



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For December 2017

TO CREATE
THE BEST USC
EXPERIENCE.

BEST PEOPLE.
BEST PRODUCT.
BEST SERVICE.

USC BOOKSTORES. USC HOSPITALITY.
USC HOUSING. USC TRANSPORTATION.
USC RADISSON. USCCOLISEUM.

USC Auxiliary Services



USCAUXILIARY SERVICESIT

AGENDA

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

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Service Desk Reports

December 2017

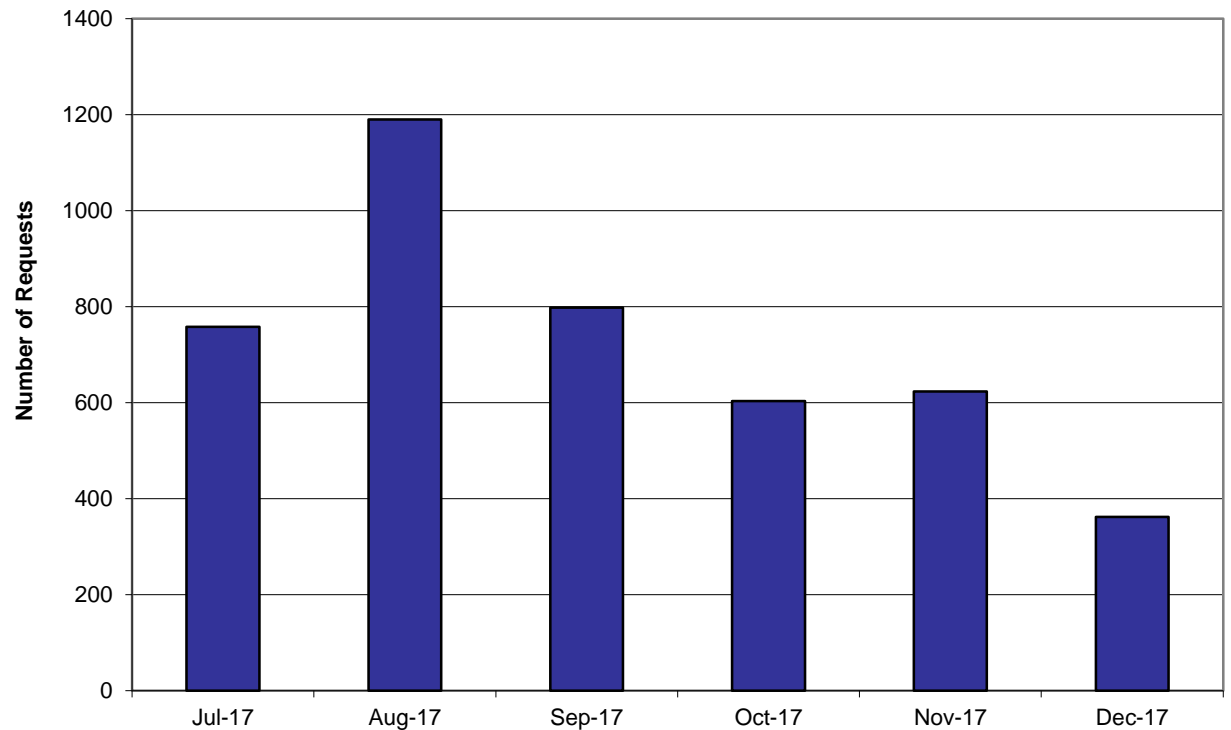
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Total New Requests





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Service Desk Reports December 2017

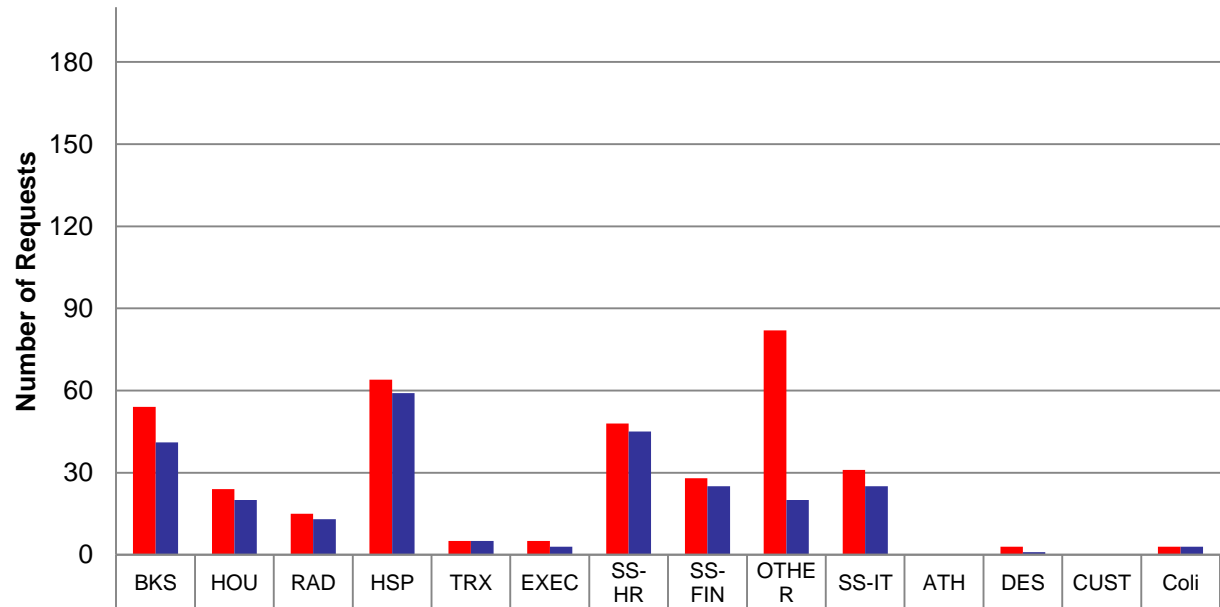
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Total New Vs Closed Requests



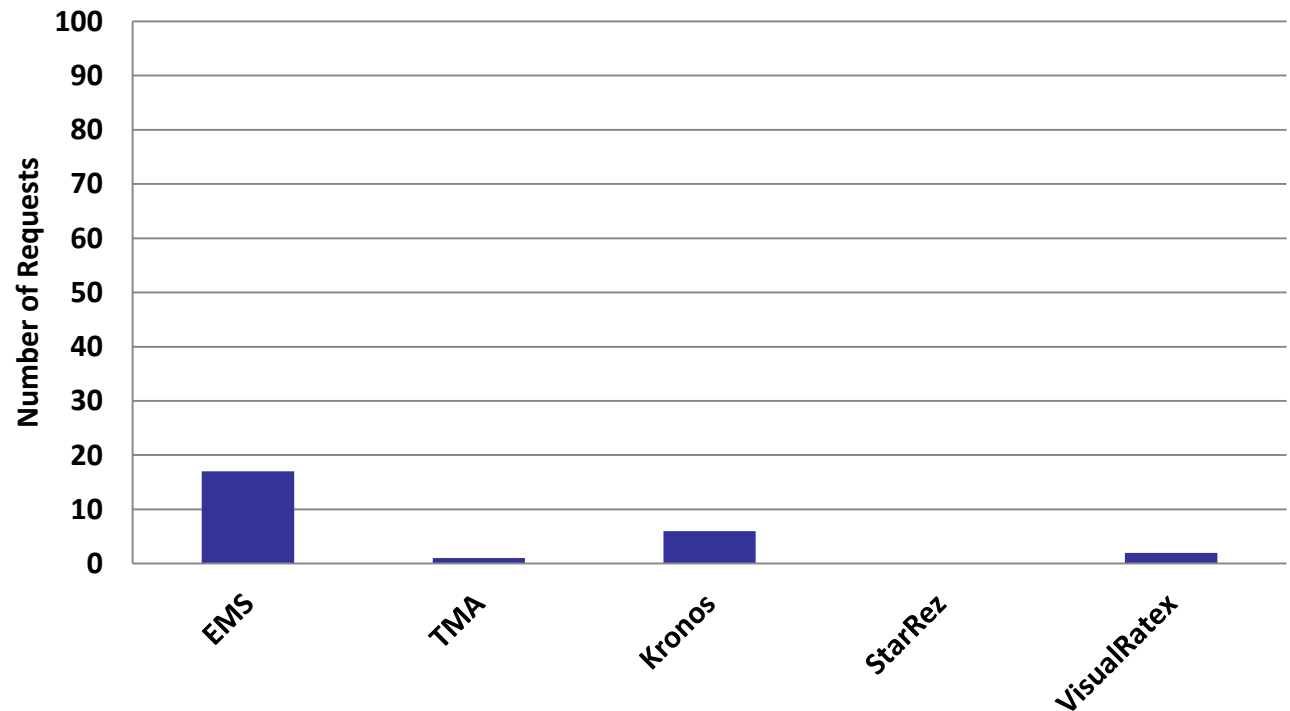
| | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|---|---|----|----|----|----|---|---|---|---|
| ■ Total Requests | 54 | 24 | 15 | 64 | 5 | 5 | 48 | 28 | 82 | 31 | 0 | 3 | 0 | 3 |
| ■ Closed Requests | 41 | 20 | 13 | 59 | 5 | 3 | 45 | 25 | 20 | 25 | 0 | 1 | 0 | 3 |



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Service Desk Reports December 2017

Requests By BU System



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December 2017

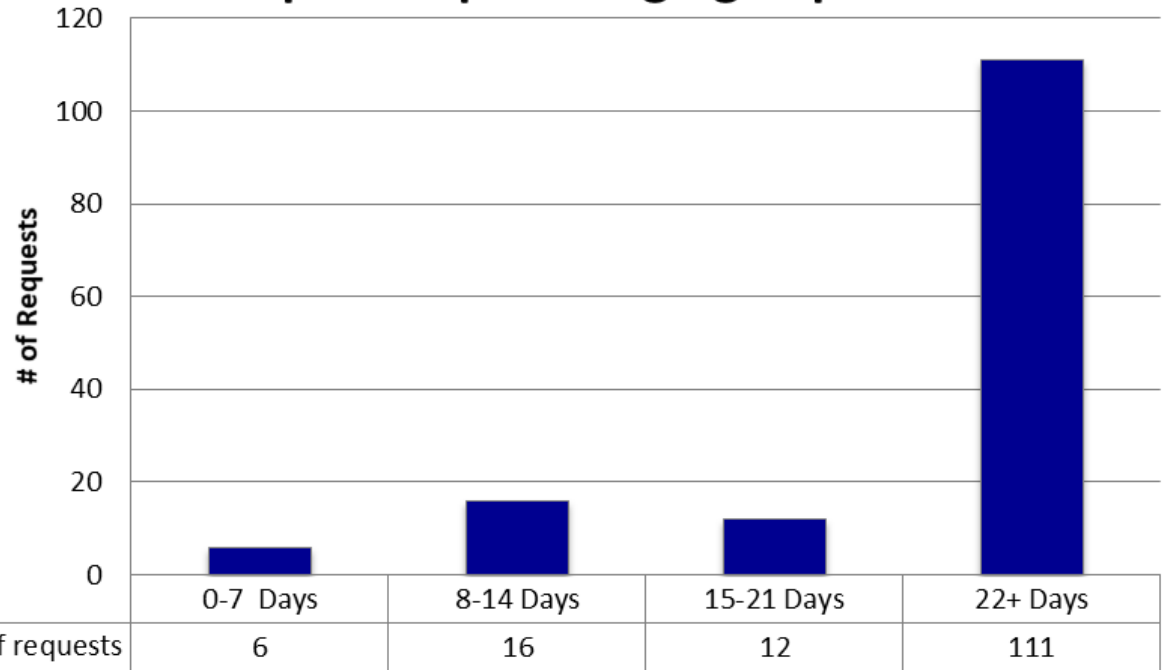
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Open Requests Aging Report





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December 2017

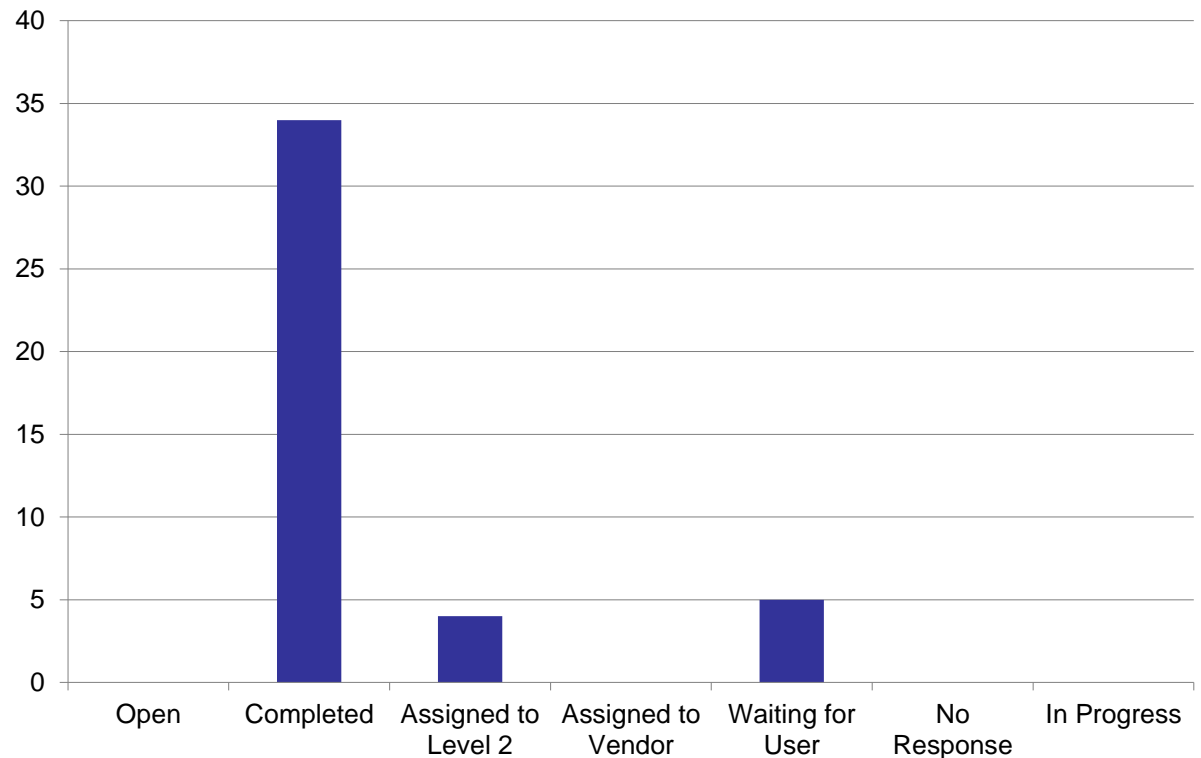
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of Web Requests Opened By Status





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Service Desk Reports

December 2017

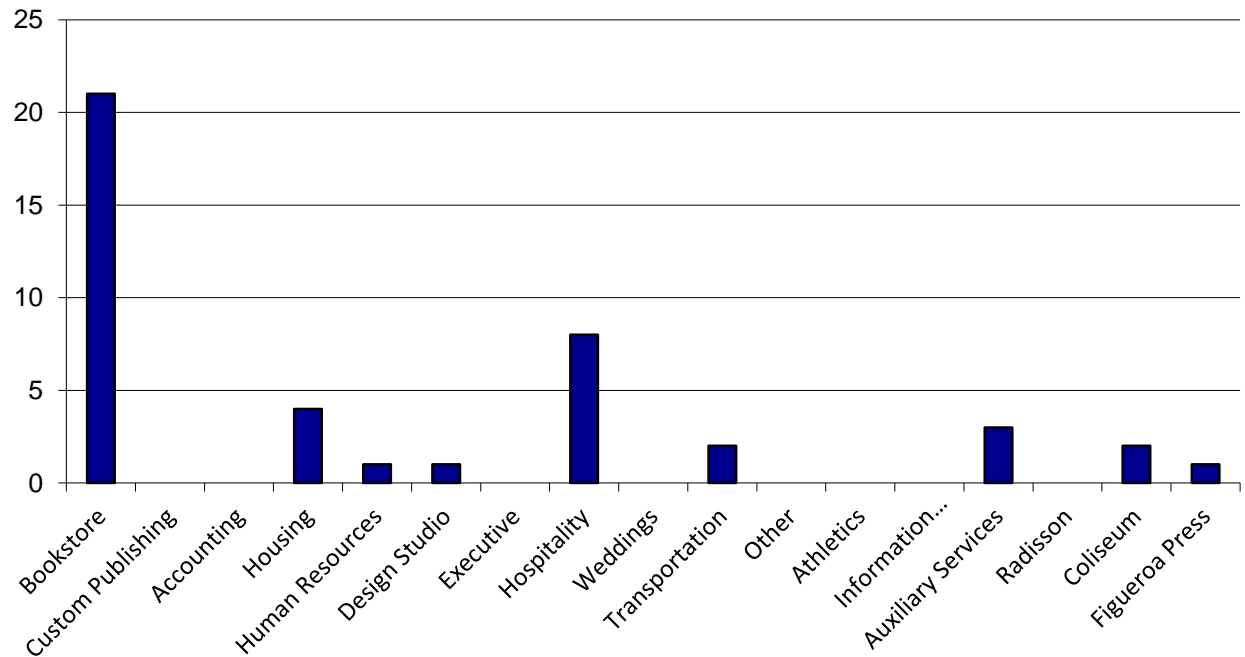
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of Web Requests Opened By Unit





