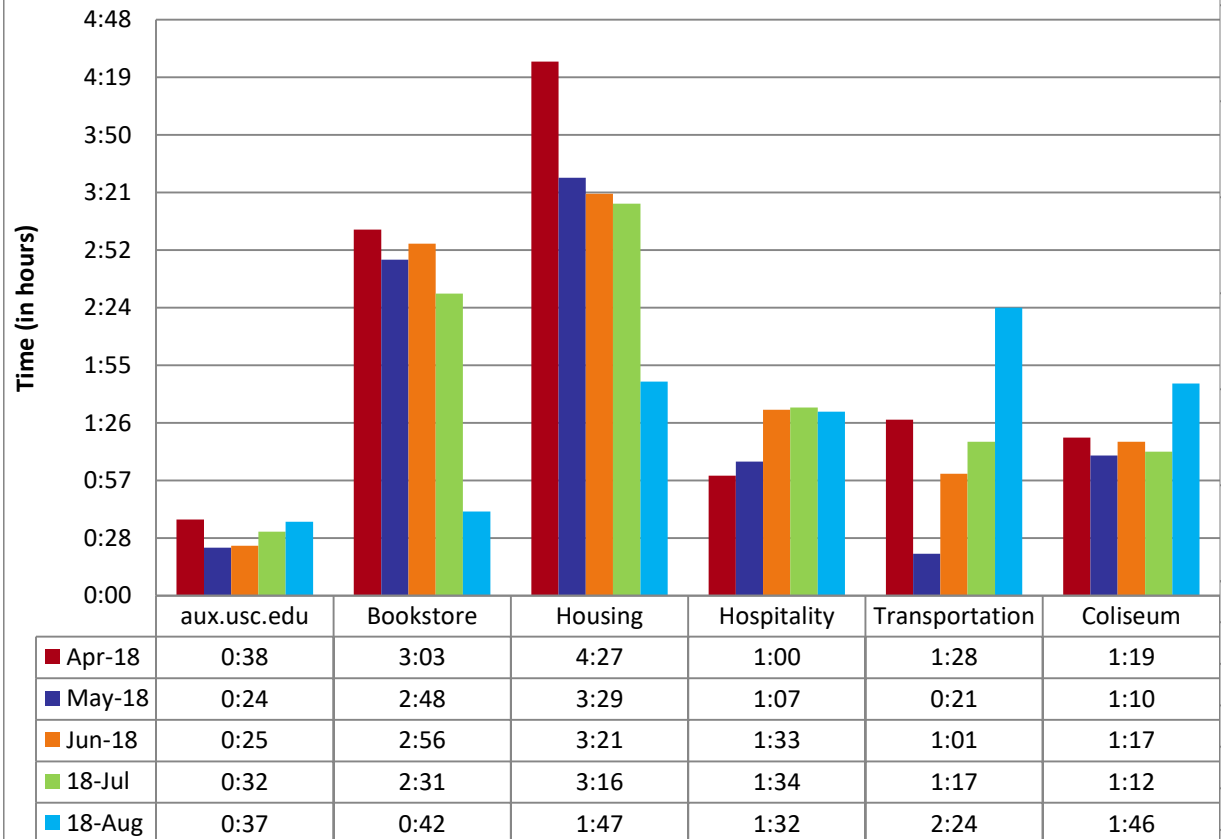
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Average Time Spent on Website - BU Main Sites





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Website Reports

August 2018

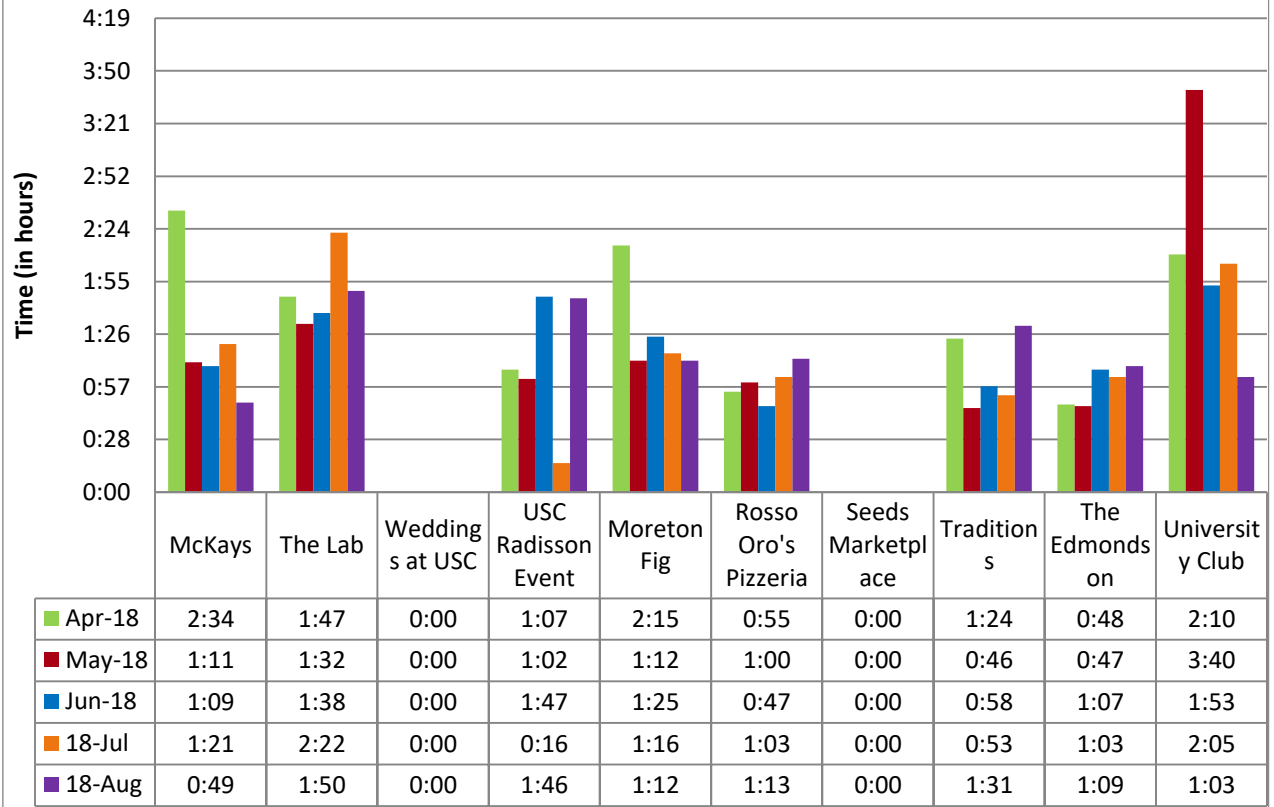
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Average Time Spent on Website - HSP Micro Sites





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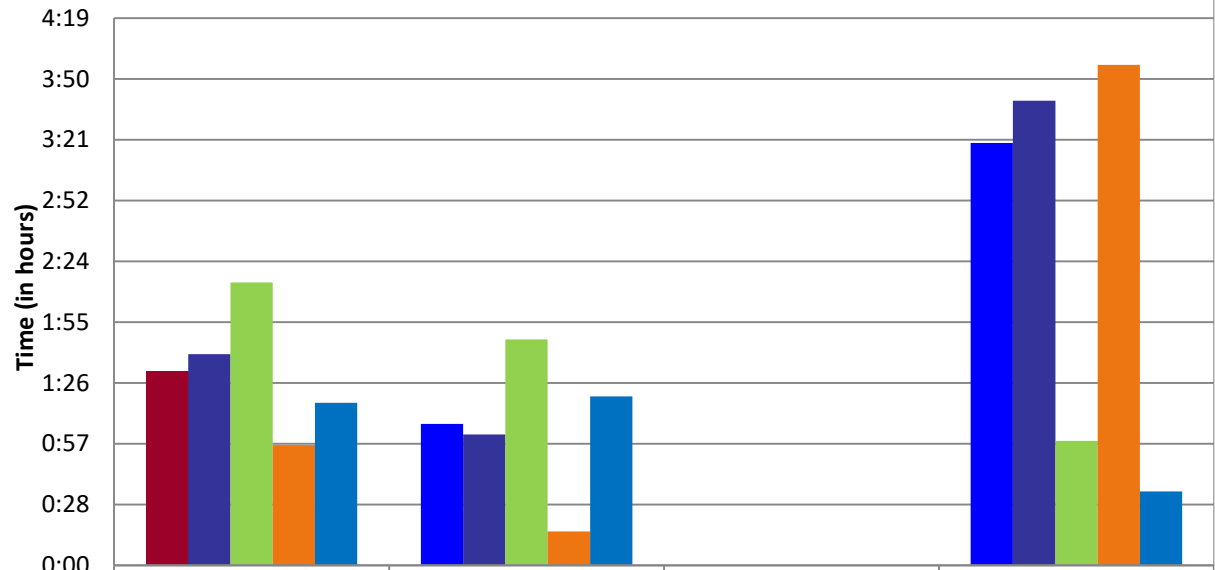
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Average Time Spent on Website - Other Sites