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Service Desk Reports

December 2017

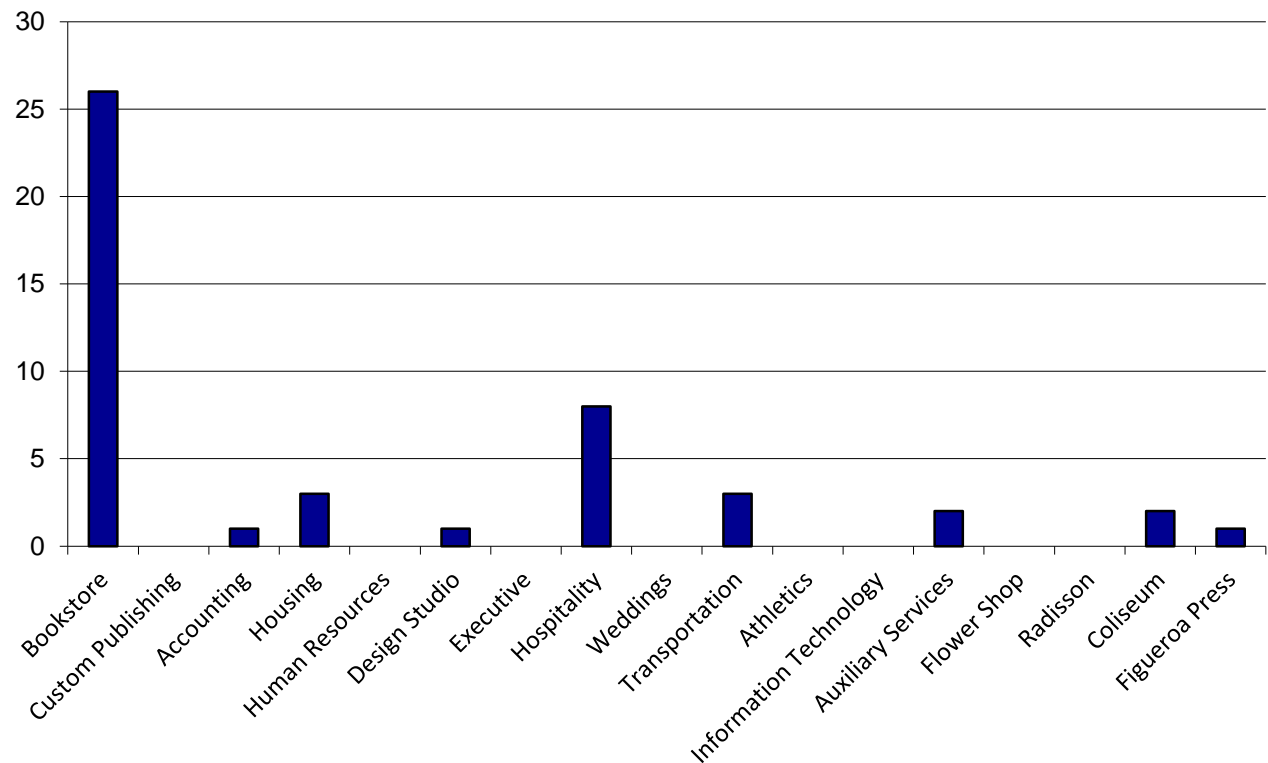
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of Web Requests Closed By Unit





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Website Reports

December 2017

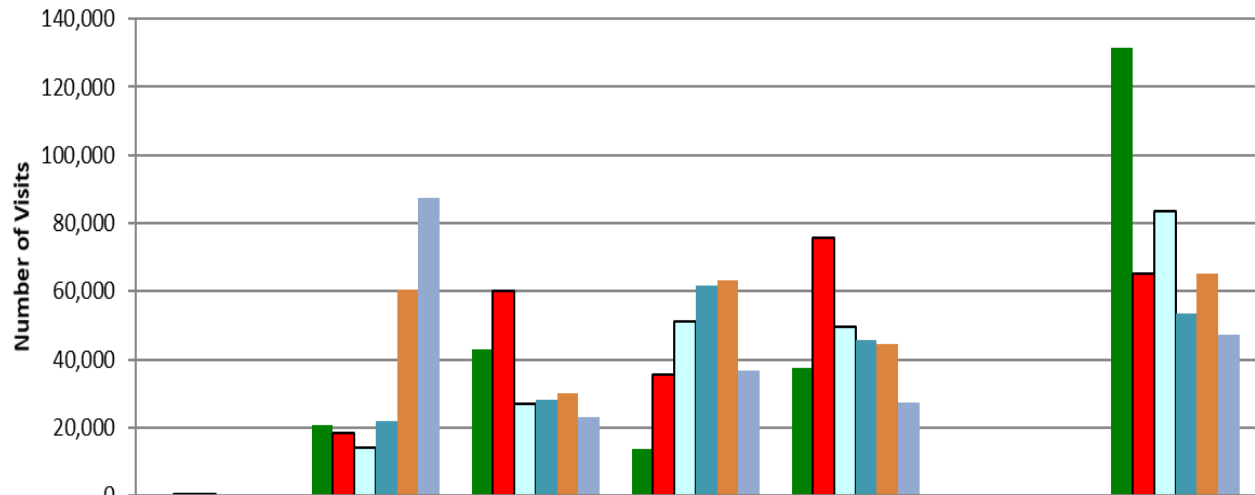
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Web Visits Per Month - BU Main Sites



| | aux.usc.edu | Bookstore | Housing | Hospitality | Transportation | BKS - Other (Flower shop) | Coliseum |
|----------|-------------|-----------|---------|-------------|----------------|------------------------------|----------|
| ■ Jul-17 | 522 | 20,669 | 43,083 | 13,653 | 37,323 | 0 | 131,522 |
| ■ Aug-17 | 563 | 18,468 | 60,073 | 35,616 | 75,774 | 0 | 65,018 |
| □ Sep-17 | 512 | 14,004 | 27,107 | 51,210 | 49,694 | 0 | 83,538 |
| ■ Oct-17 | 469 | 21,772 | 28,020 | 61,853 | 45,678 | 0 | 53,397 |
| ■ Nov-17 | 435 | 60,313 | 30,023 | 63,126 | 44,468 | 0 | 65,272 |
| ■ Dec-17 | 281 | 87,281 | 22,989 | 36,672 | 27,344 | 0 | 47,168 |



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Website Reports

December 2017

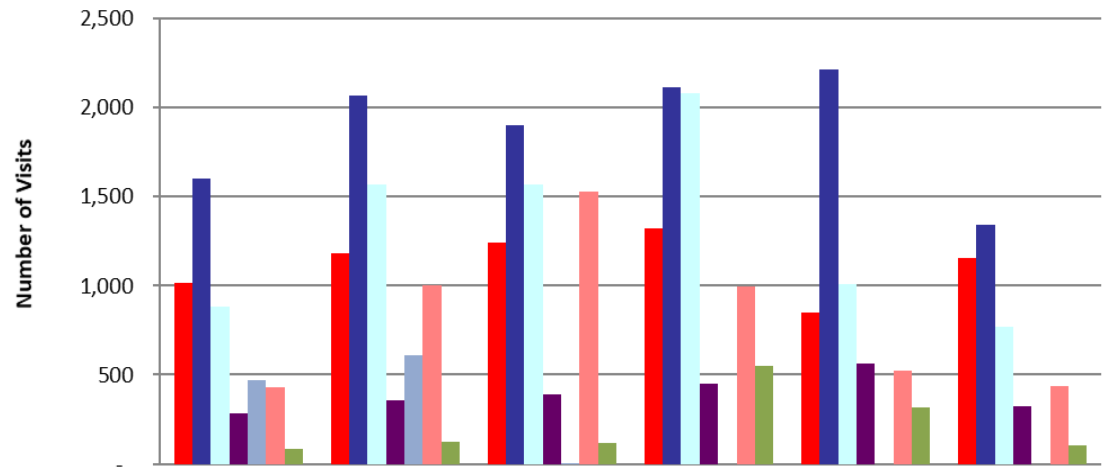
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Web Visits Per Month - HSP Micro Sites



| | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 |
|------------------------|--------|--------|--------|--------|--------|--------|
| ■ McKays | 1,016 | 1,182 | 1,240 | 1,319 | 849 | 1,153 |
| ■ The Lab | 1,603 | 2,065 | 1,899 | 2,111 | 2,213 | 1,340 |
| ■ Moreton Fig | 882 | 1,569 | 1,569 | 2,082 | 1,007 | 768 |
| ■ Rosso Oro's Pizzeria | 281 | 360 | 392 | 447 | 563 | 321 |
| ■ Seeds Marketplace | 472 | 612 | 1 | - | - | - |
| ■ Traditions | 432 | 1,002 | 1,525 | 994 | 523 | 434 |
| ■ The Edmondson | 85 | 123 | 118 | 550 | 320 | 104 |



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Website Reports

December 2017

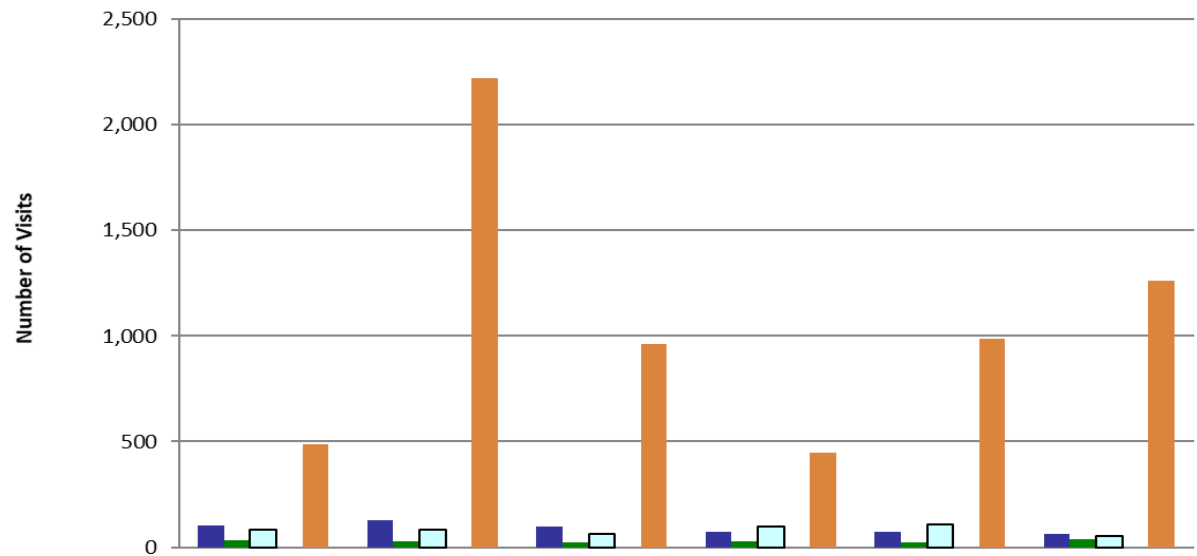
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Web Visits Per Month - Other Sites



| | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 |
|----------------------|--------|--------|--------|--------|--------|--------|
| ■ Figueroa Press | 103 | 127 | 100 | 72 | 72 | 65 |
| ■ Gamble-house Store | 35 | 30 | 25 | 27 | 22 | 38 |
| ■ USC Radisson Event | 83 | 82 | 64 | 96 | 110 | 54 |
| ■ Weddings at USC | 0 | 0 | 0 | 0 | 0 | 0 |
| ■ Custom-publishing | 488 | 2,219 | 962 | 449 | 986 | 1,259 |

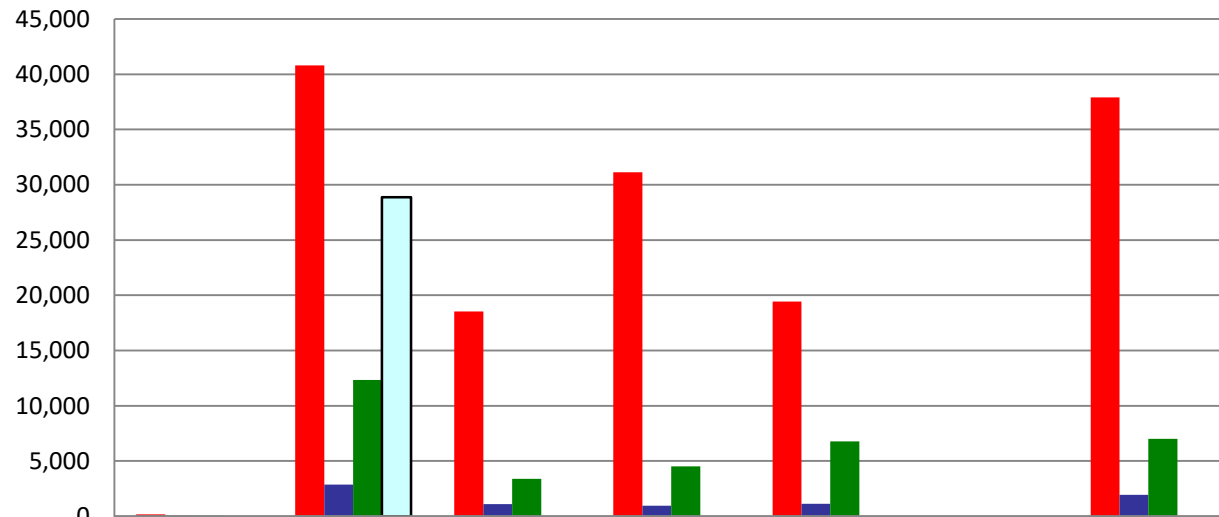


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Website Reports

December 2017

December 2017 Traffic Sources - BU Main Sites



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December 2017

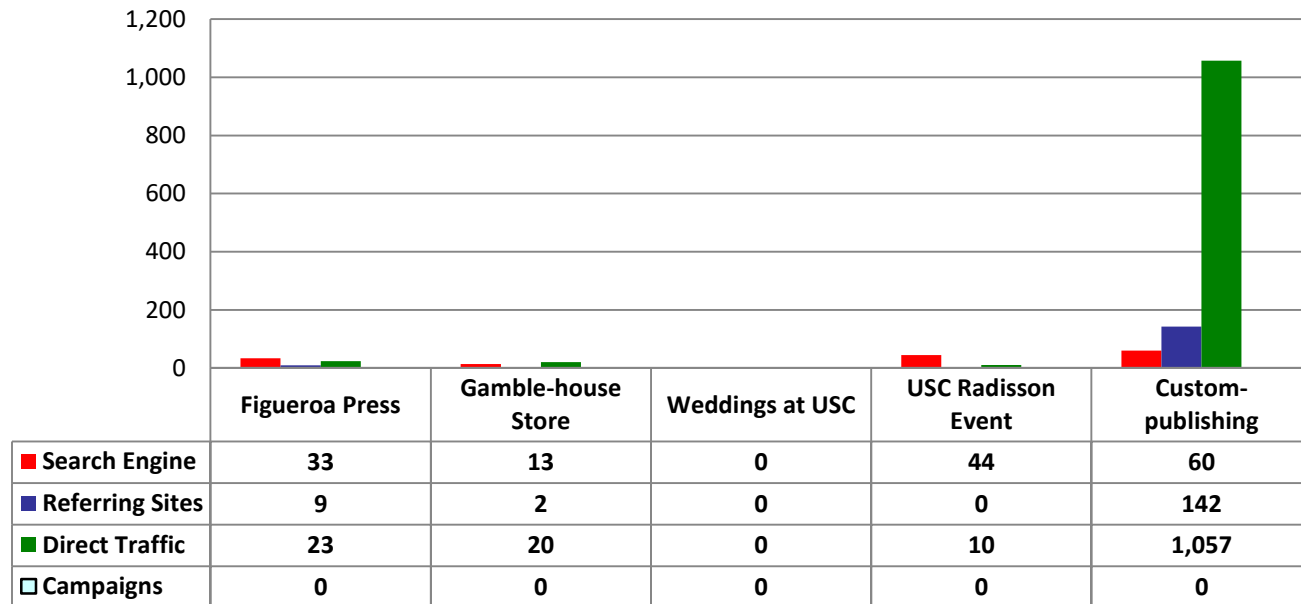
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December 2017 Traffic Sources - Other Sites





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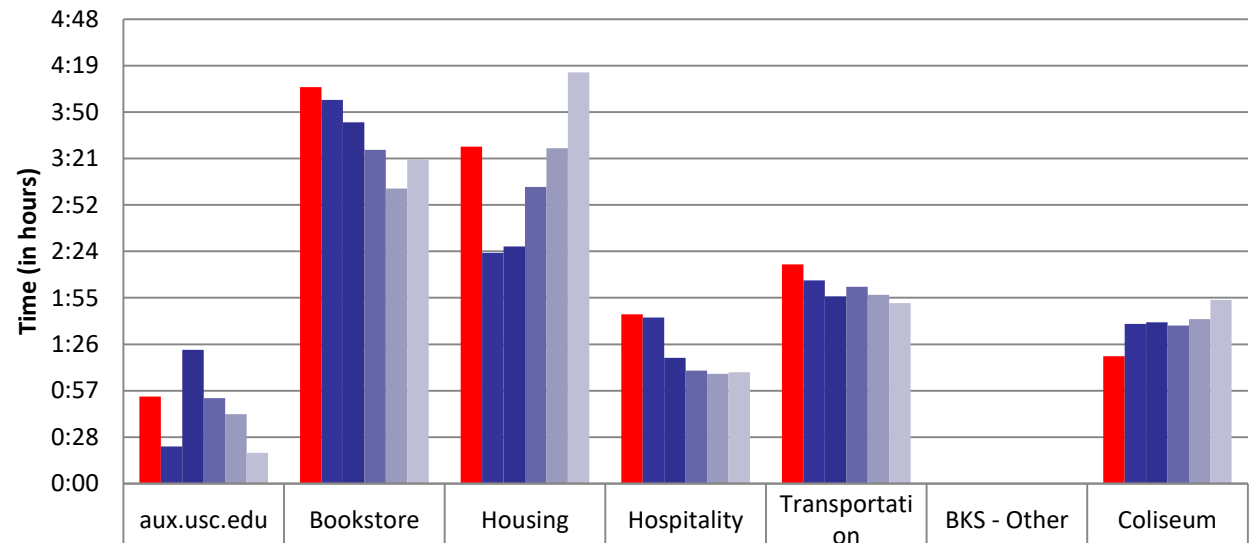
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Average Time Spent on Website - BU Main Sites



| | | | | | | | |
|--------|------|------|------|------|------|------|------|
| Jul-17 | 0:54 | 4:06 | 3:29 | 1:45 | 2:16 | 0:00 | 1:19 |
| Aug-17 | 0:23 | 3:58 | 2:23 | 1:43 | 2:06 | 0:00 | 1:39 |
| Sep-17 | 1:23 | 3:44 | 2:27 | 1:18 | 1:56 | 0:00 | 1:40 |
| Oct-17 | 0:53 | 3:27 | 3:04 | 1:10 | 2:02 | 0:00 | 1:38 |
| Nov-17 | 0:43 | 3:03 | 3:28 | 1:08 | 1:57 | 0:00 | 1:42 |
| Dec-17 | 0:19 | 3:21 | 4:15 | 1:09 | 1:52 | 0:00 | 1:54 |



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Website Reports

December 2017

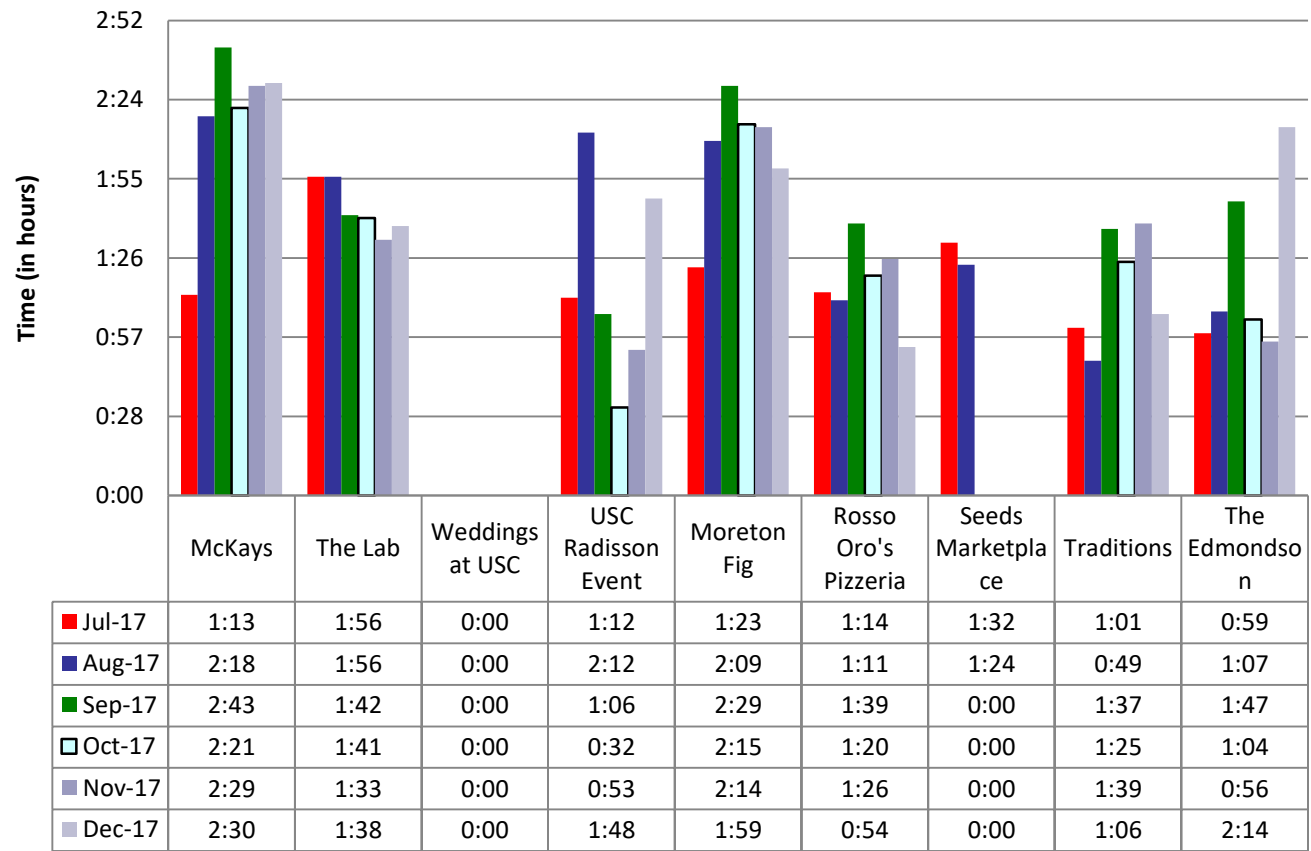
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Average Time Spent on Website - HSP Micro Sites





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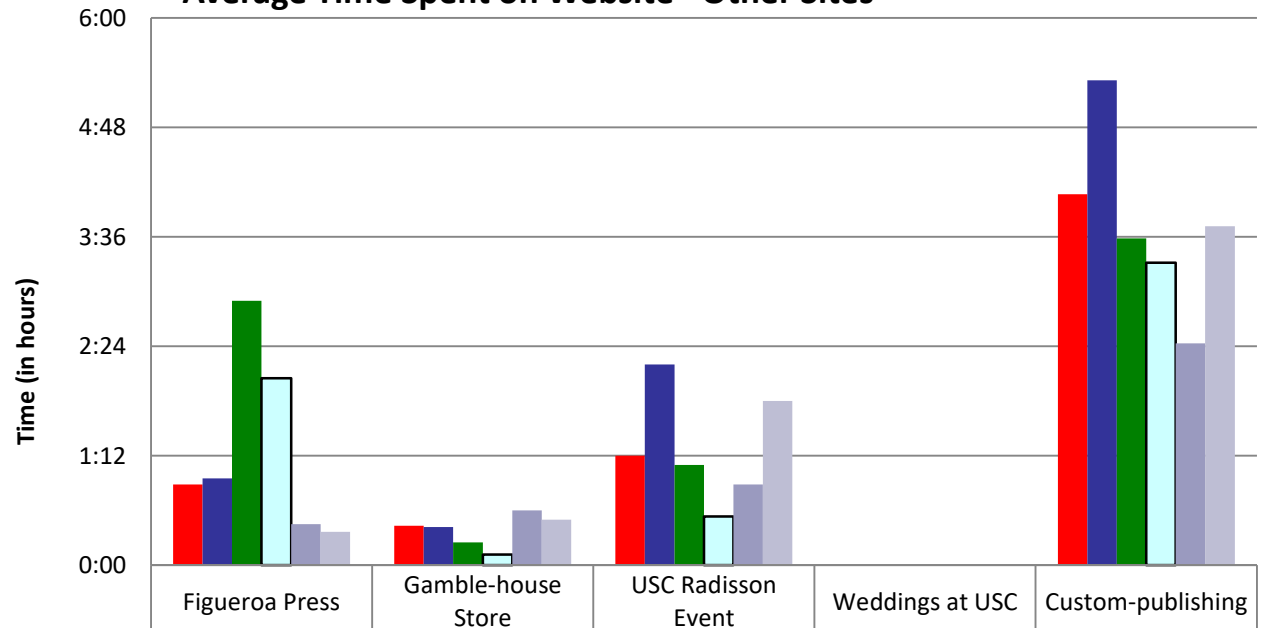
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Average Time Spent on Website - Other Sites



| | Figueroa Press | Gamble-house Store | USC Radisson Event | Weddings at USC | Custom-publishing |
|----------|----------------|--------------------|--------------------|-----------------|-------------------|
| ■ Jul-17 | 0:53 | 0:26 | 1:12 | 0:00 | 4:04 |
| ■ Aug-17 | 0:57 | 0:25 | 2:12 | 0:00 | 5:19 |
| ■ Sep-17 | 2:54 | 0:15 | 1:06 | 0:00 | 3:35 |
| ■ Oct-17 | 2:03 | 0:07 | 0:32 | 0:00 | 3:19 |
| ■ Nov-17 | 0:27 | 0:36 | 0:53 | 0:00 | 2:26 |
| ■ Dec-17 | 0:22 | 0:30 | 1:48 | 0:00 | 3:43 |



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Website Reports December 2017

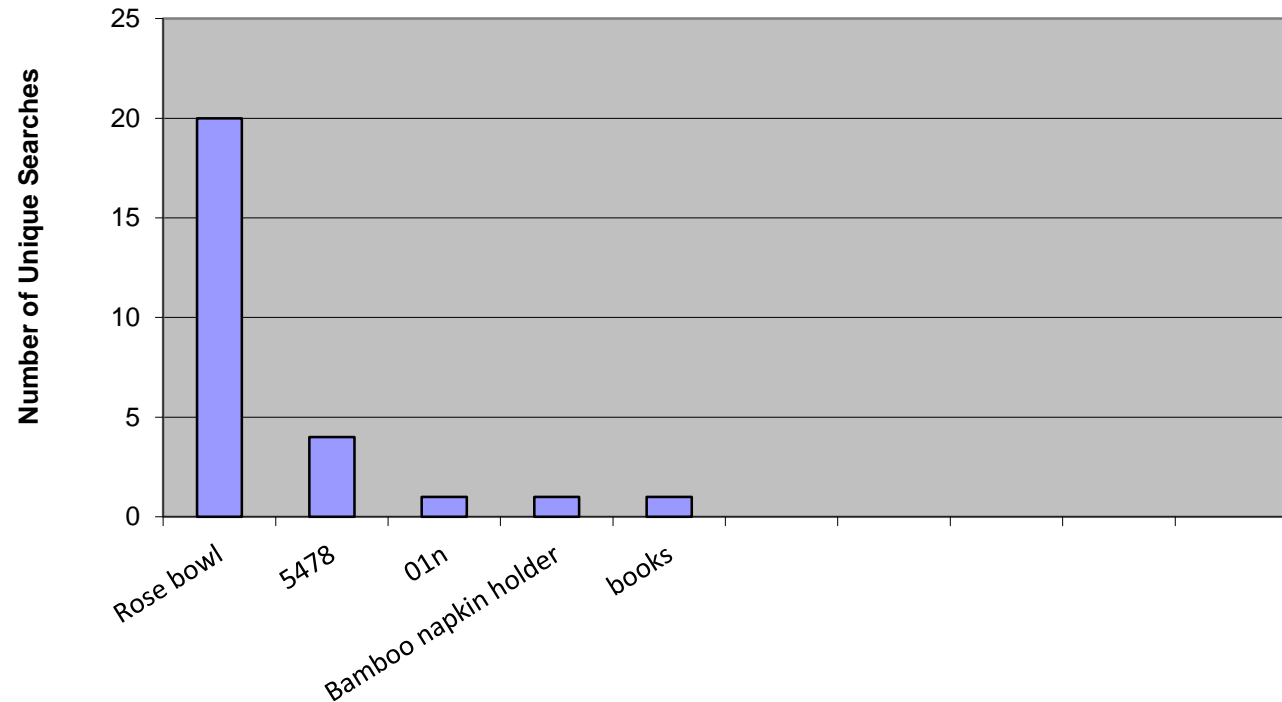
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Bookstore Charts
10 Most Searched Items December 2017





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Website Reports December 2017

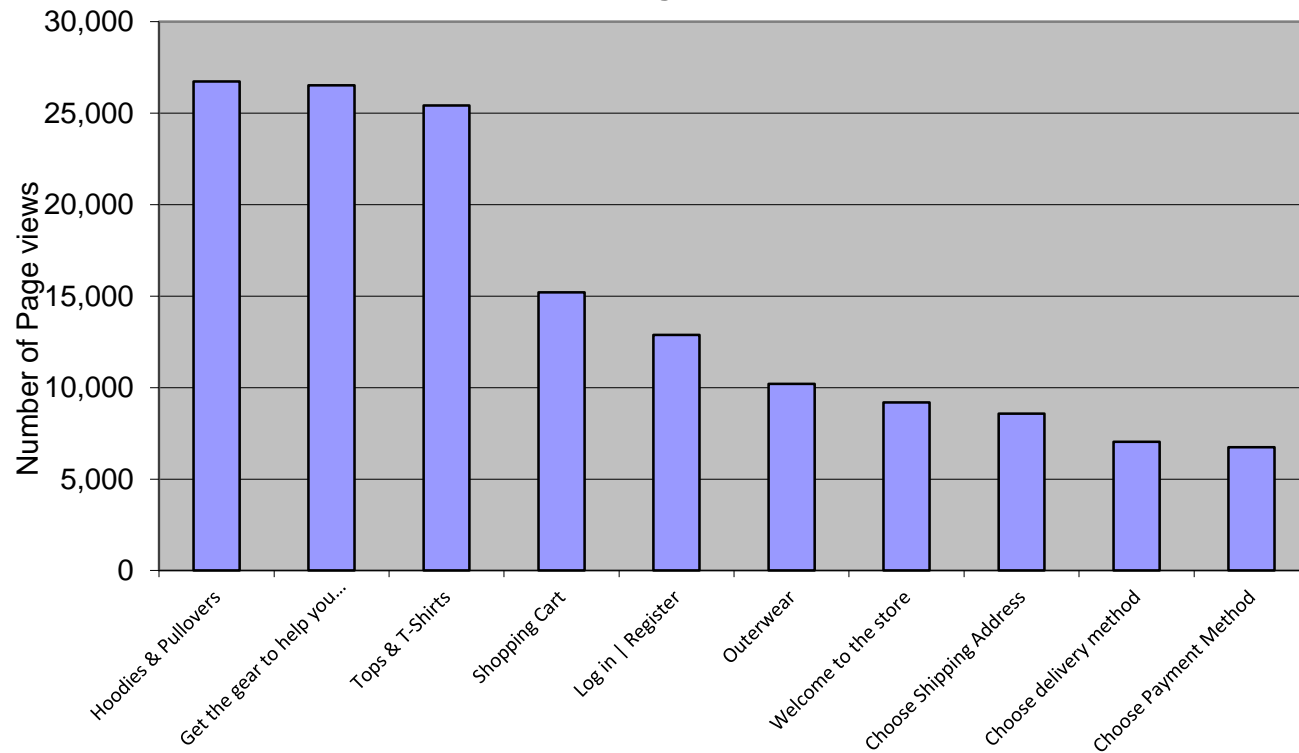
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Bookstore Charts
10 Most Viewed Pages -December 2017





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Website Reports December 2017

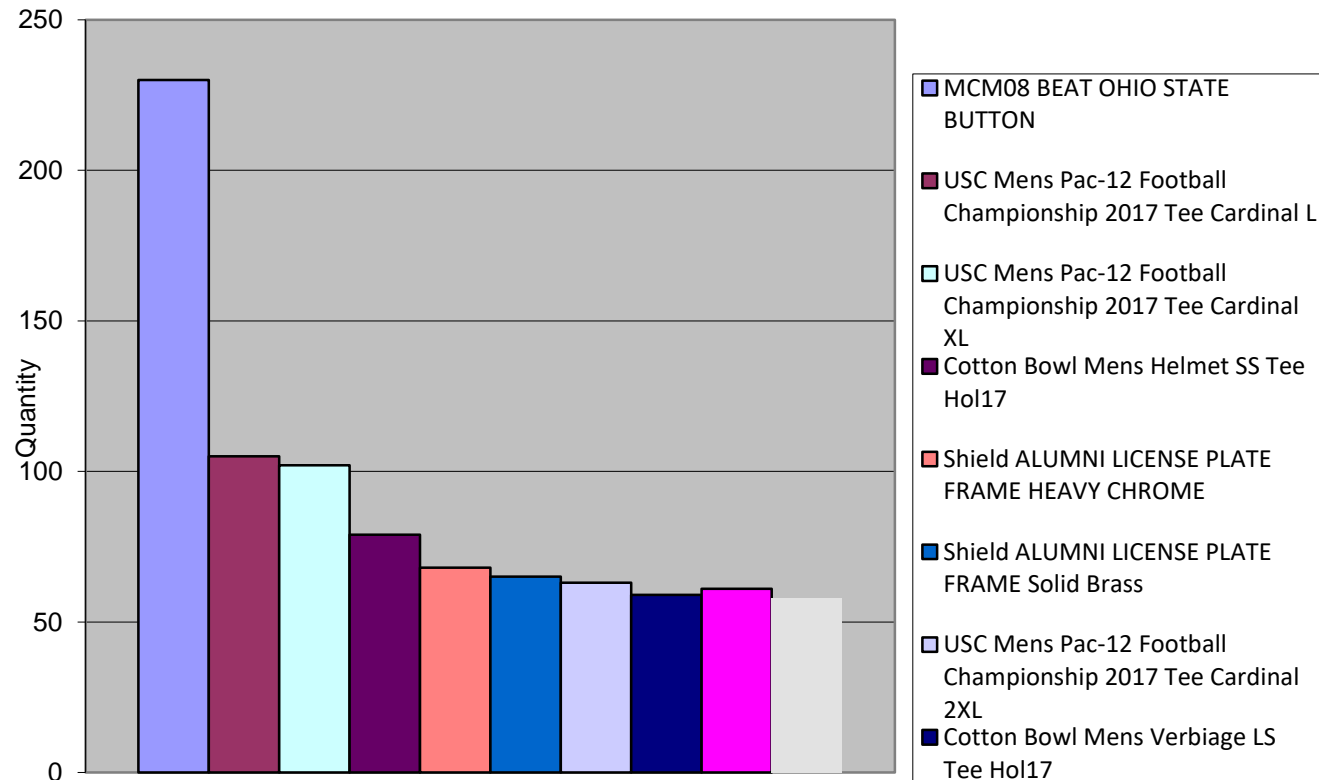
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Bookstore Charts
10 Most Purchased Products December 2017





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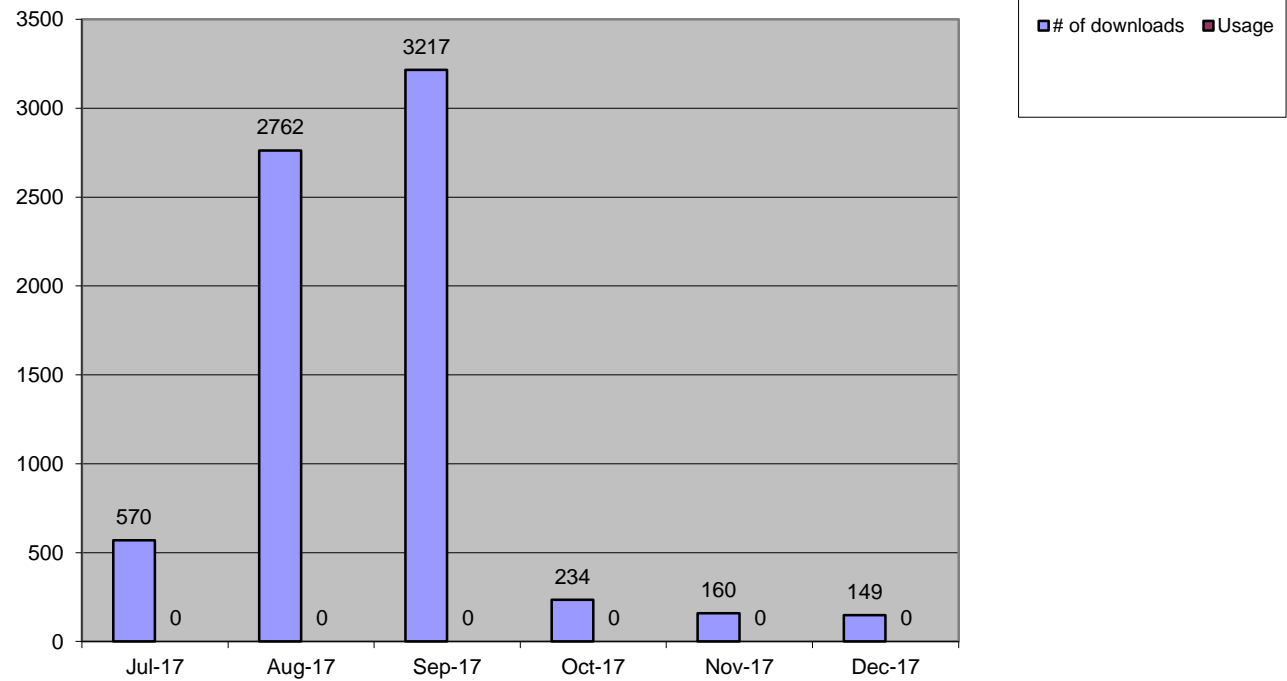
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TSP Mobile App Stats