	Figueroa Press	USC Radisson Event	Weddings at USC	Custom-publishing
■ Apr-18	1:32	1:07	0:00	3:20
■ May-18	1:40	1:02	0:00	3:40
■ Jun-18	2:14	1:47	0:00	0:59
■ 18-Jul	0:57	0:16	0:00	3:57
■ 18-Aug	1:17	1:20	0:00	0:35



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Website Reports

August 2018

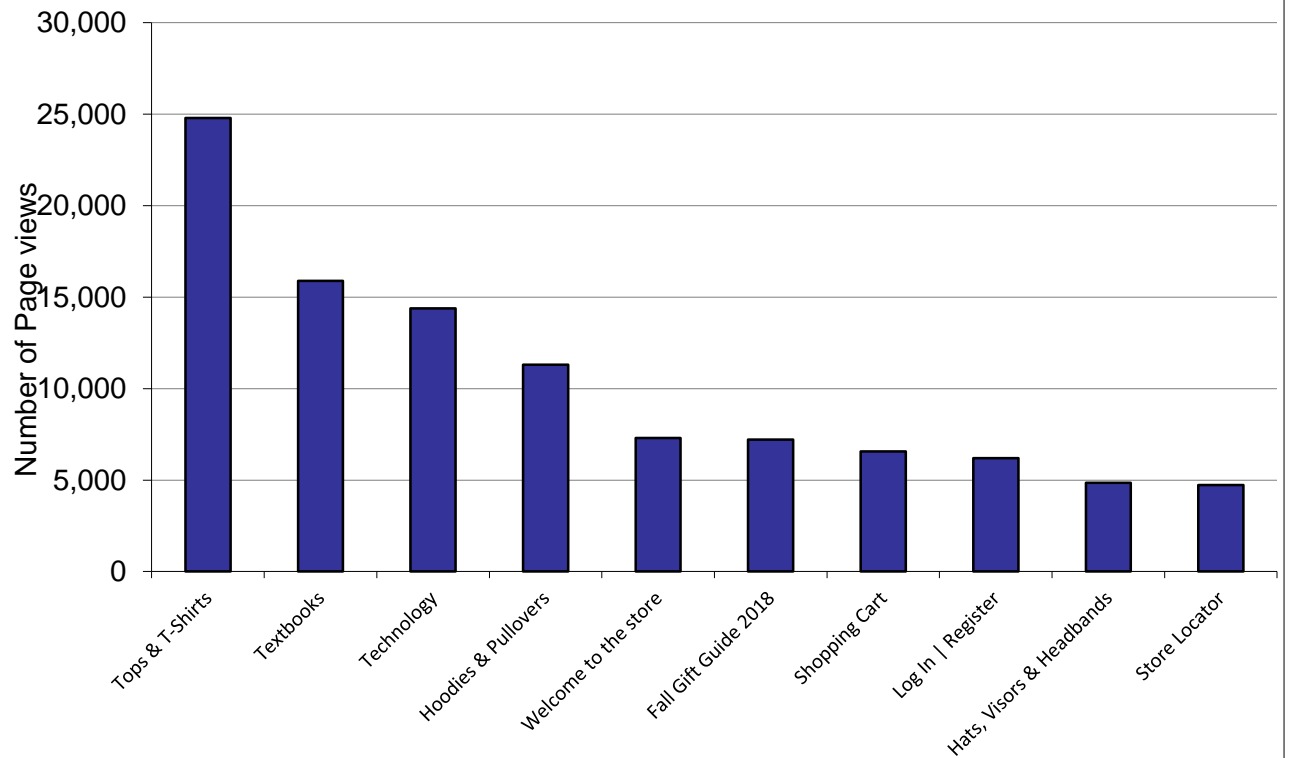
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Bookstore Charts 10 Most Viewed Pages -August





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Website Reports August 2018

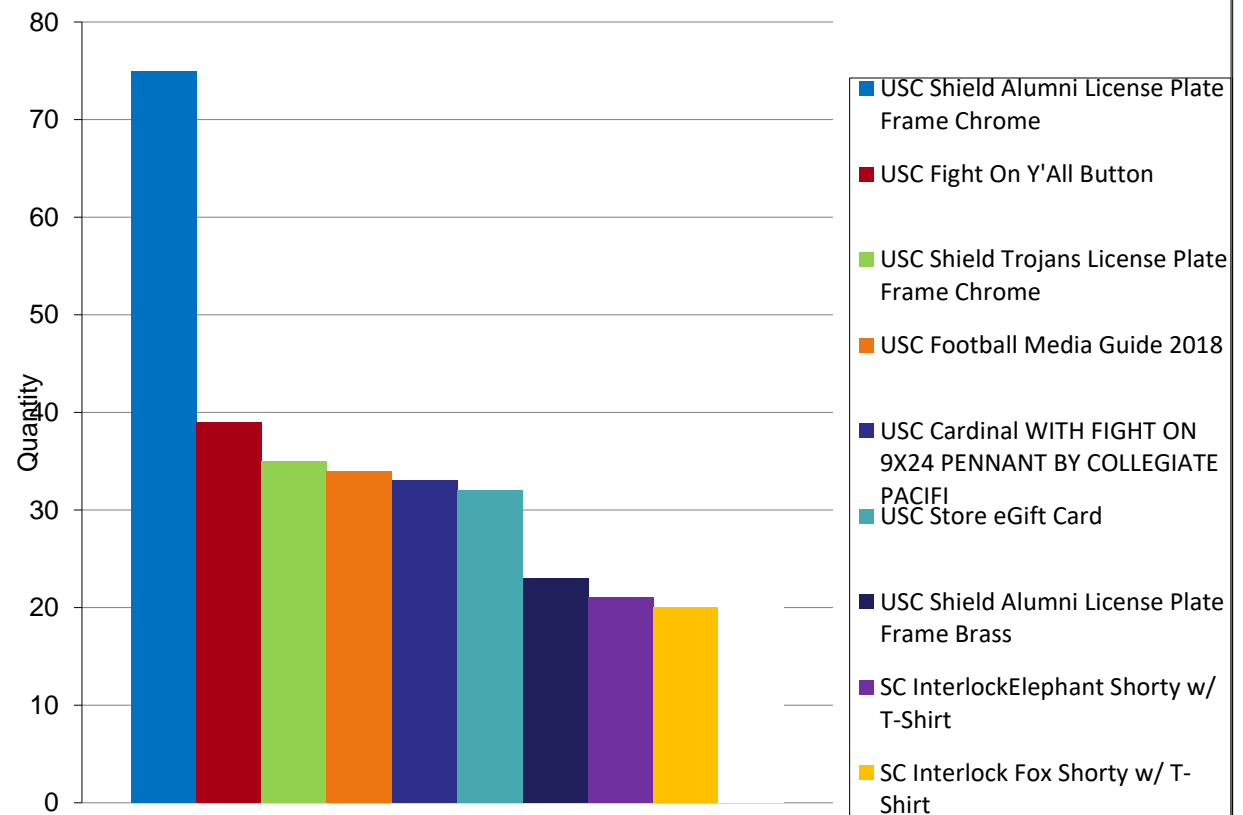
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Bookstore Charts 10 Most Purchased Products August 2018