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Email Campaign Reports

December 2017

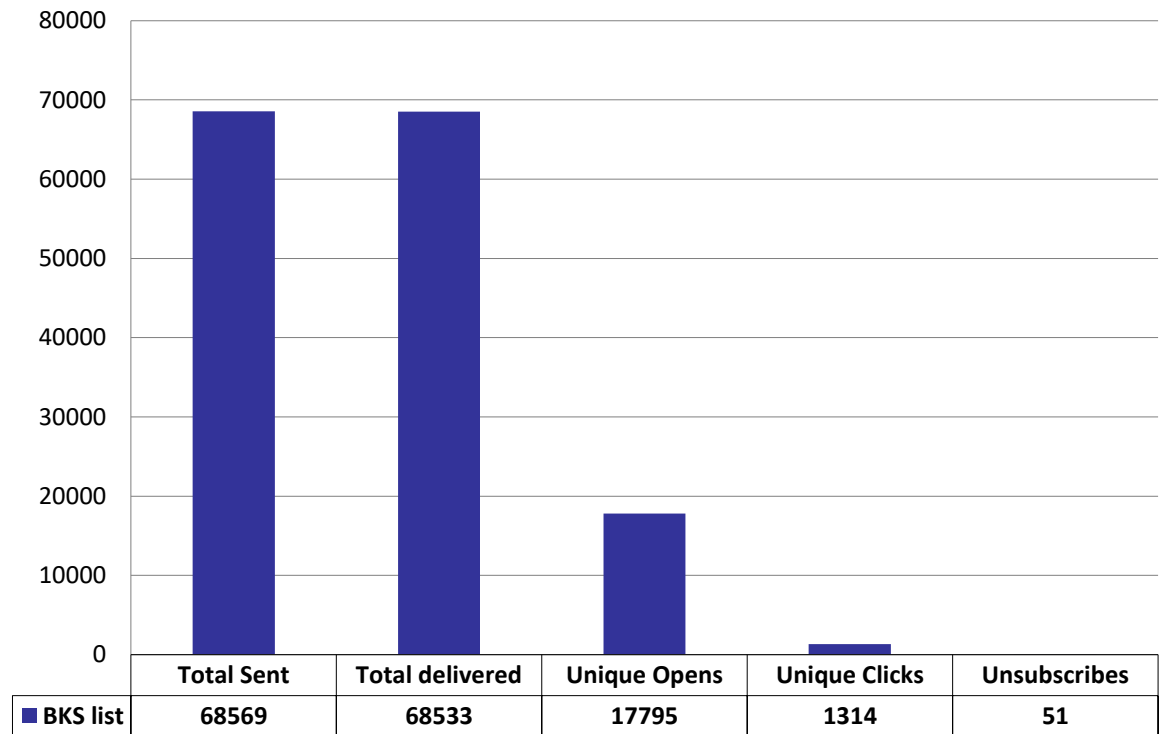
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🎄 Free Holiday Shipping - One Week Only! 📧 - 12/01/2017





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December 2017

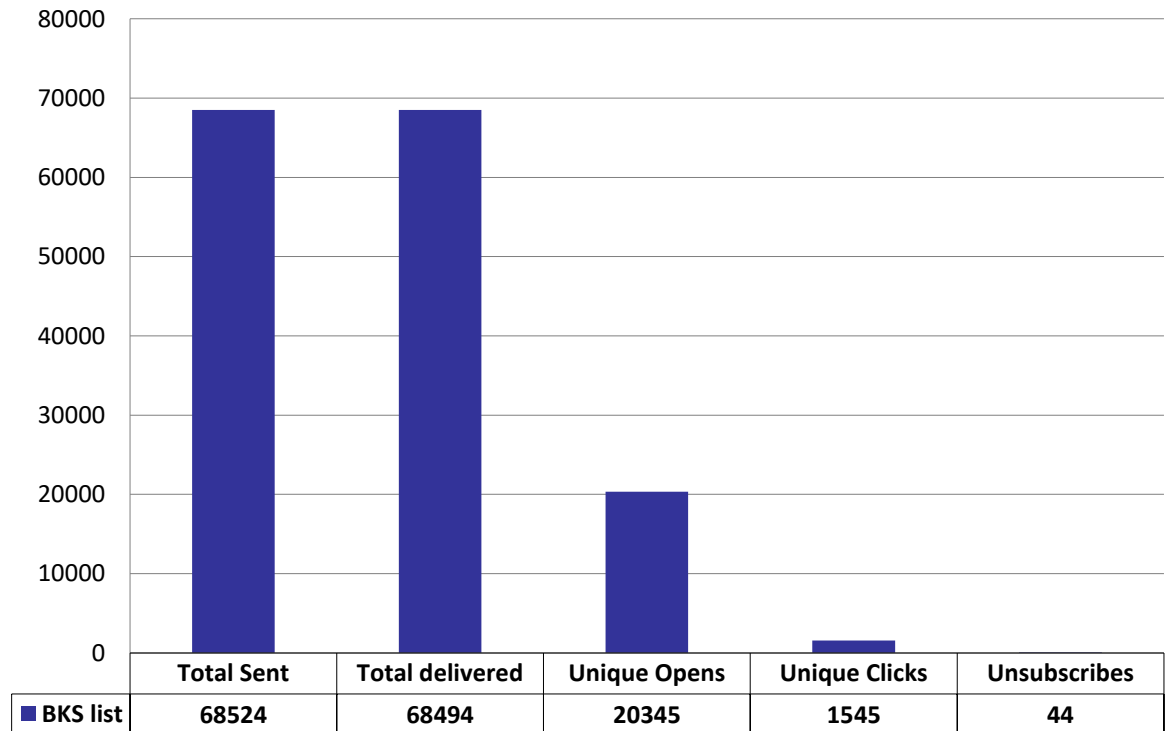
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👉 USC Fights On to Pac-12 Victory! - 12/01/2017





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December 2017

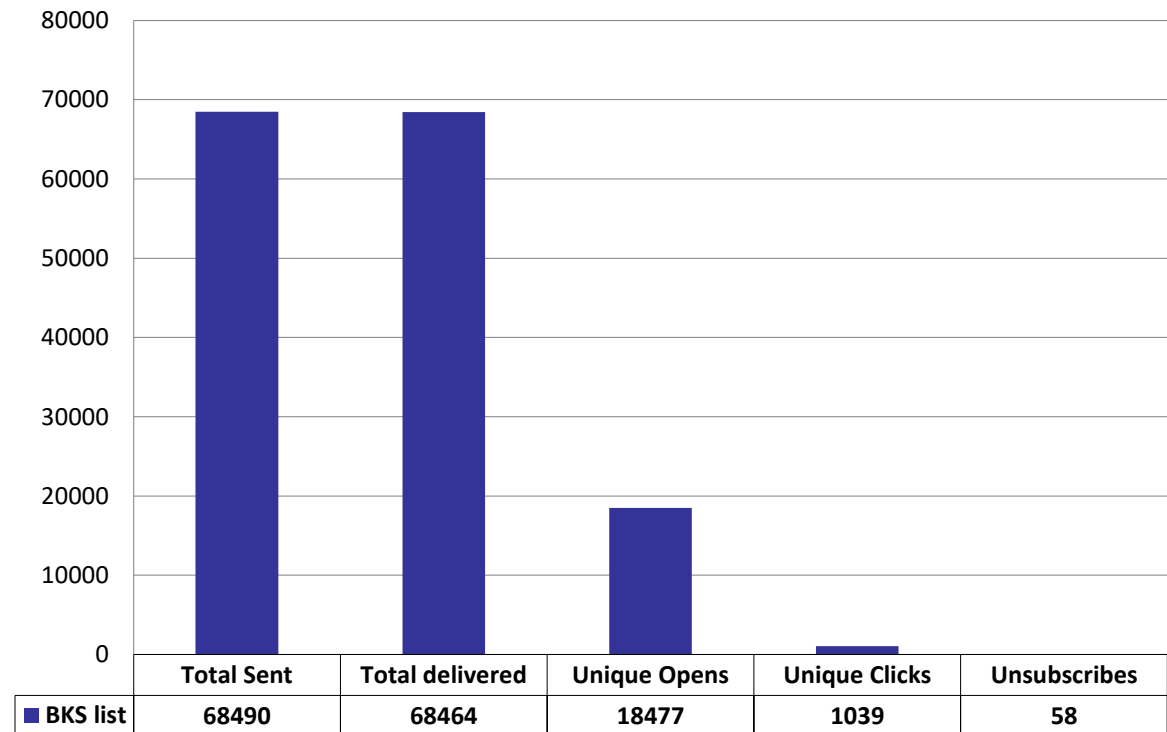
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Trim your tree to celebrate the season. - 12/02/2017





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December 2017

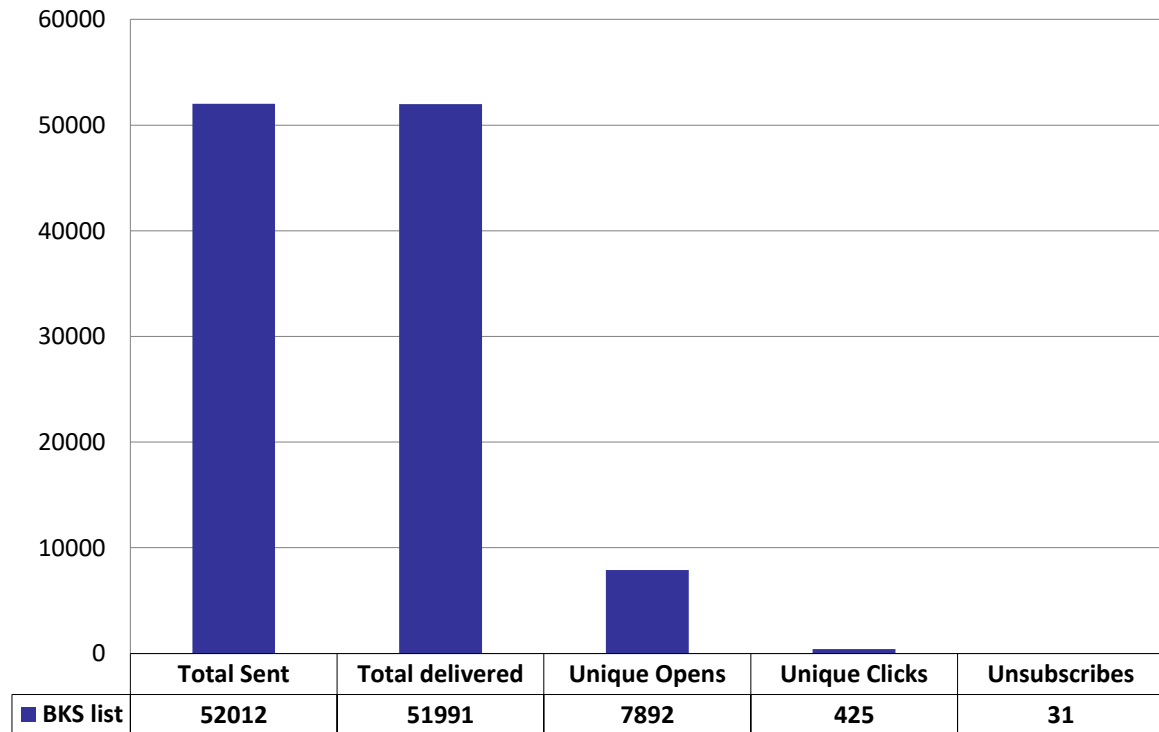
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👉 USC Fights On to Pac-12 Victory! - 12/02/2017





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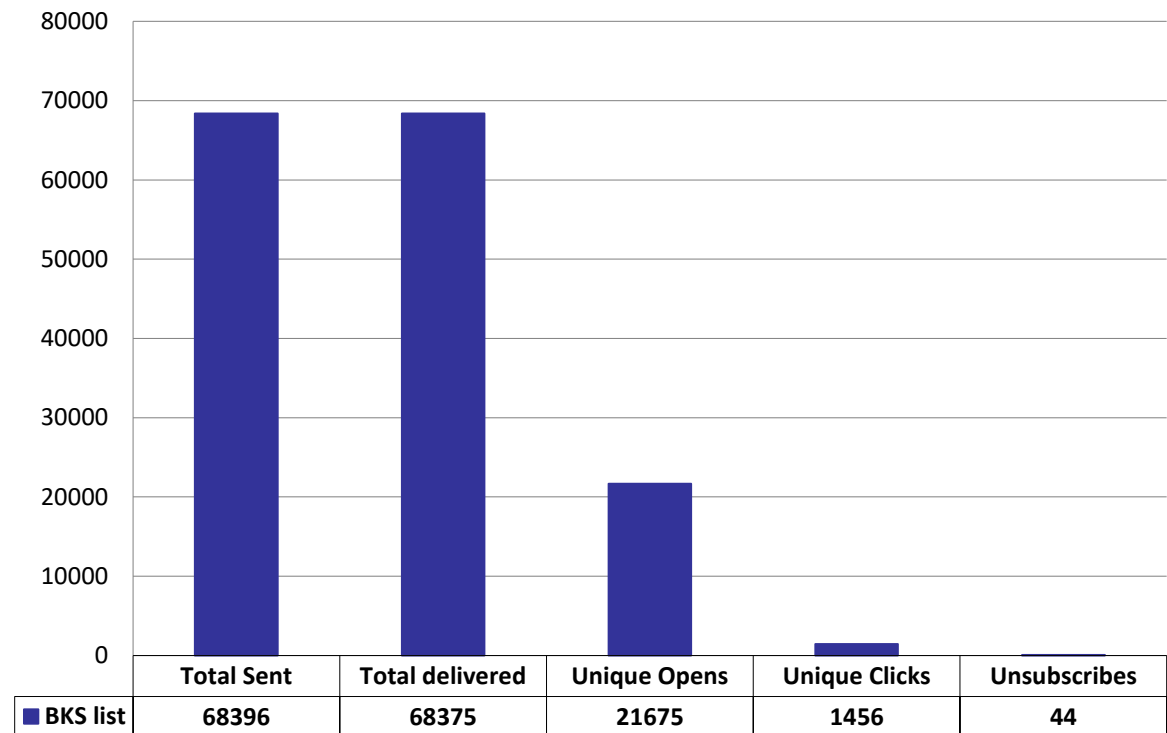
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USC Trojans are Cotton Bowl Bound! - 12/03/2017





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December 2017

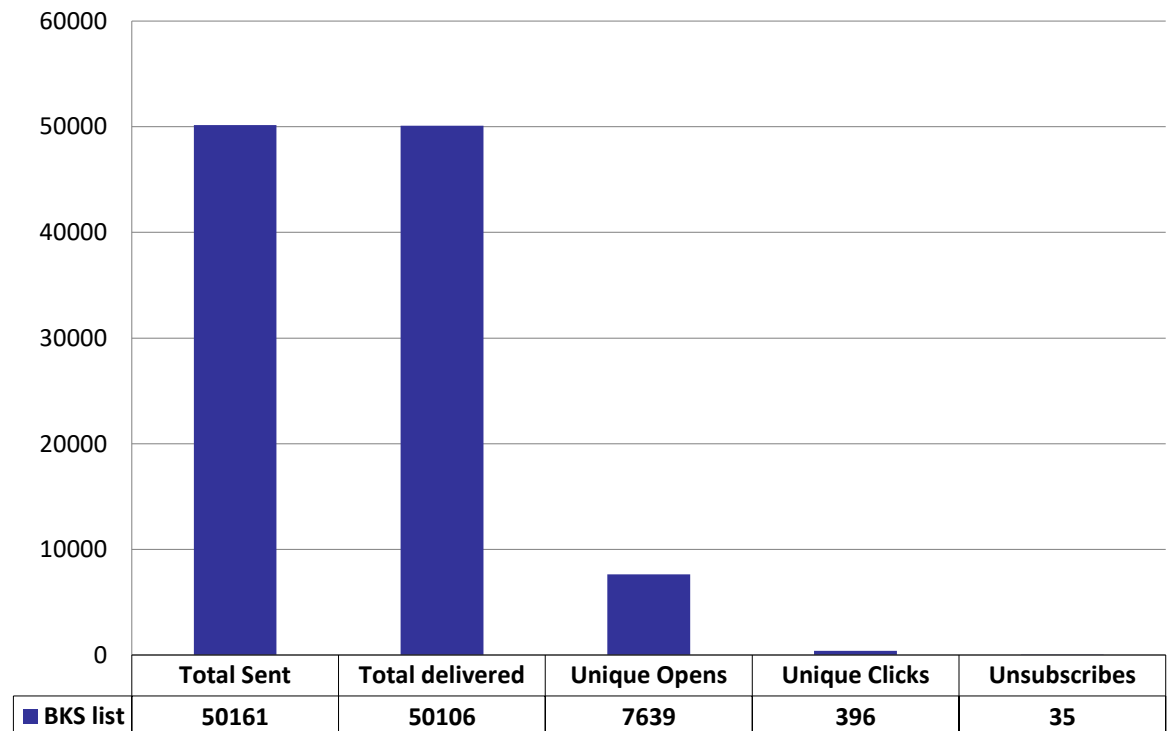
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USC Trojans are Cotton Bowl Bound! - 12/04/2017





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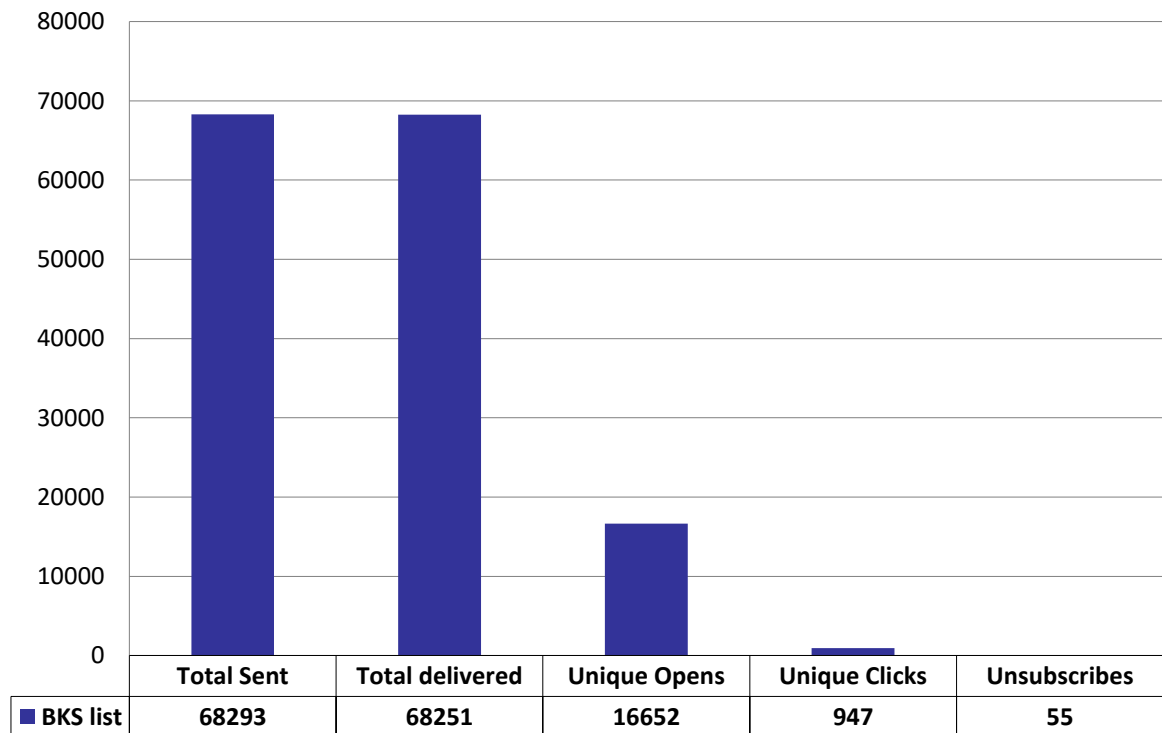
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🎄 Free Holiday Shipping - Ends Soon! 🧑🏻 - 12/06/2017





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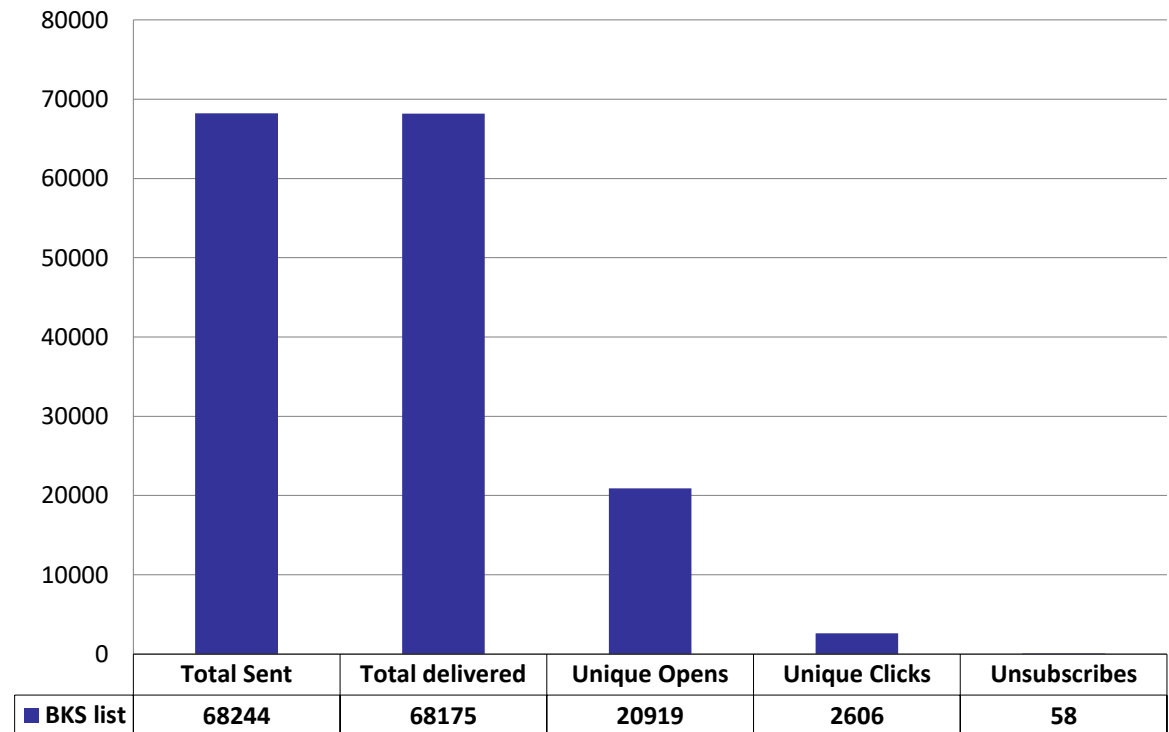
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Timeless Sweater Styles - 12/06/2017





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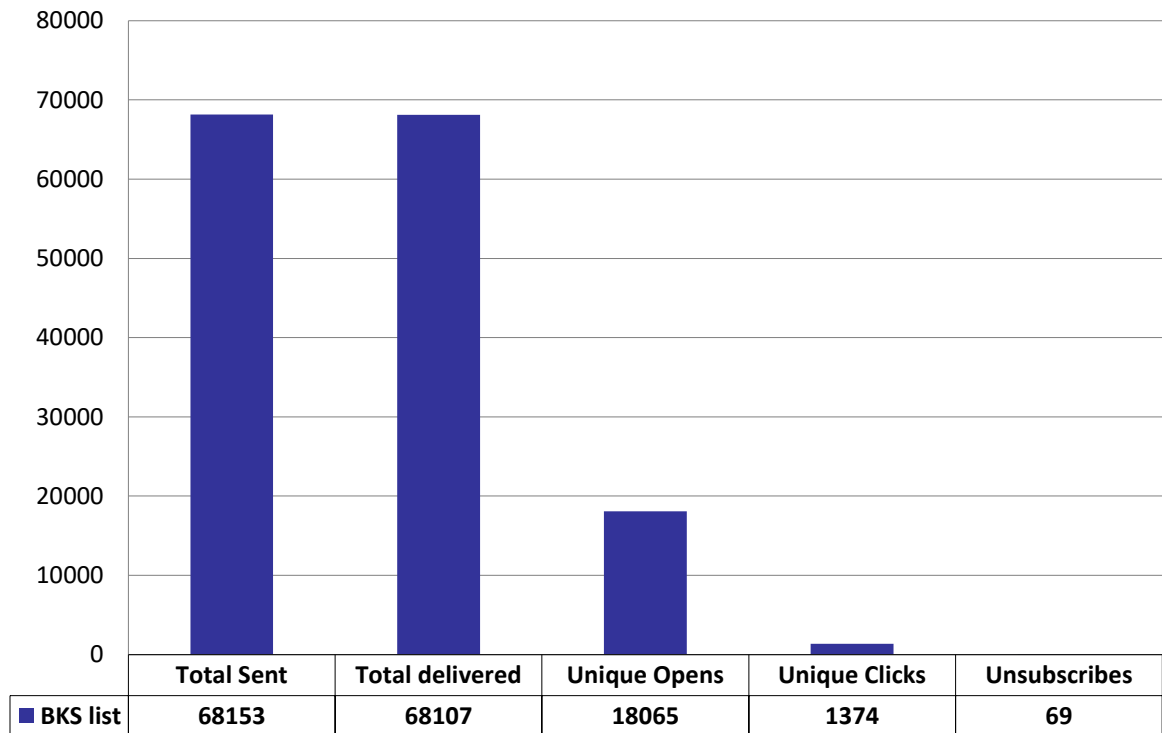
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✦✦ Lighten Up Your Holiday! ✦✦ - 12/09/2017





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Email Campaign Reports

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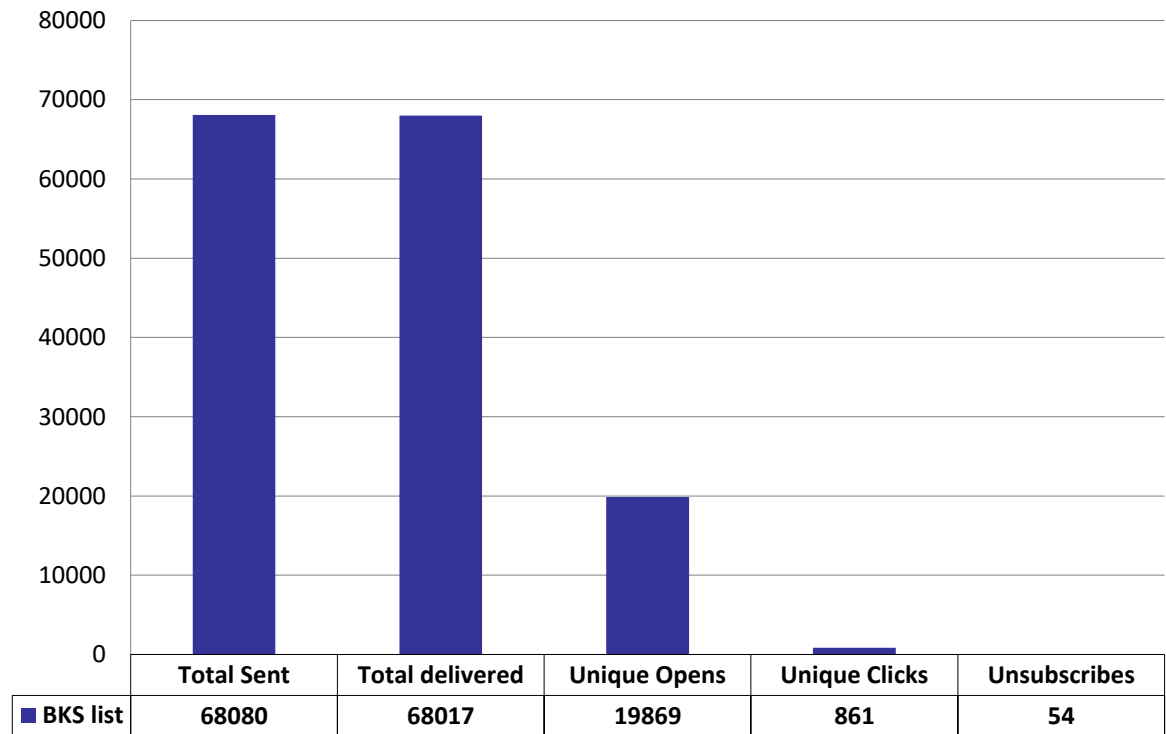
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USC and Ohio State Will Go Head to Head 🏈 - 12/11/2017





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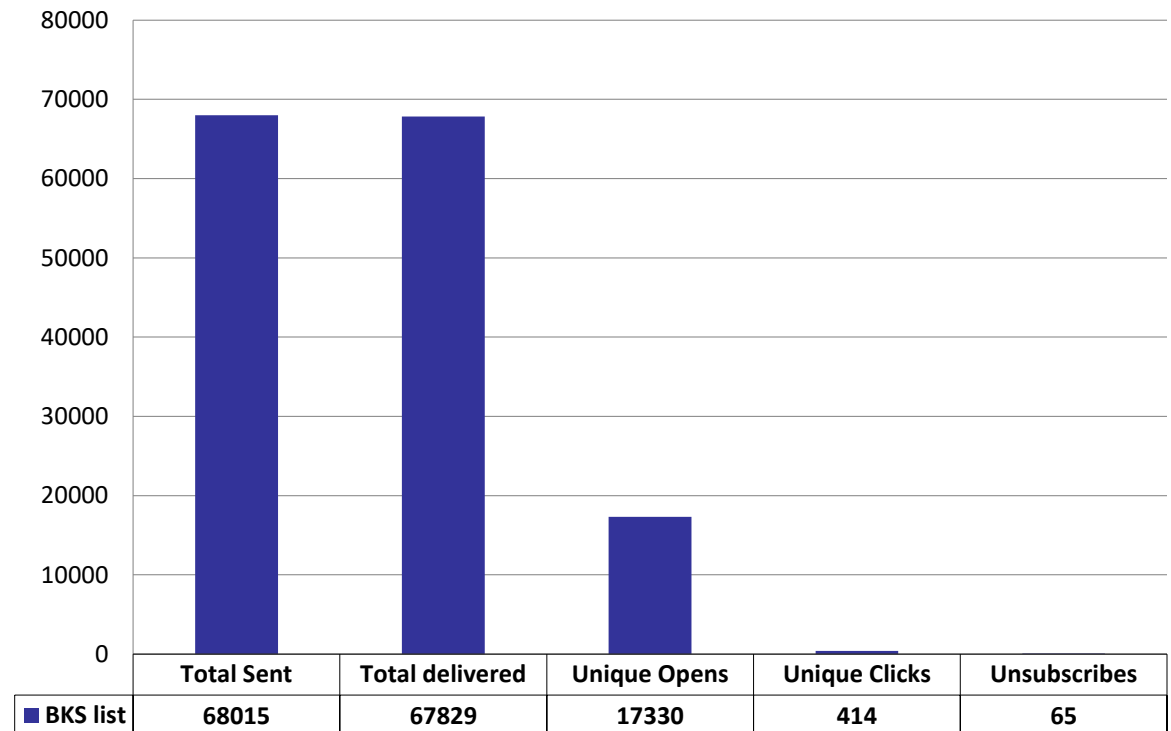
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📩 USC Kids Got Game - 12/14/2017





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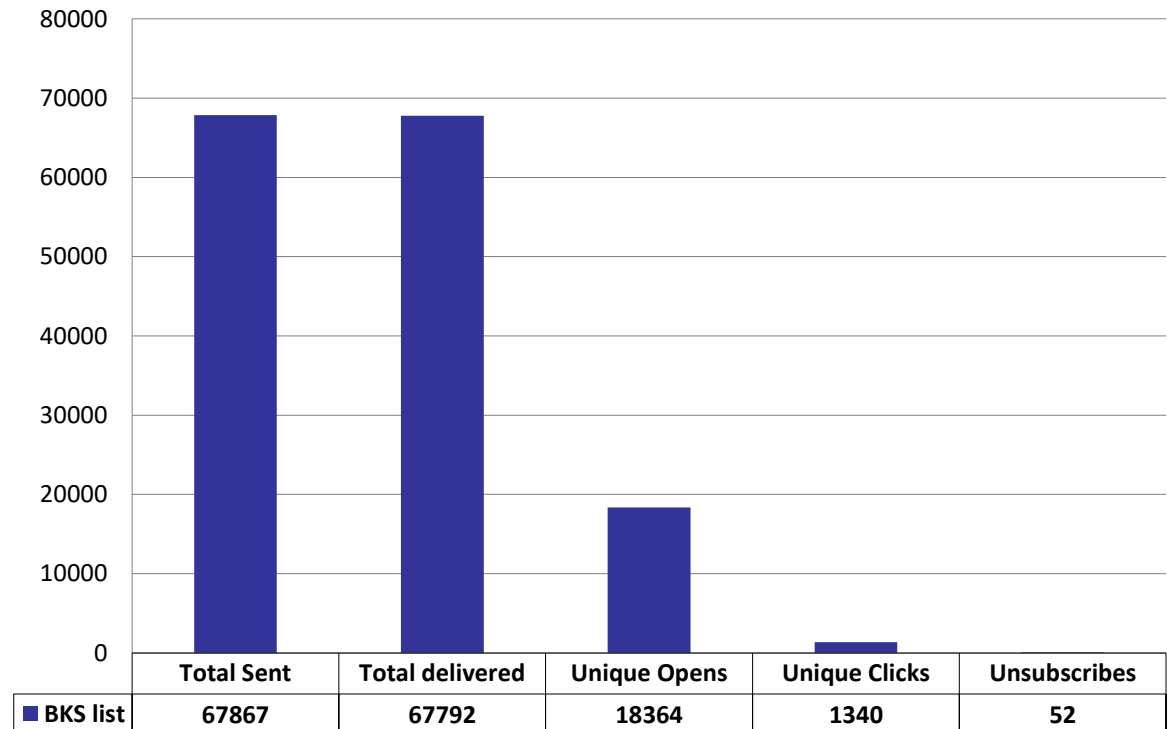
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Cotton Bowl Style = Conquered! - 12/16/2017





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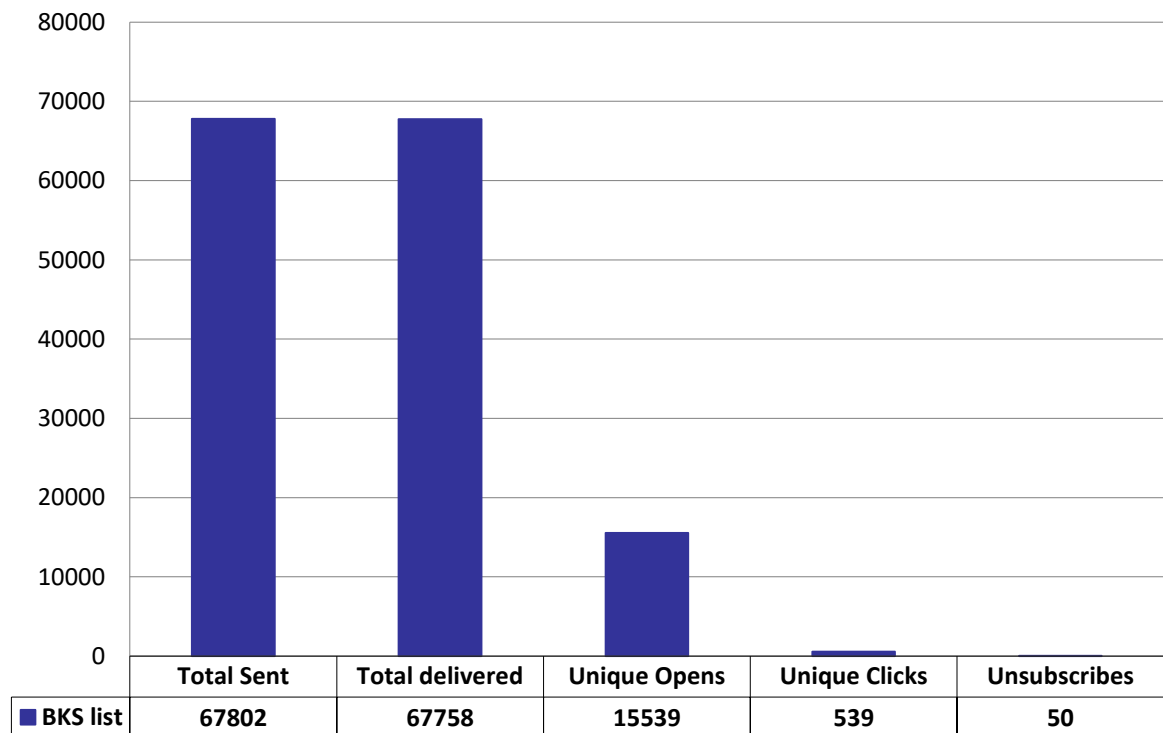
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Coach Helton is Ready for Cotton Bowl, Are You? - 12/20/2017