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August 2018

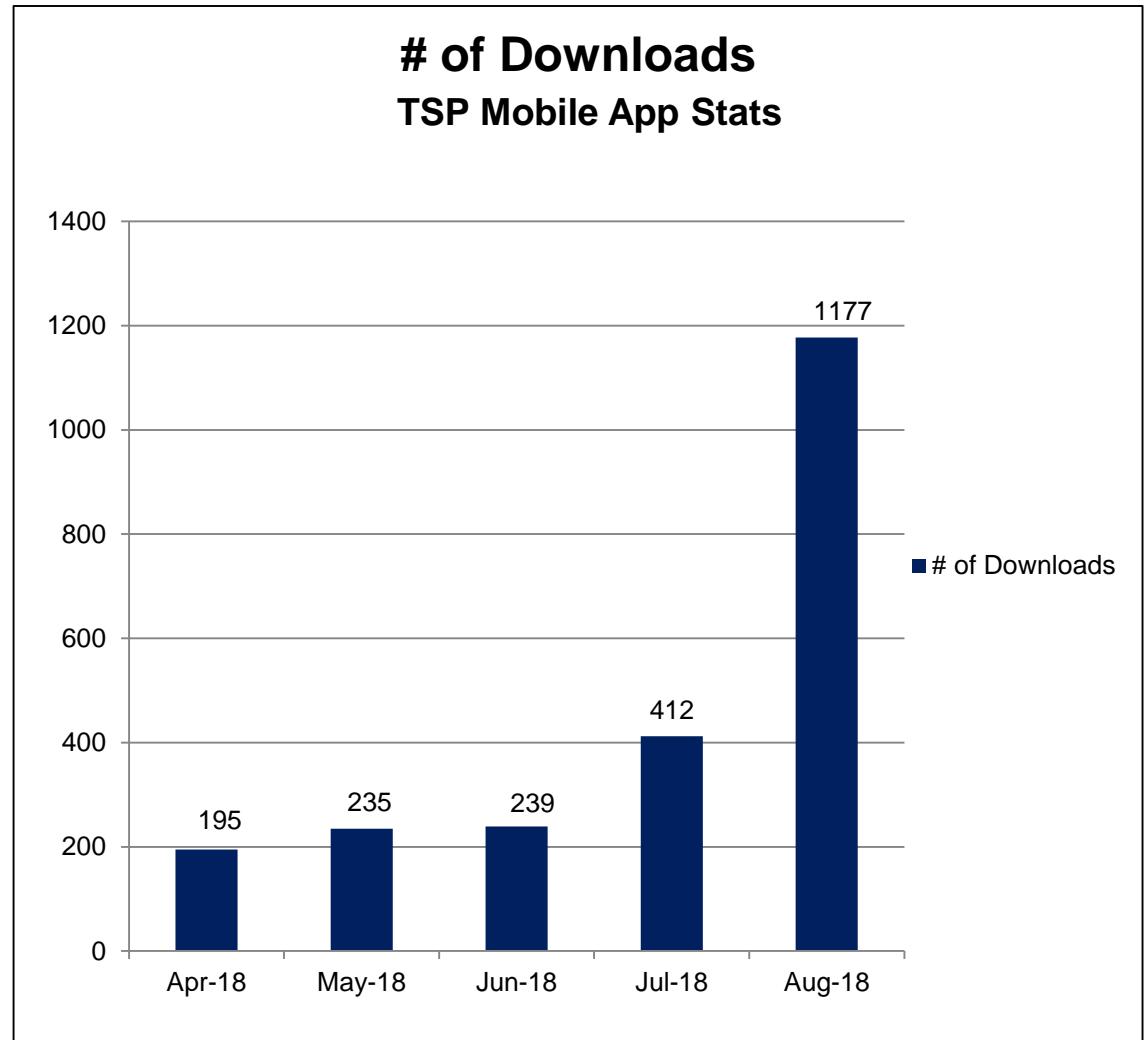
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of Downloads
TSP Mobile App Stats





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Email Campaign Reports

August 2018

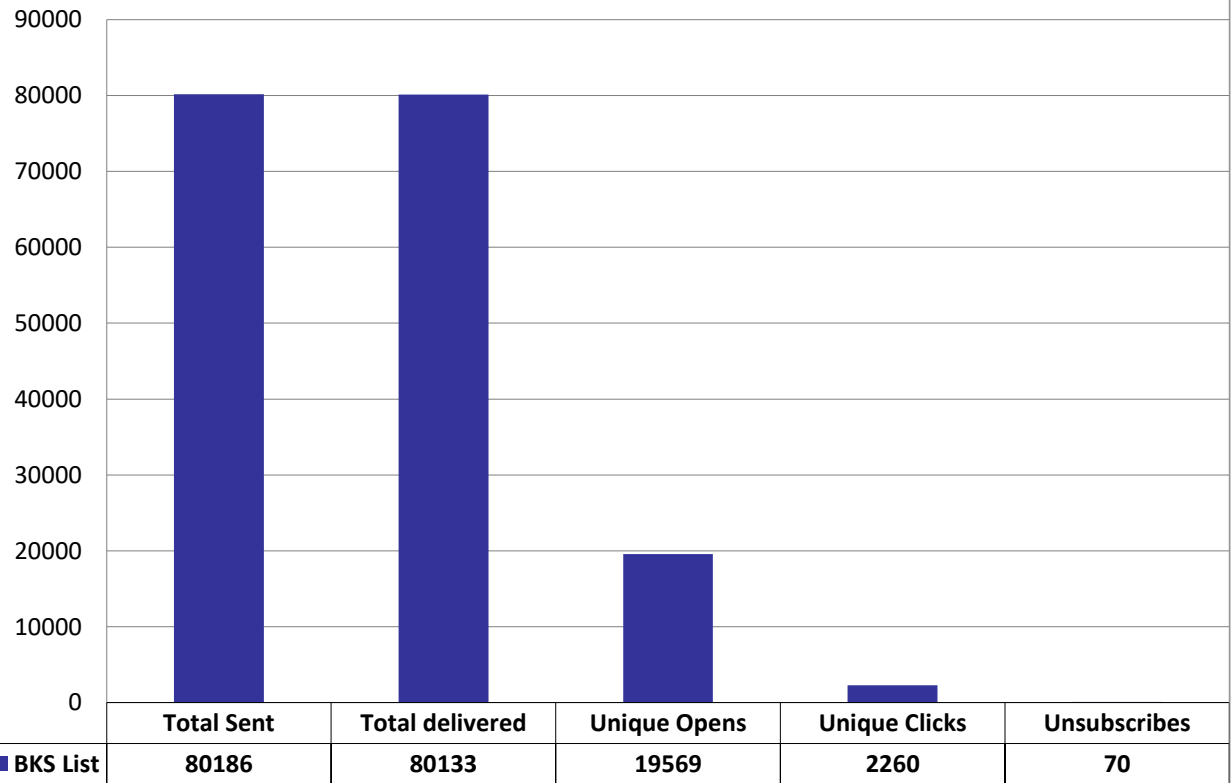
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083118 USC Takes Texas - 08/31/2018





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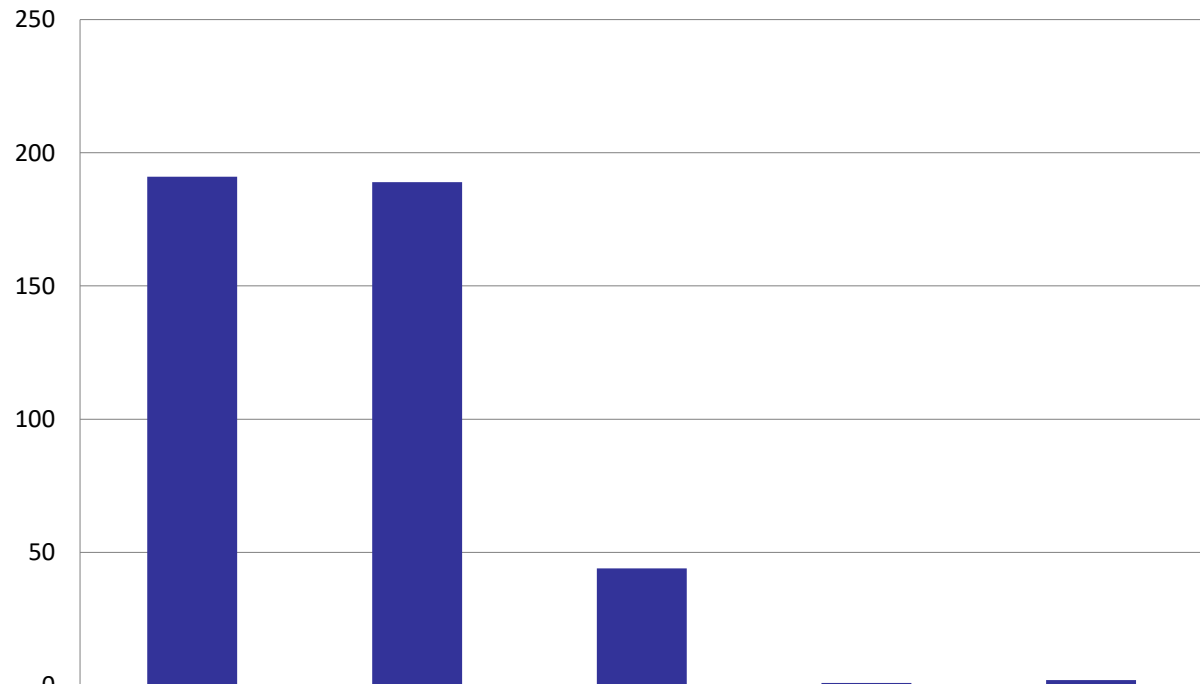
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On This Day In History (Copy 06) - 08/20/2018



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COL List	191	189	44	1	2



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Email Campaign Reports

August 2018

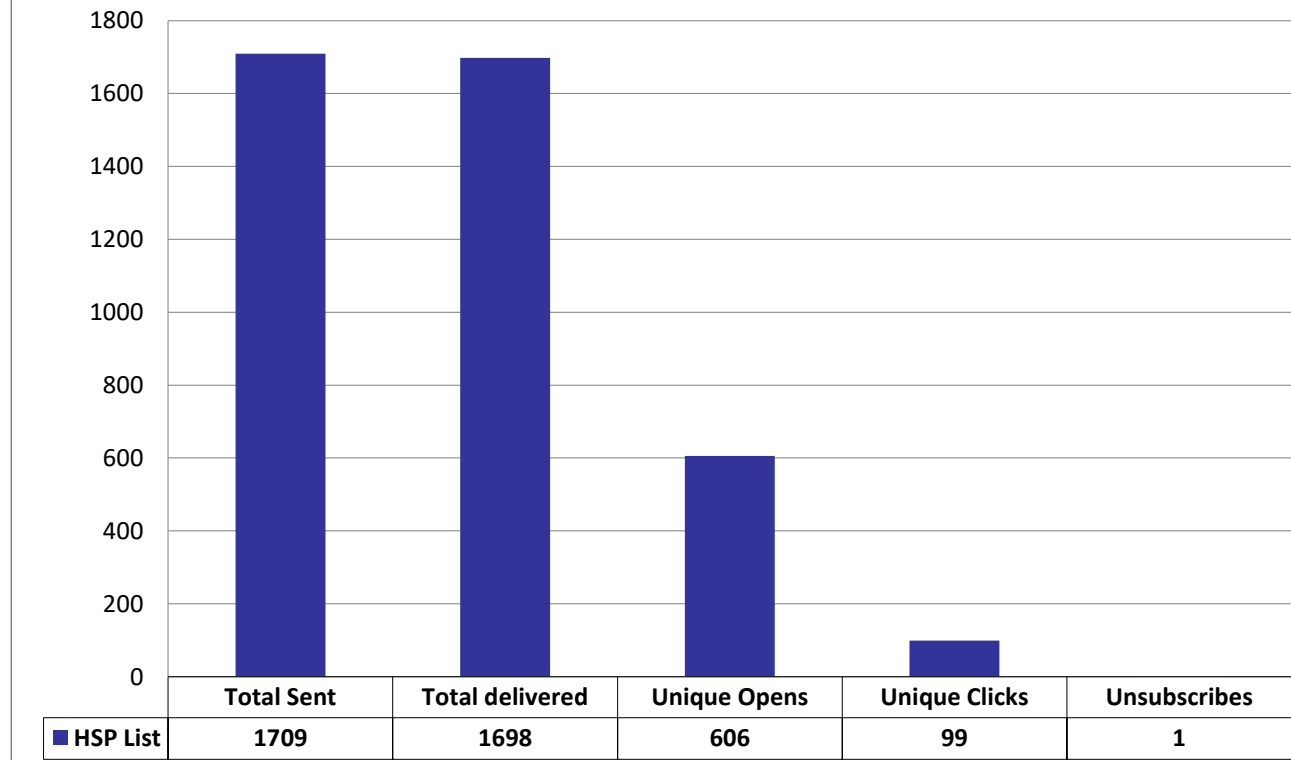
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This Week - August 27, 2018 - 08/27/2018





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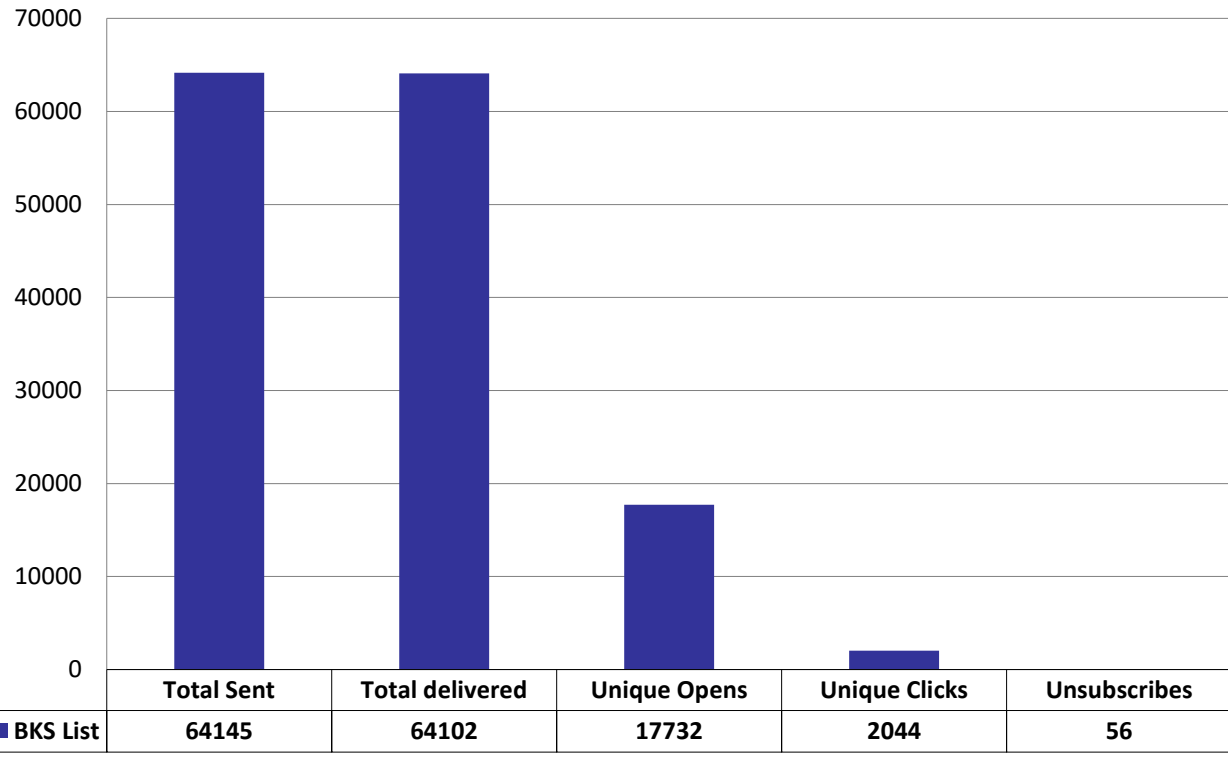
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083018 Labor Day Sale Online 1 - 08/30/2018





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August 2018

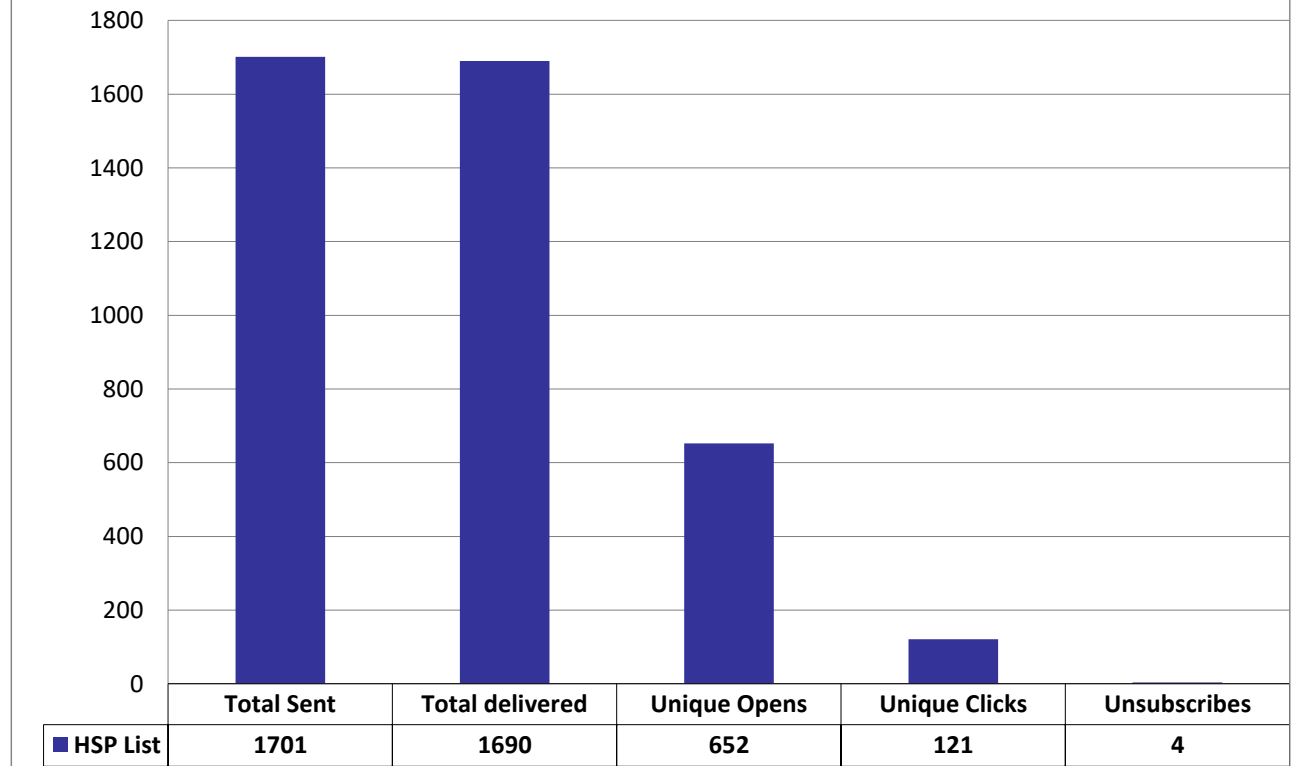
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This Week - August 20, 2018 - 08/20/2018