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Email Campaign Reports

December 2017

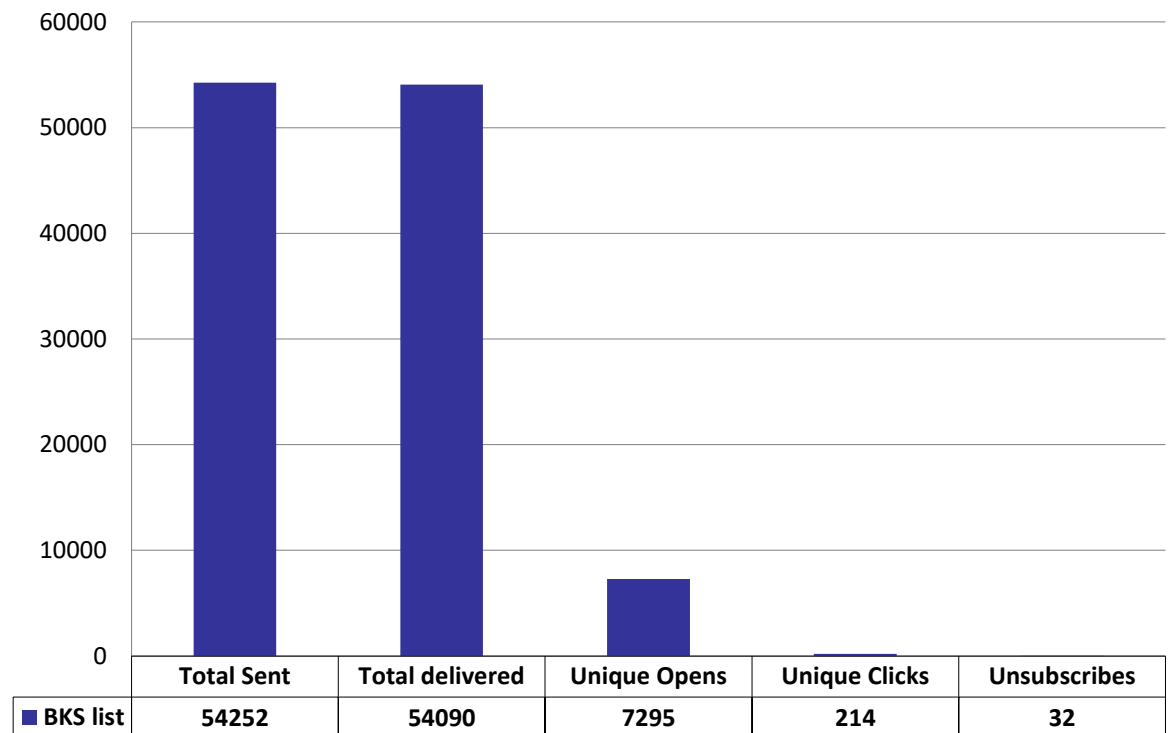
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Coach Helton is Ready for Cotton Bowl, Are You? - 12/21/2017





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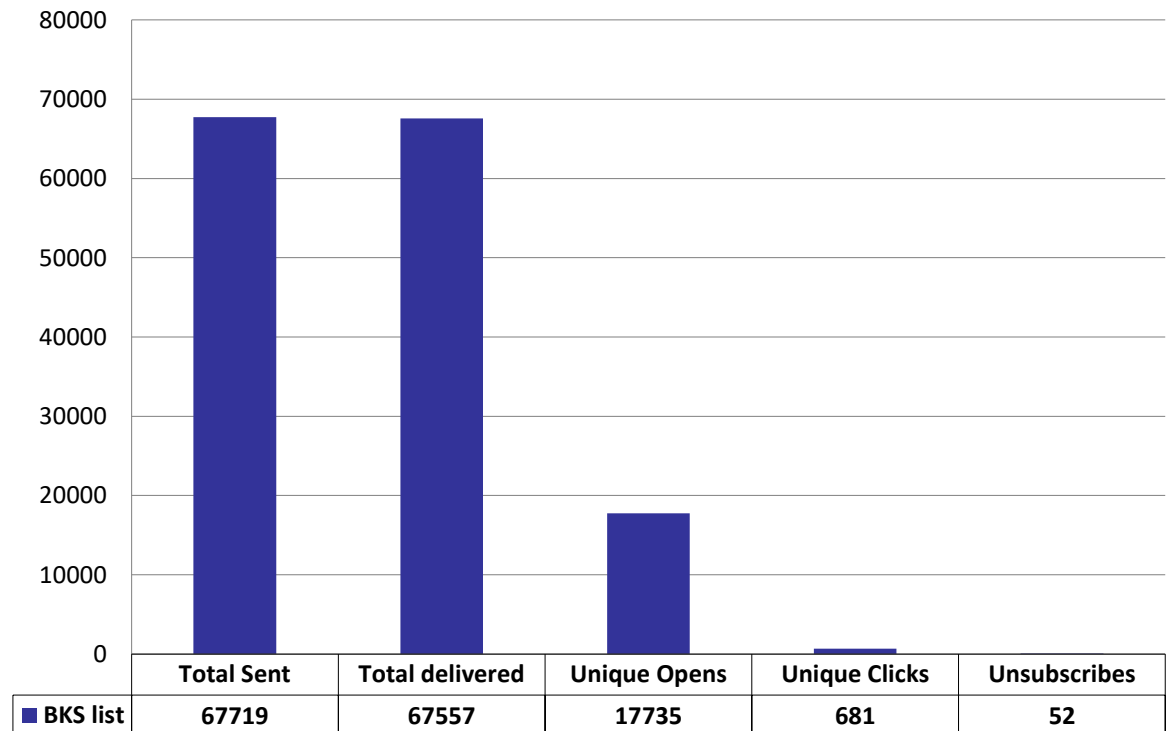
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Cheers to USC Trojans! - 12/22/2017





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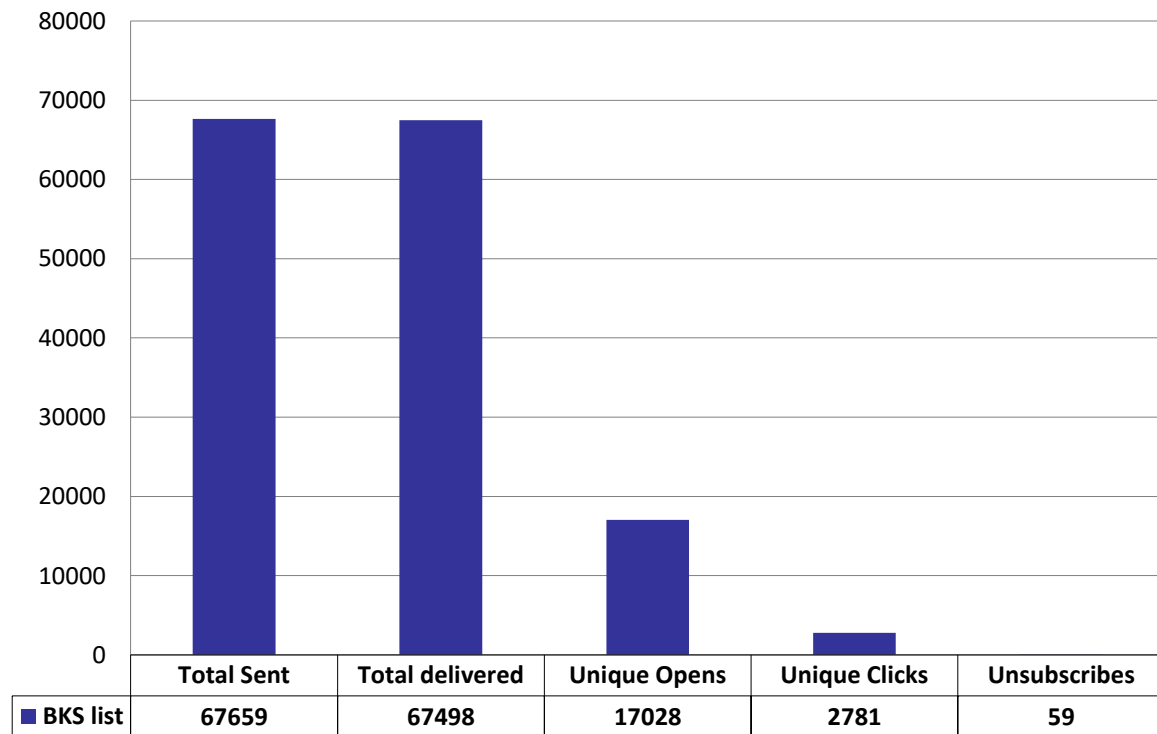
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25% Off Sale - Online Only! - 12/25/2017





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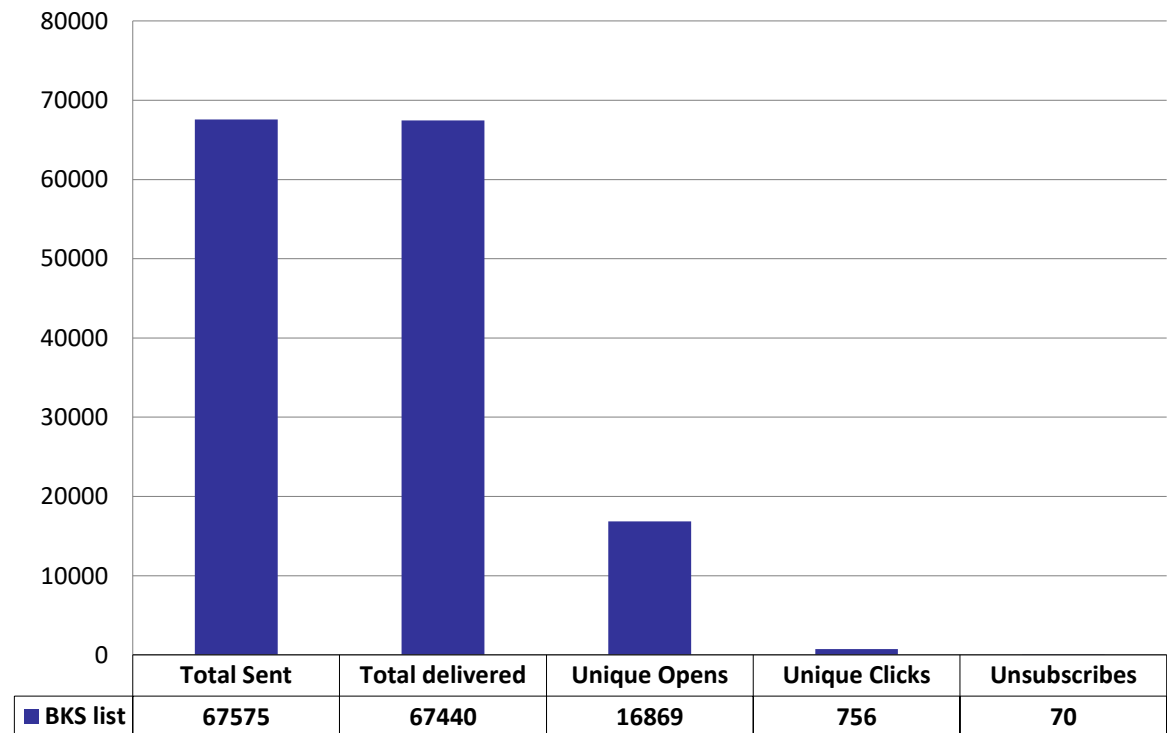
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We're Going to the Cotton Bowl! - 12/28/2017





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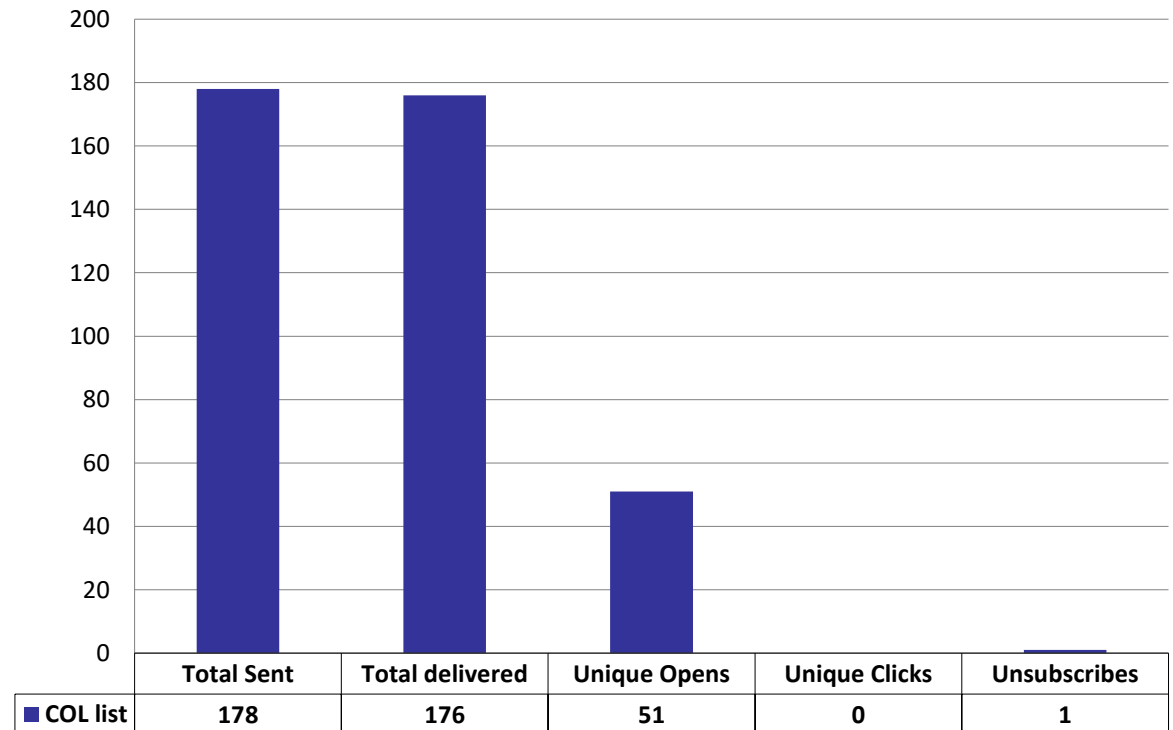
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On This Day in History at the Los Angeles Memorial Coliseum - 12/05/2017





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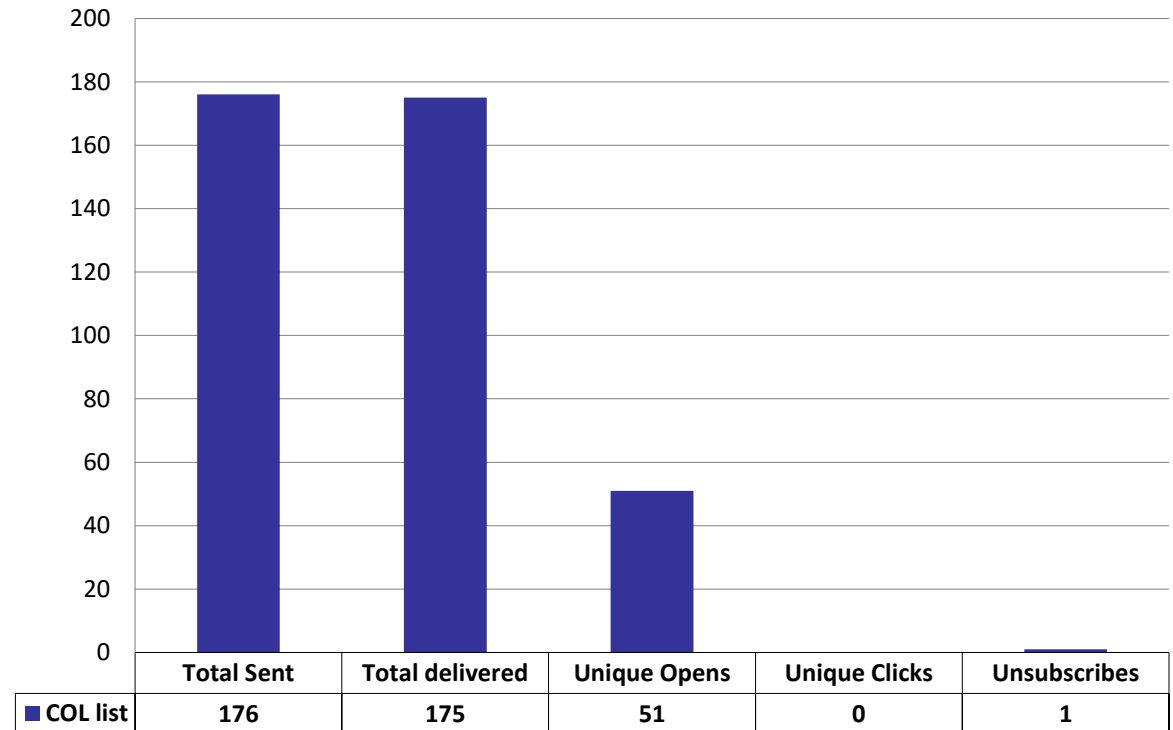
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December 2017

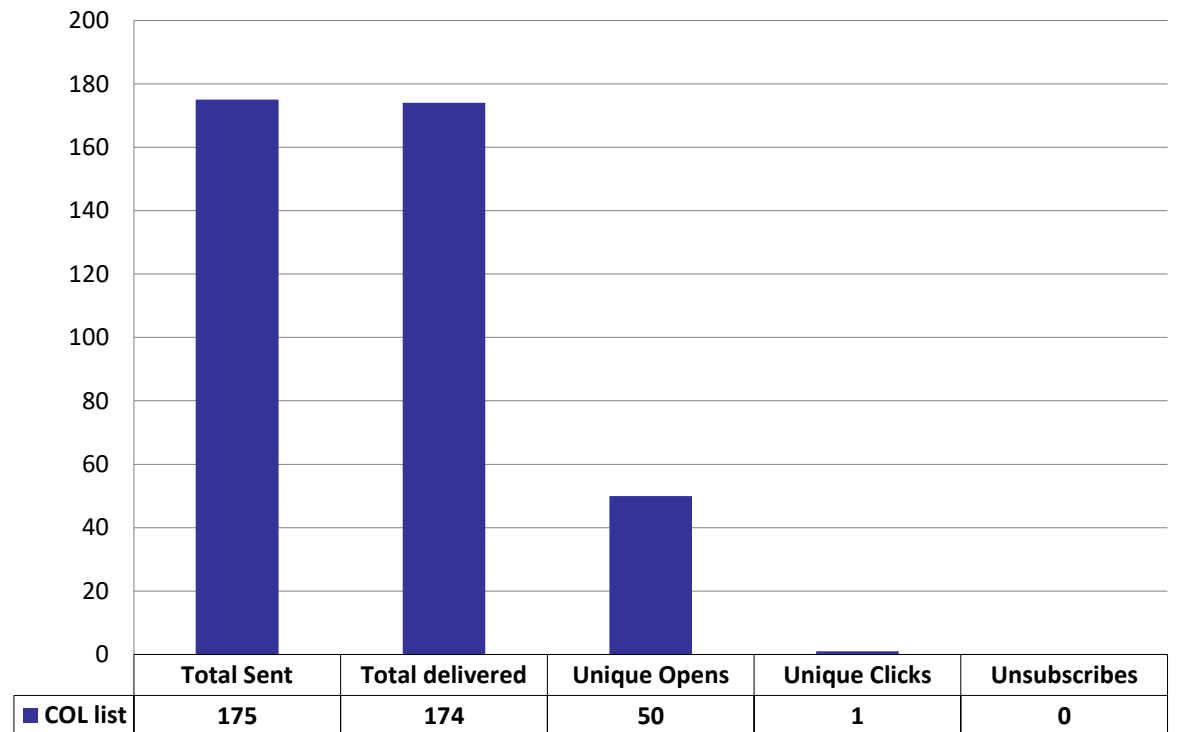
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On This Day in History at the Los Angeles Memorial Coliseum - 12/29/2017





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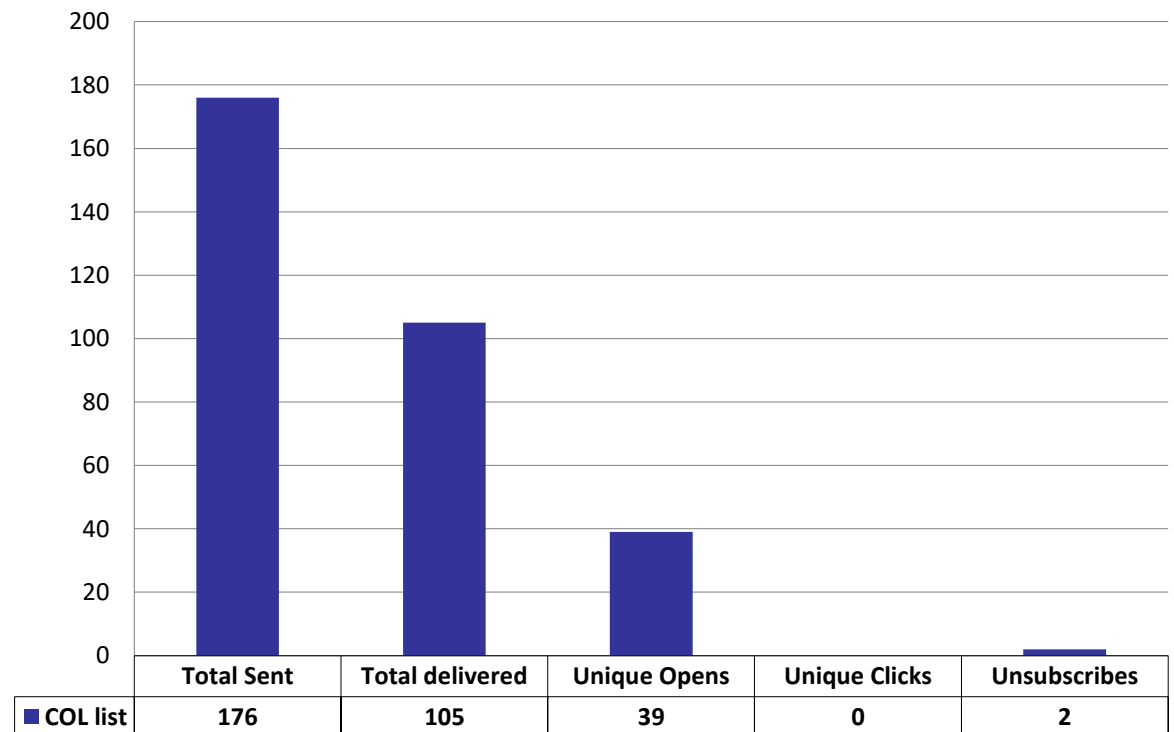
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On This Day in History at the Los Angeles Memorial Coliseum - 12/30/2017





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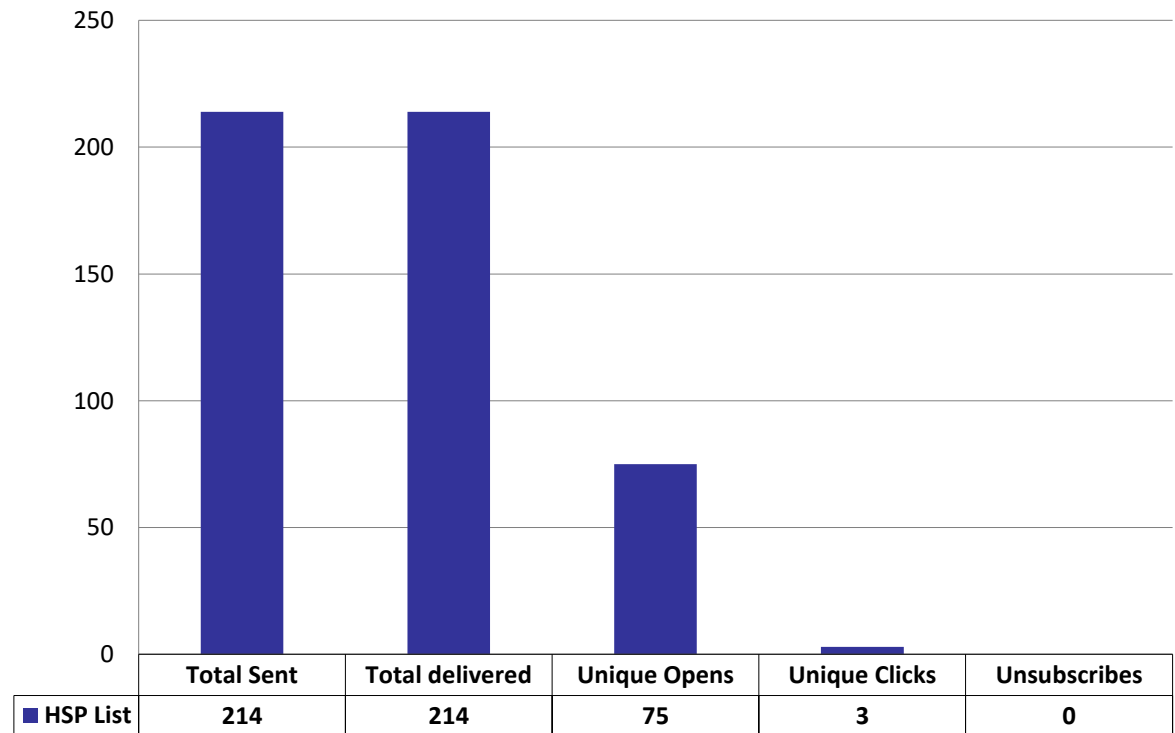
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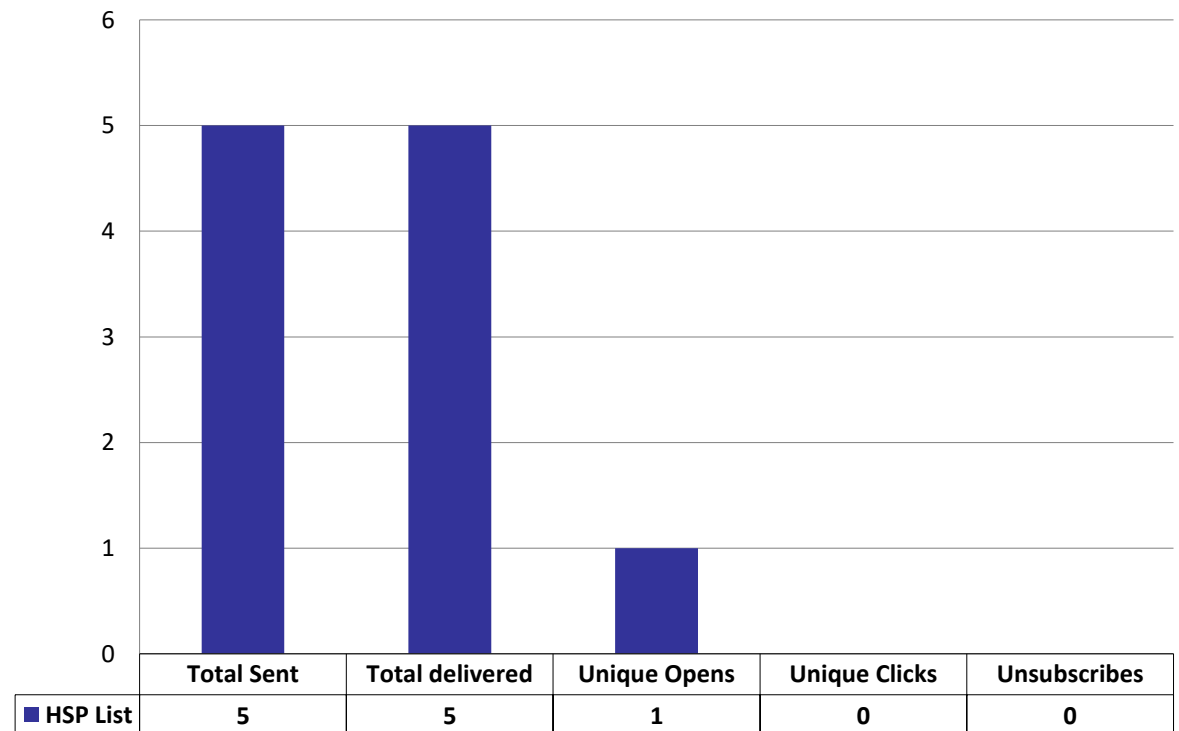
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This Week at HSC - 12/04/2017





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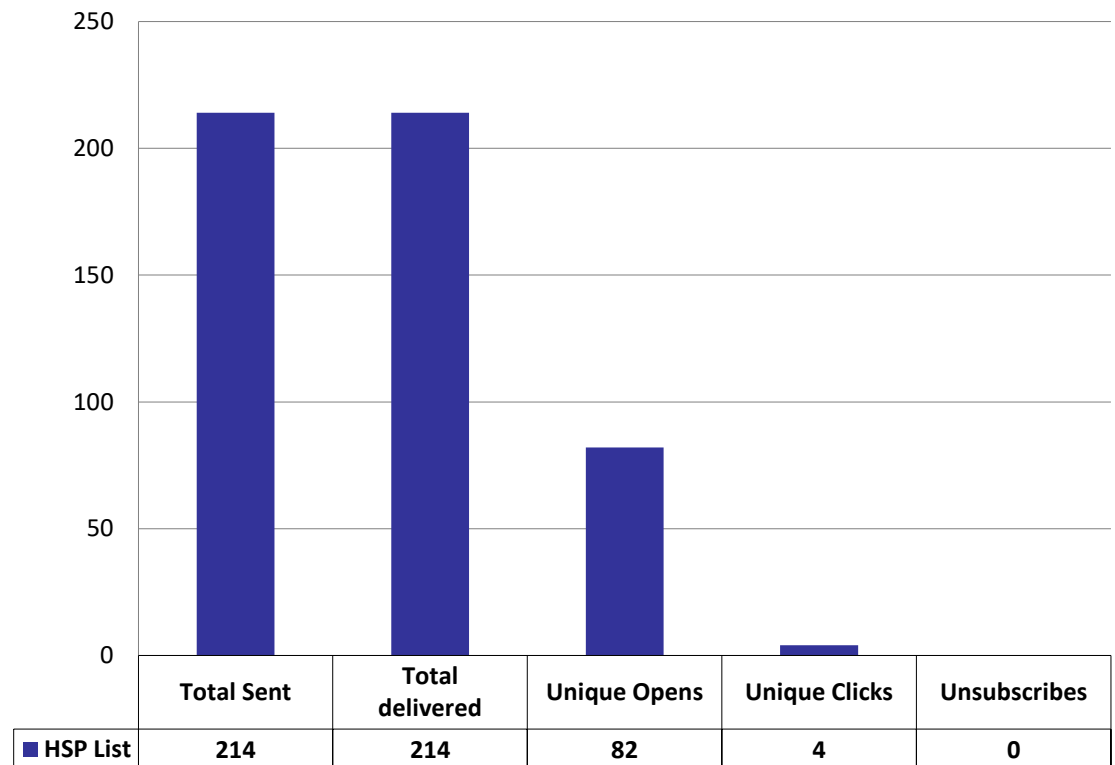
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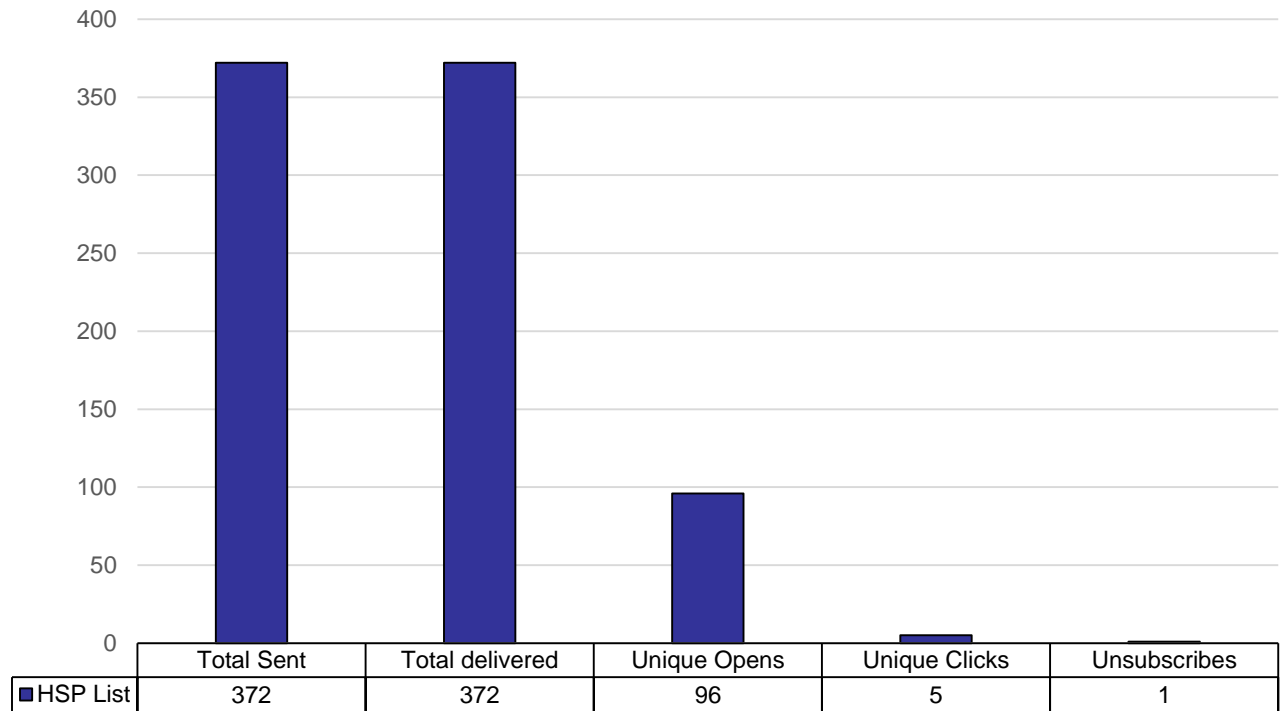
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Fuel Up For Finals #StudyOn! - 12/04/2017