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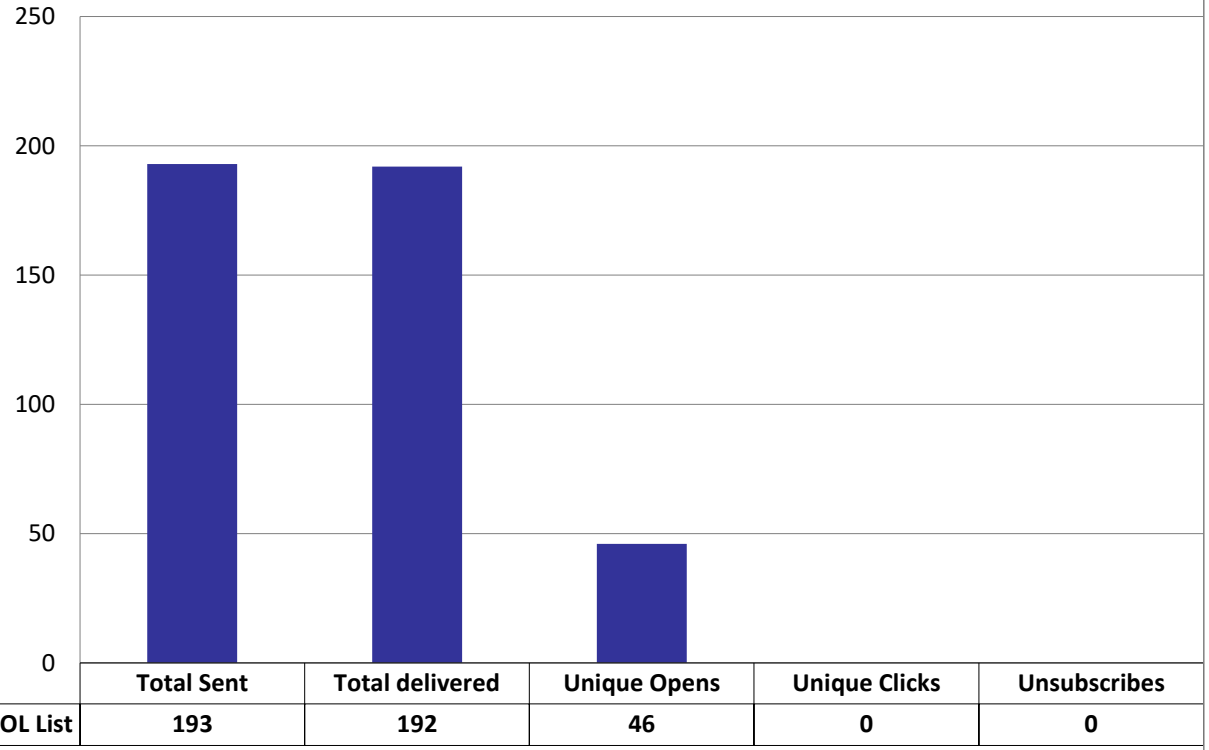
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On This Day In History (Copy 05) - 08/14/2018





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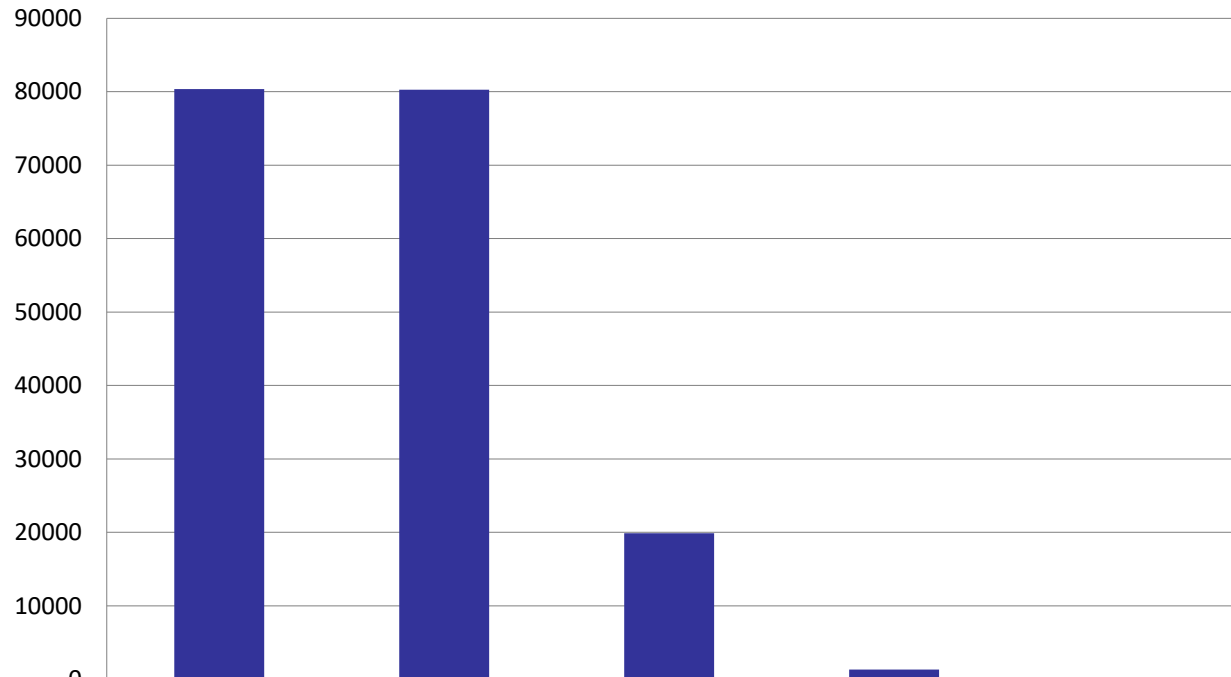
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082818 How Do USC 1 - 08/28/2018



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■ BKS List	80374	80296	19898	1323	84



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Email Campaign Reports

August 2018

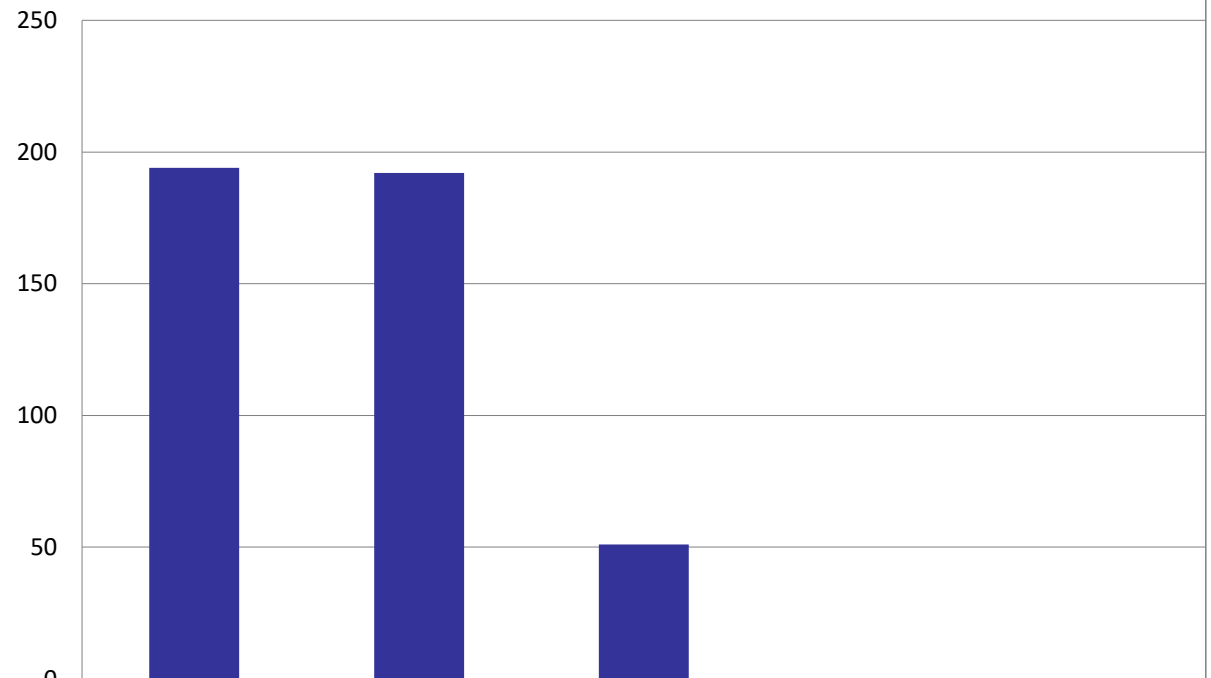
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On This Day In History (Copy 09) - 08/10/2018



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COL List	194	192	51	0	0



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Email Campaign Reports

August 2018

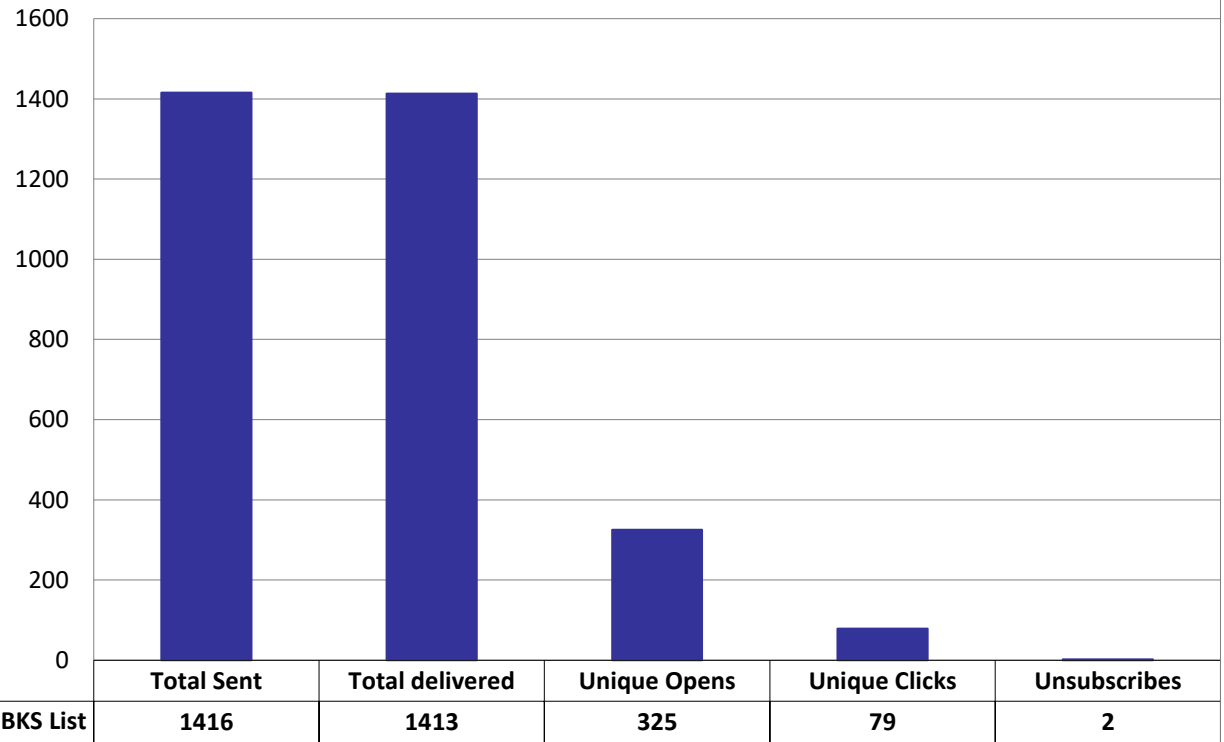
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081318 HSC Nike Shoe Sale - 08/13/2018





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August 2018

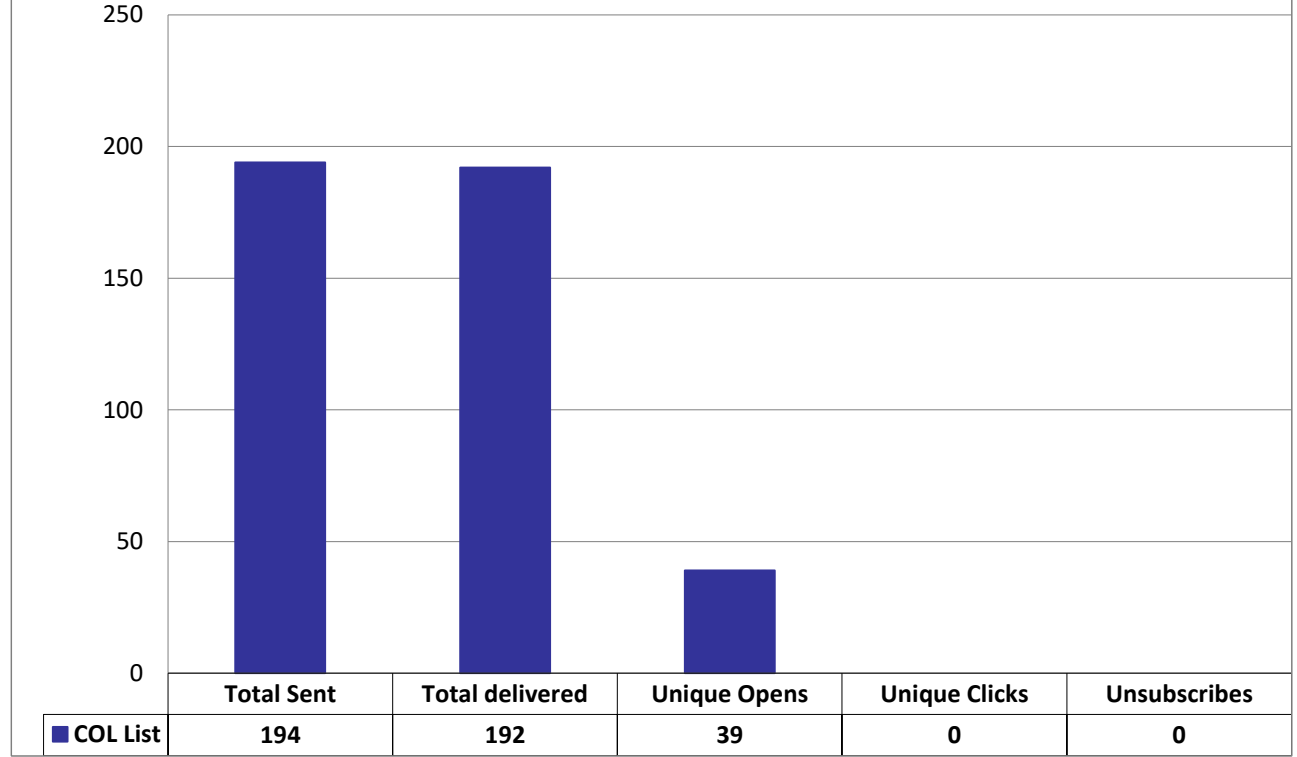
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On This Day In History (Copy 04) - 08/09/2018





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August 2018

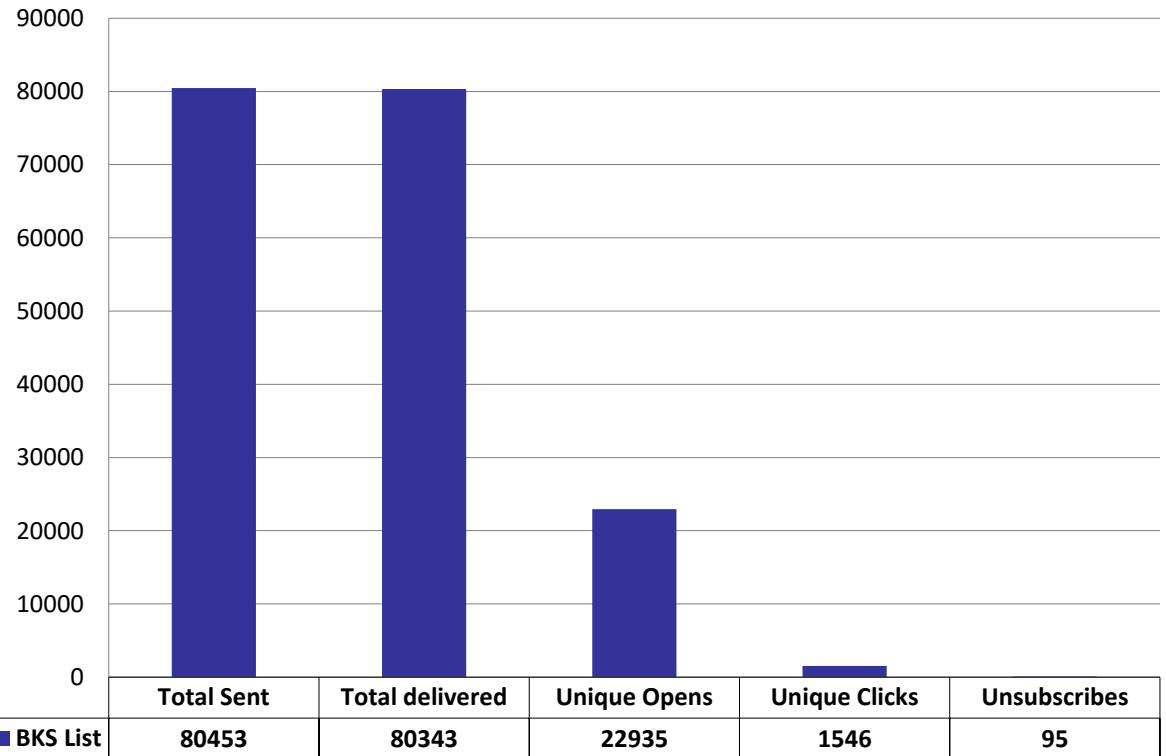
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081118 Football Schedule Tee - 08/11/2018





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August 2018

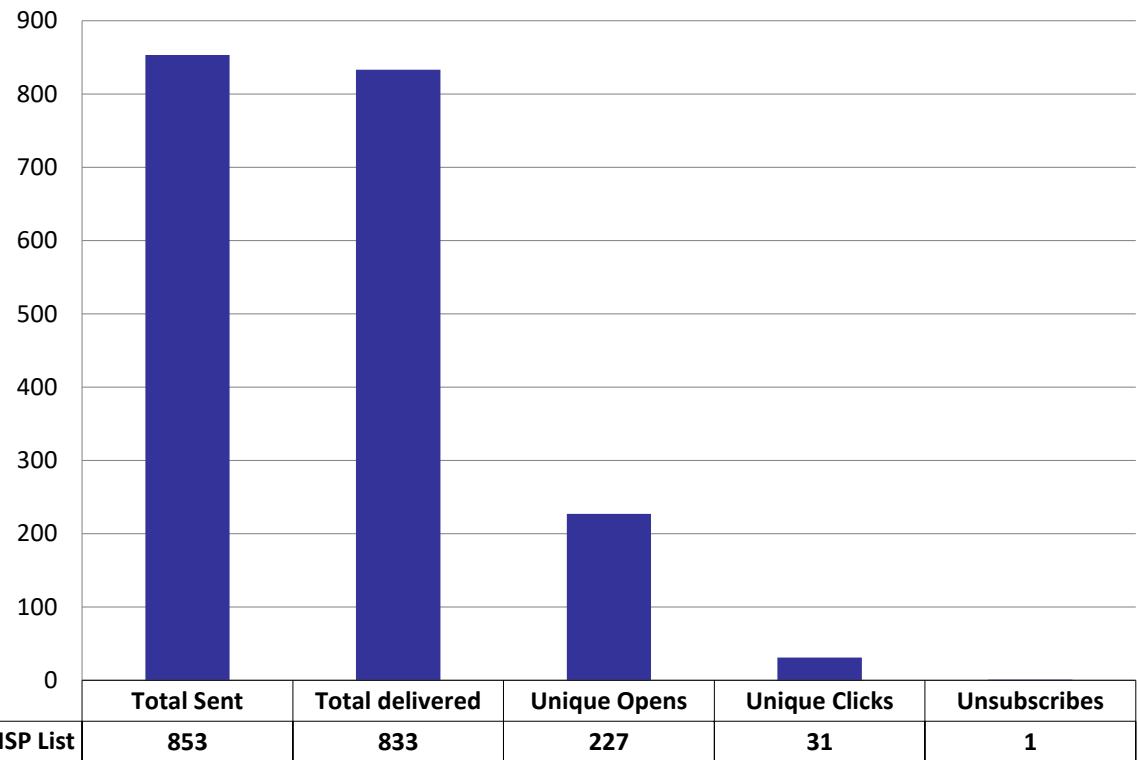
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20180831 USC Vs UNLV





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Email Campaign Reports

August 2018

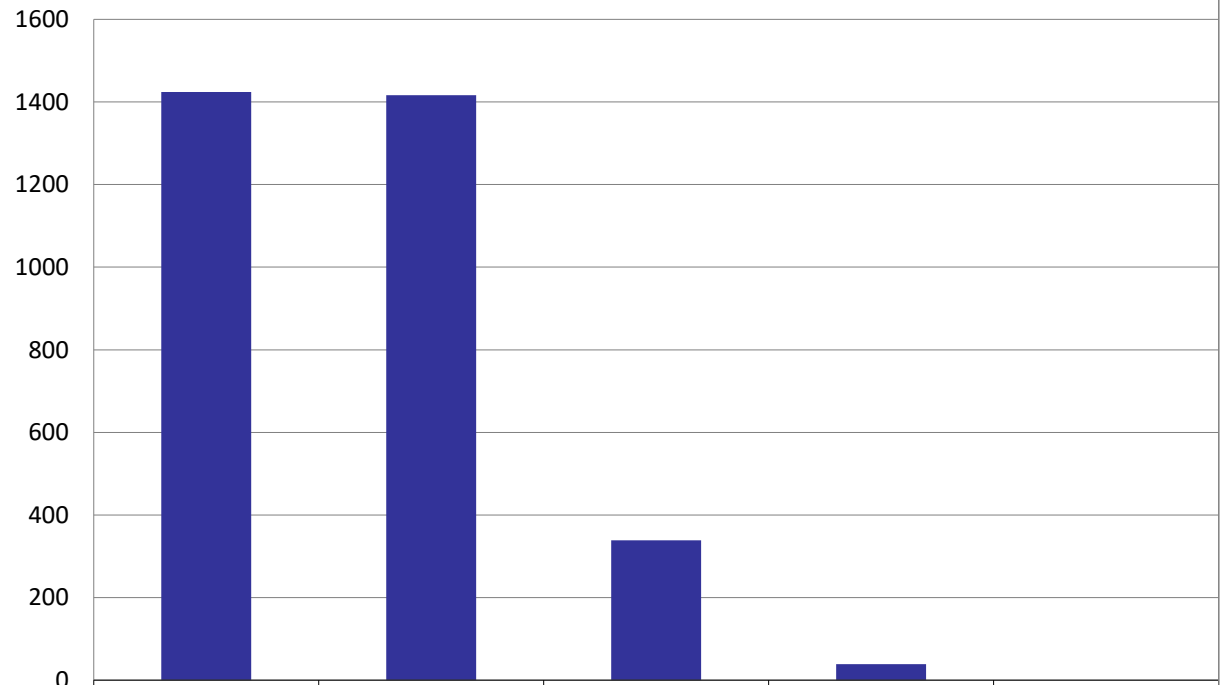
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080118 HC3 Gift Shop Now Open - 08/01/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	1424	1416	339	39	0



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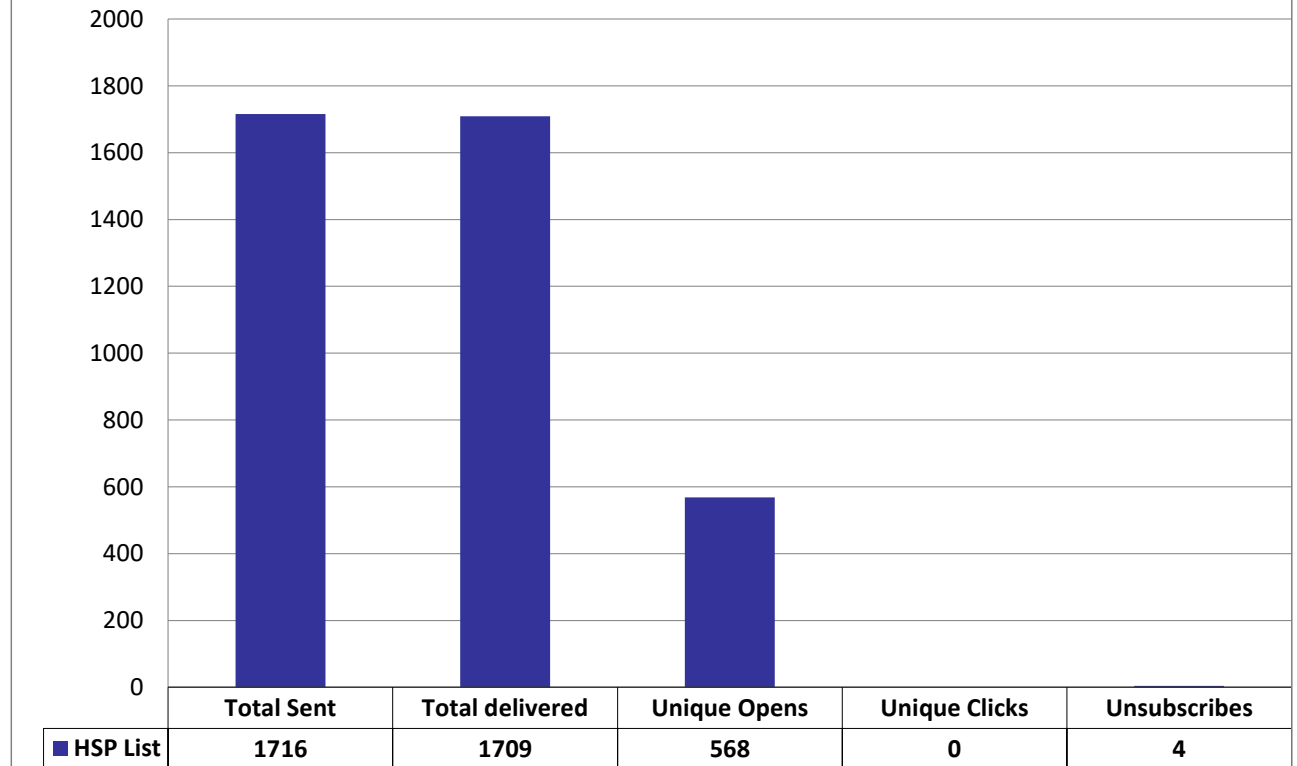
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Football Buffet UNLV 9.1.18 - 08/30/2018





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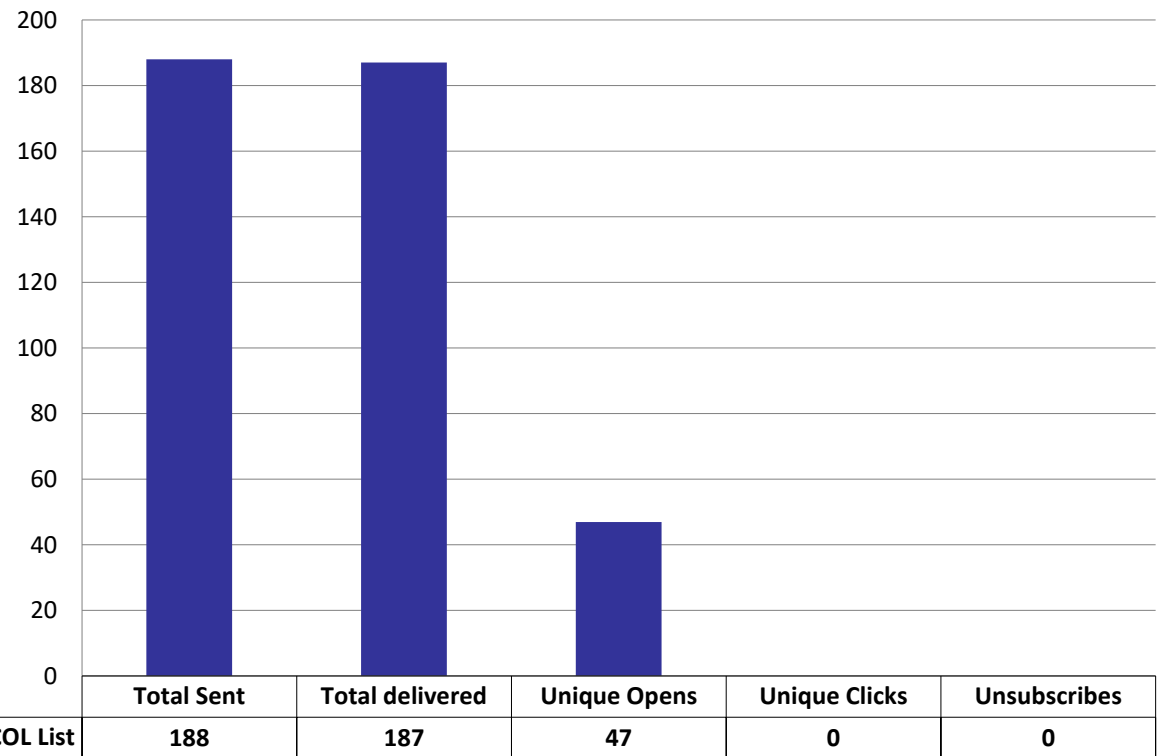
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On This Day In History (Copy 10) - 08/28/2018





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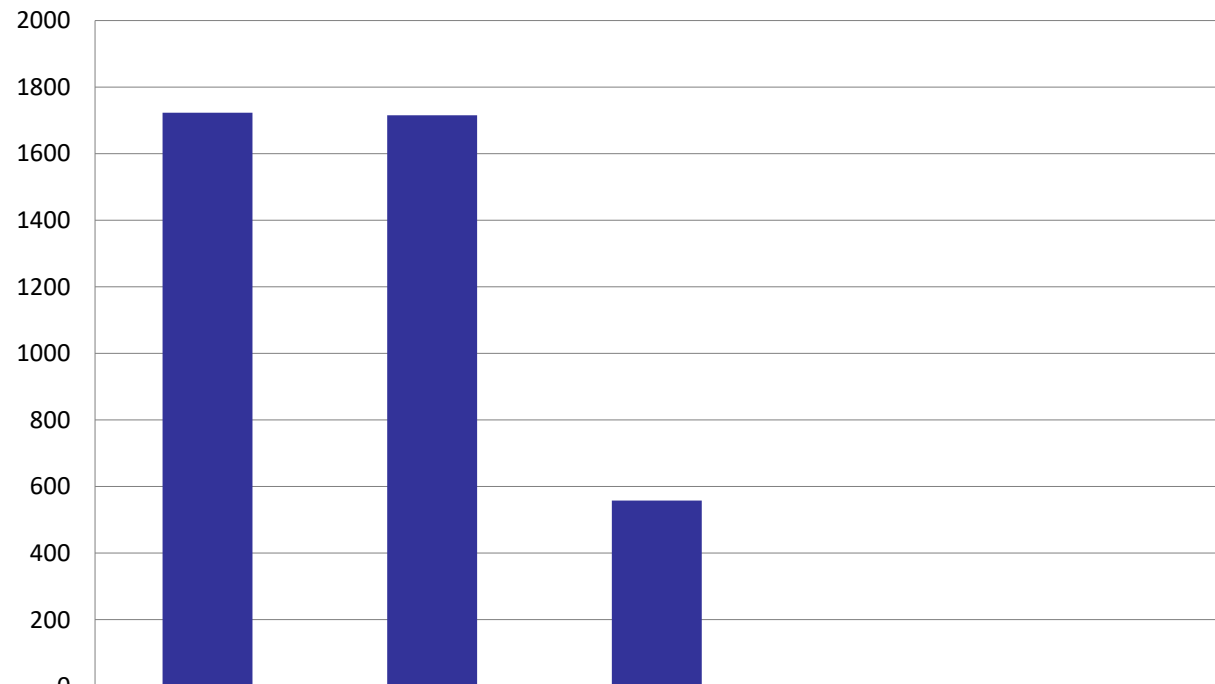
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Invitation To Mondavi Wine Dinner - 08/29/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	1723	1715	558	4	1

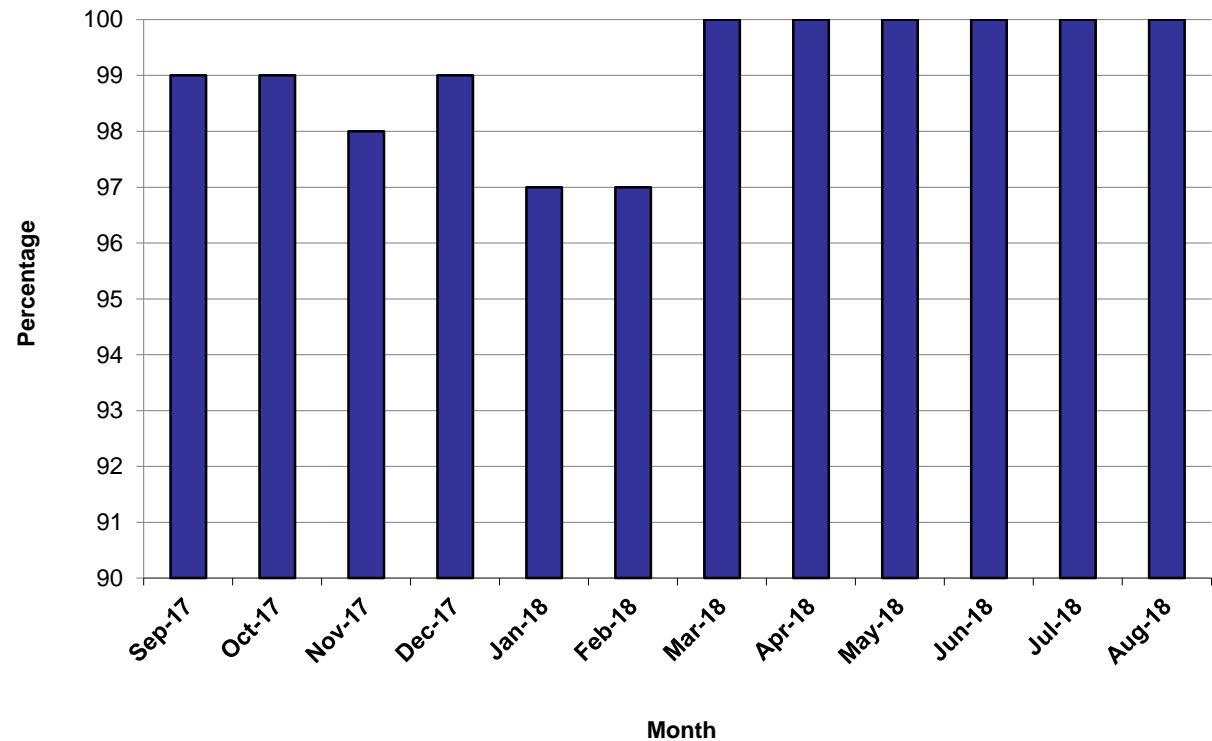


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Customer Satisfaction Report

August 2018

Customer Satisfaction



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Thank You !!