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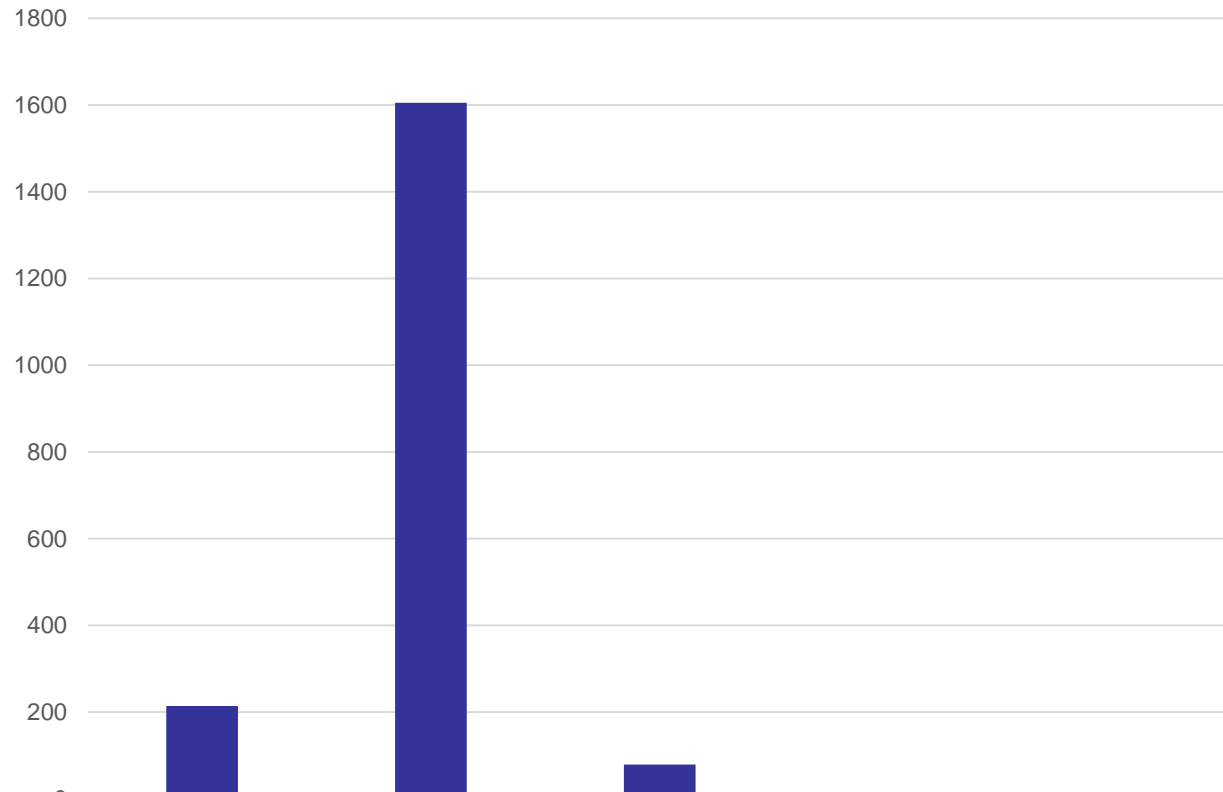
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| | Total Sent | Total delivered | Unique Opens | Unique Clicks | Unsubscribes |
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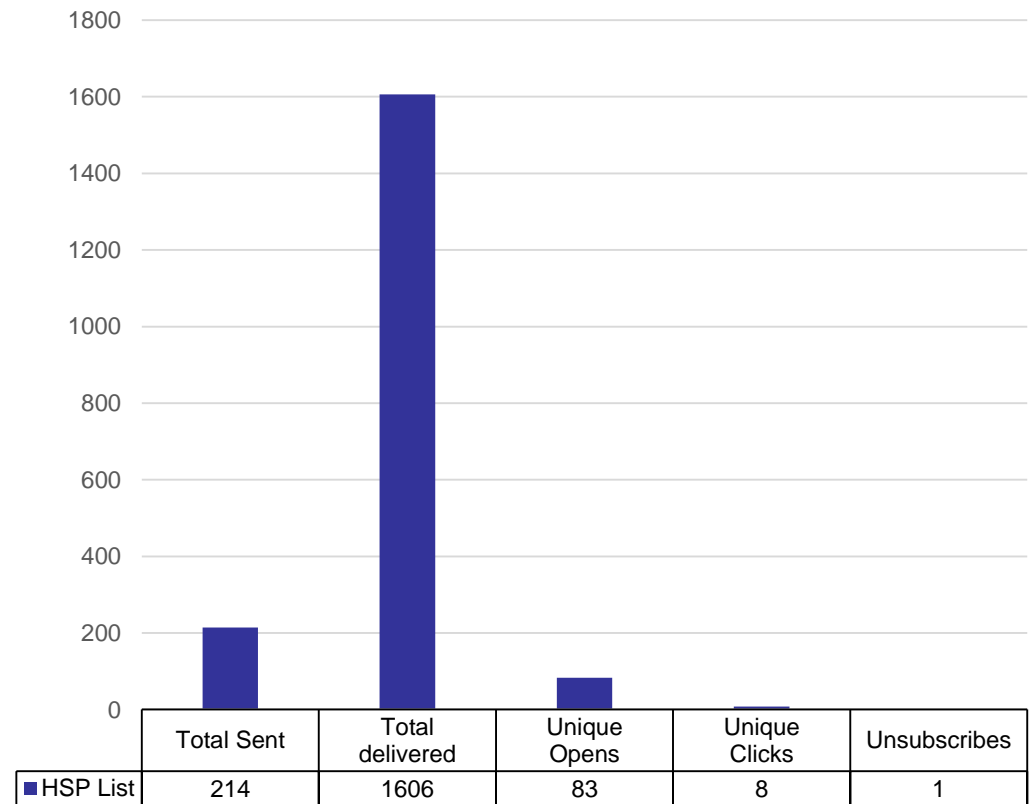
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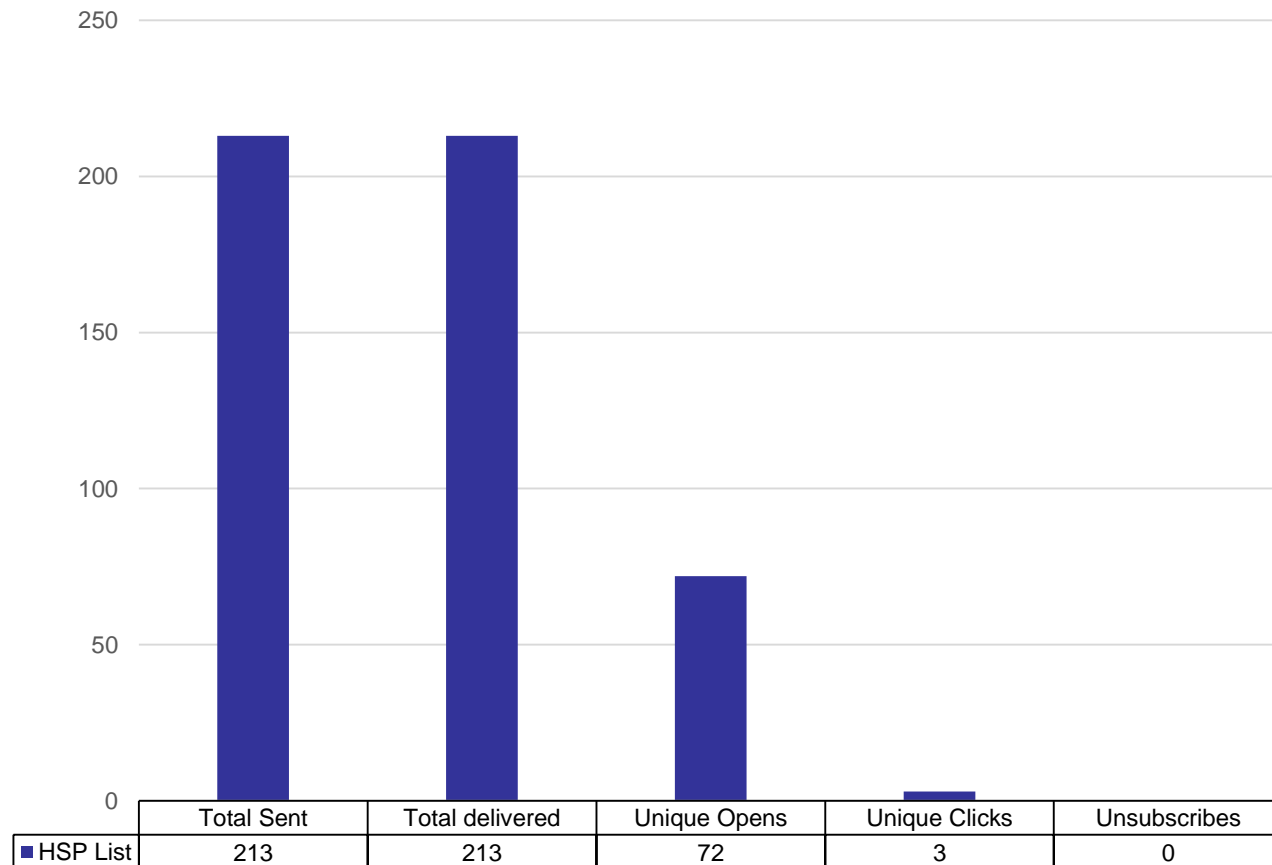
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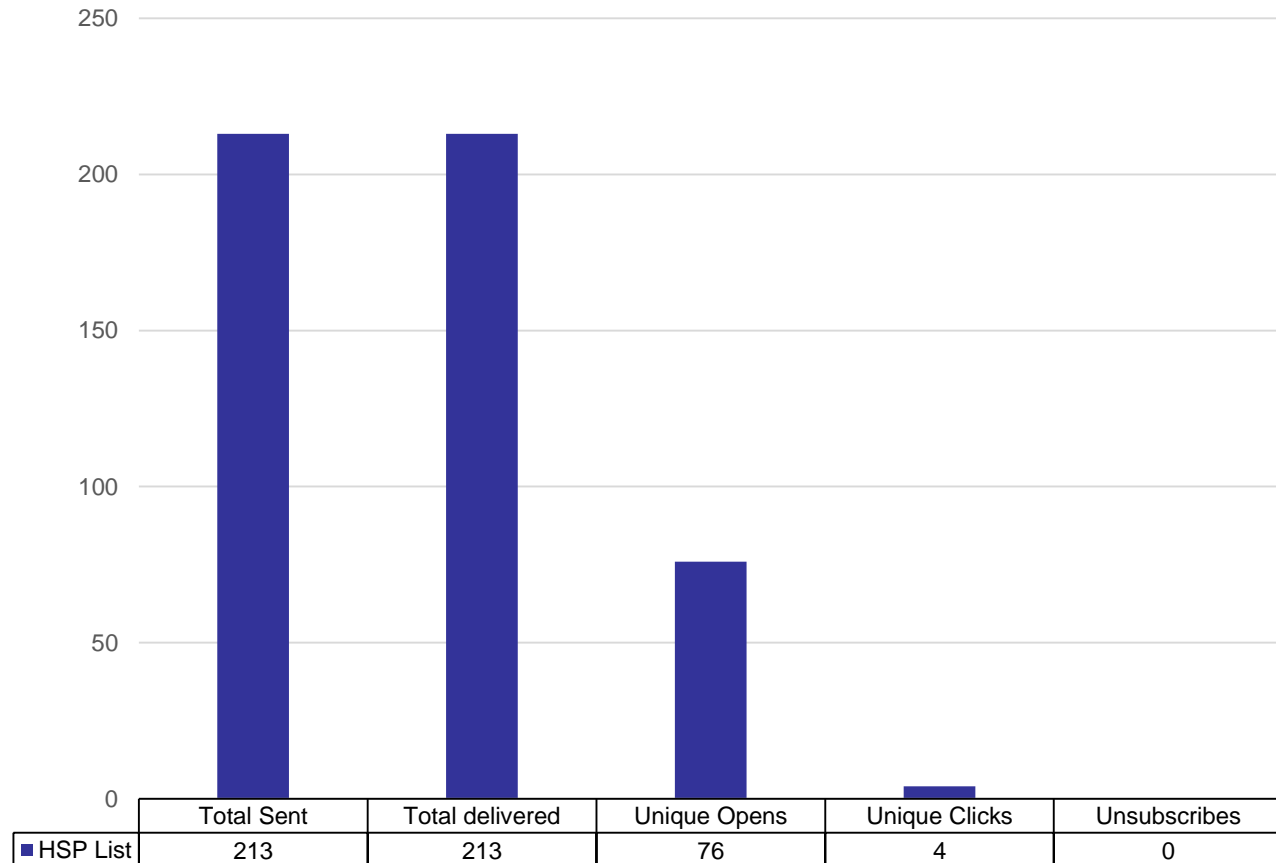
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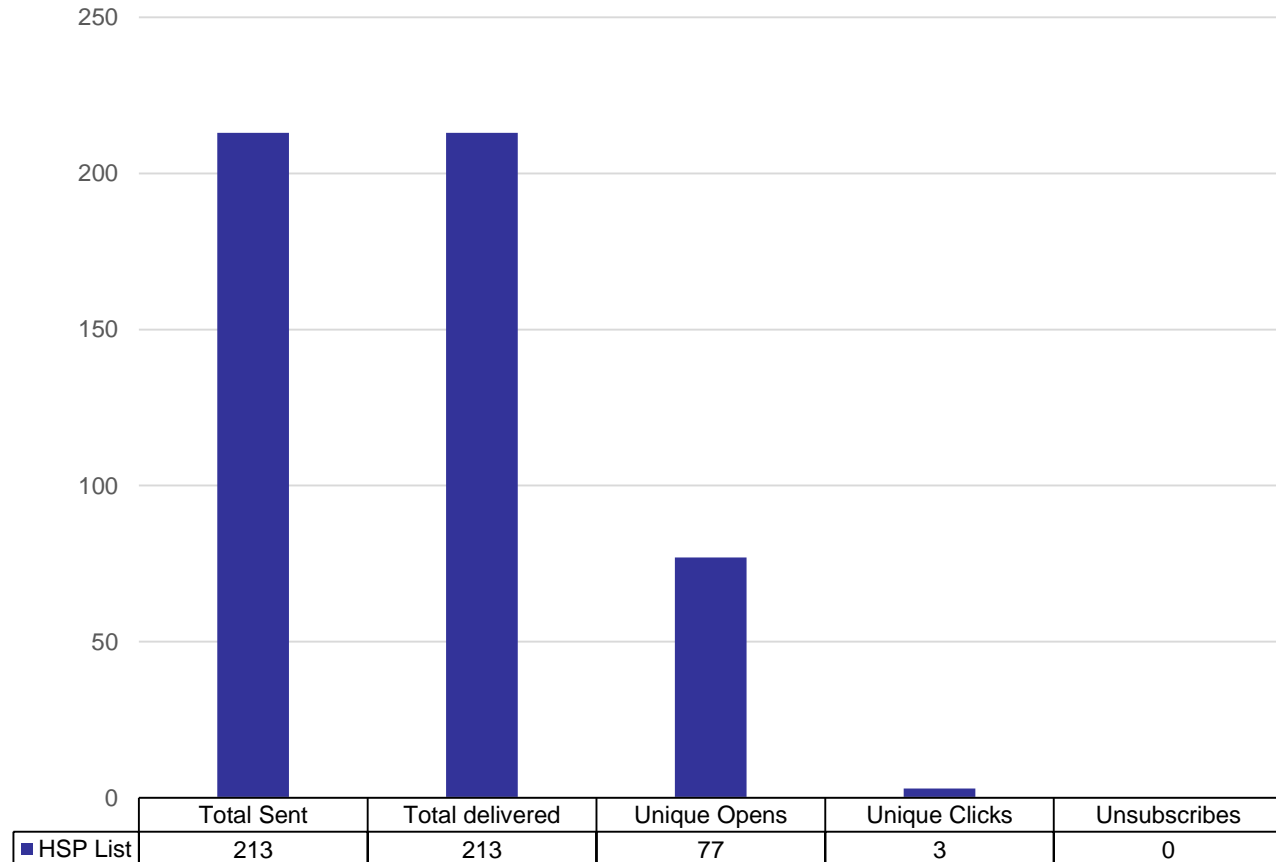
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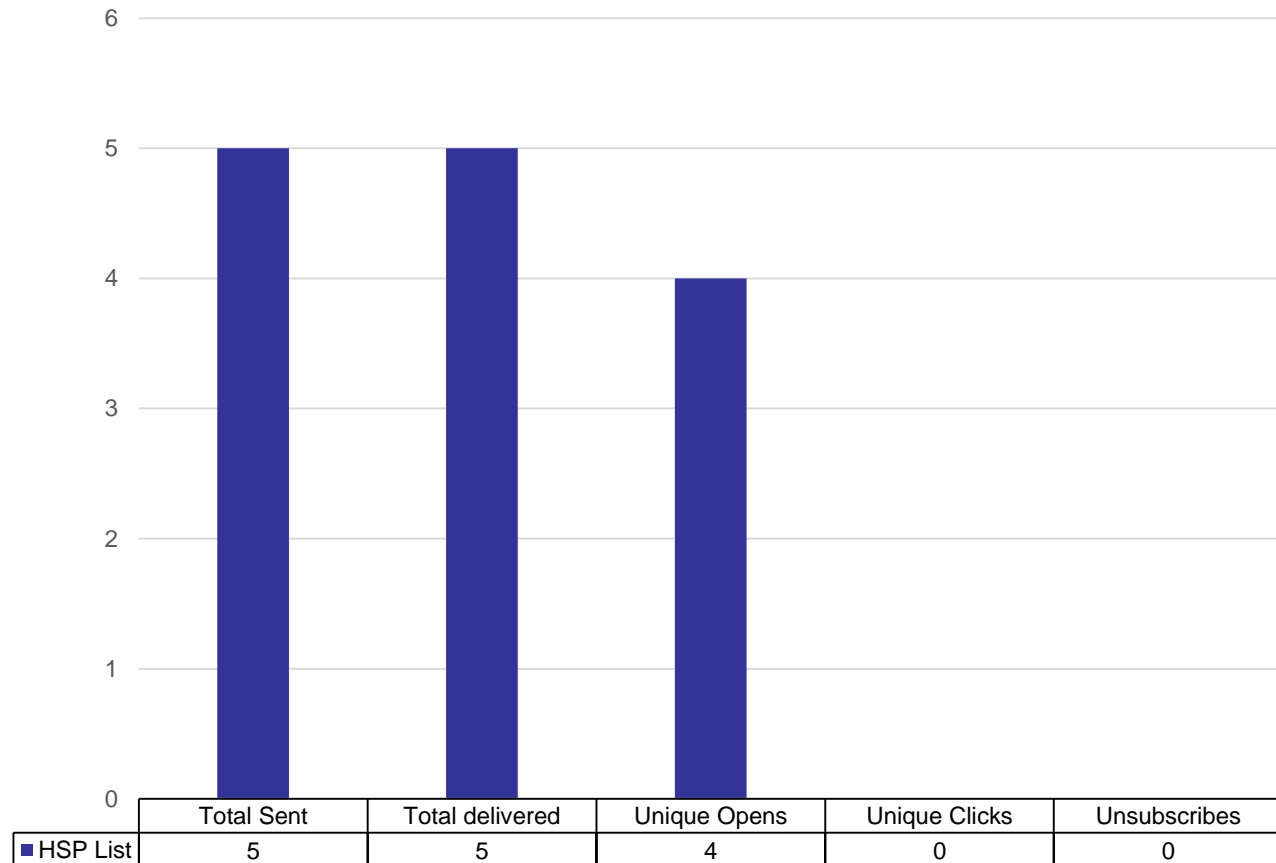
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This Week at HSC - 12/11/2017





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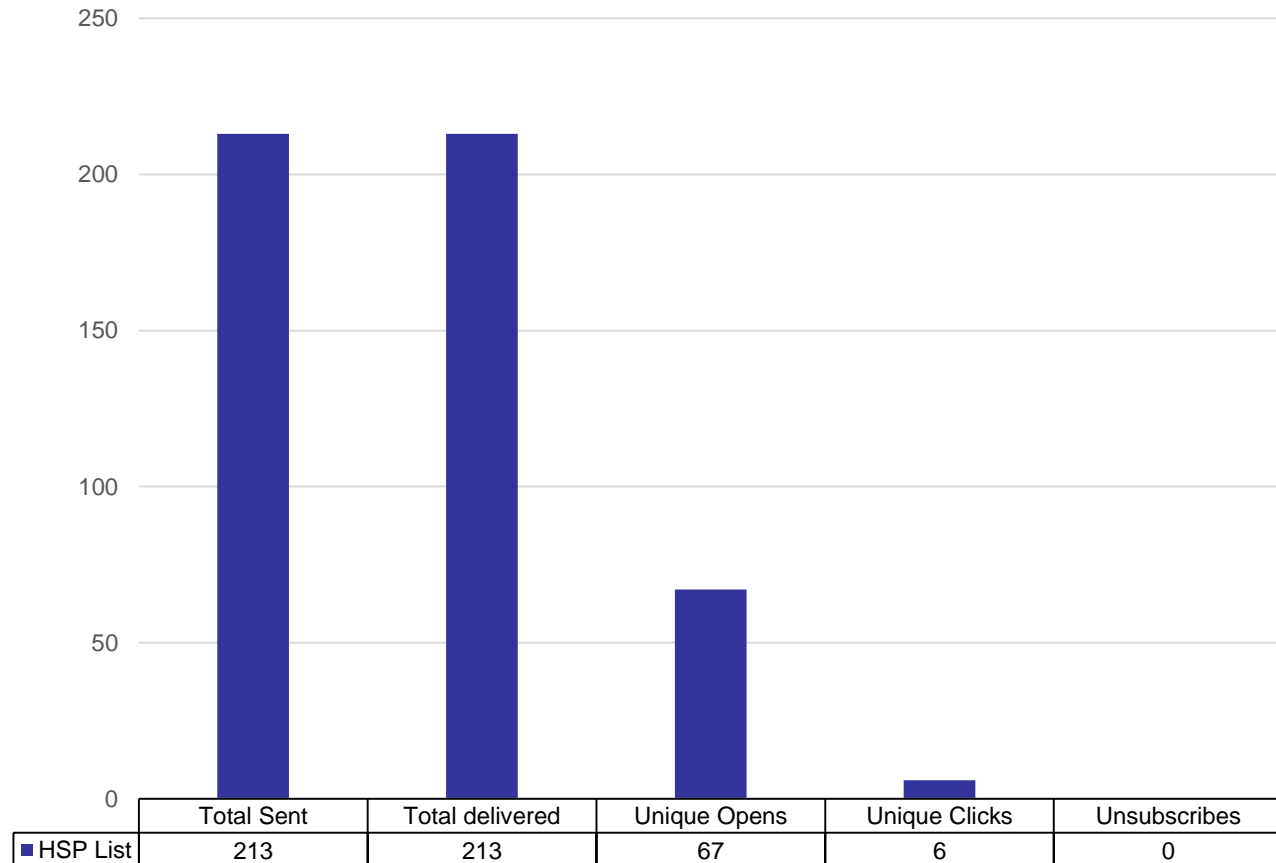
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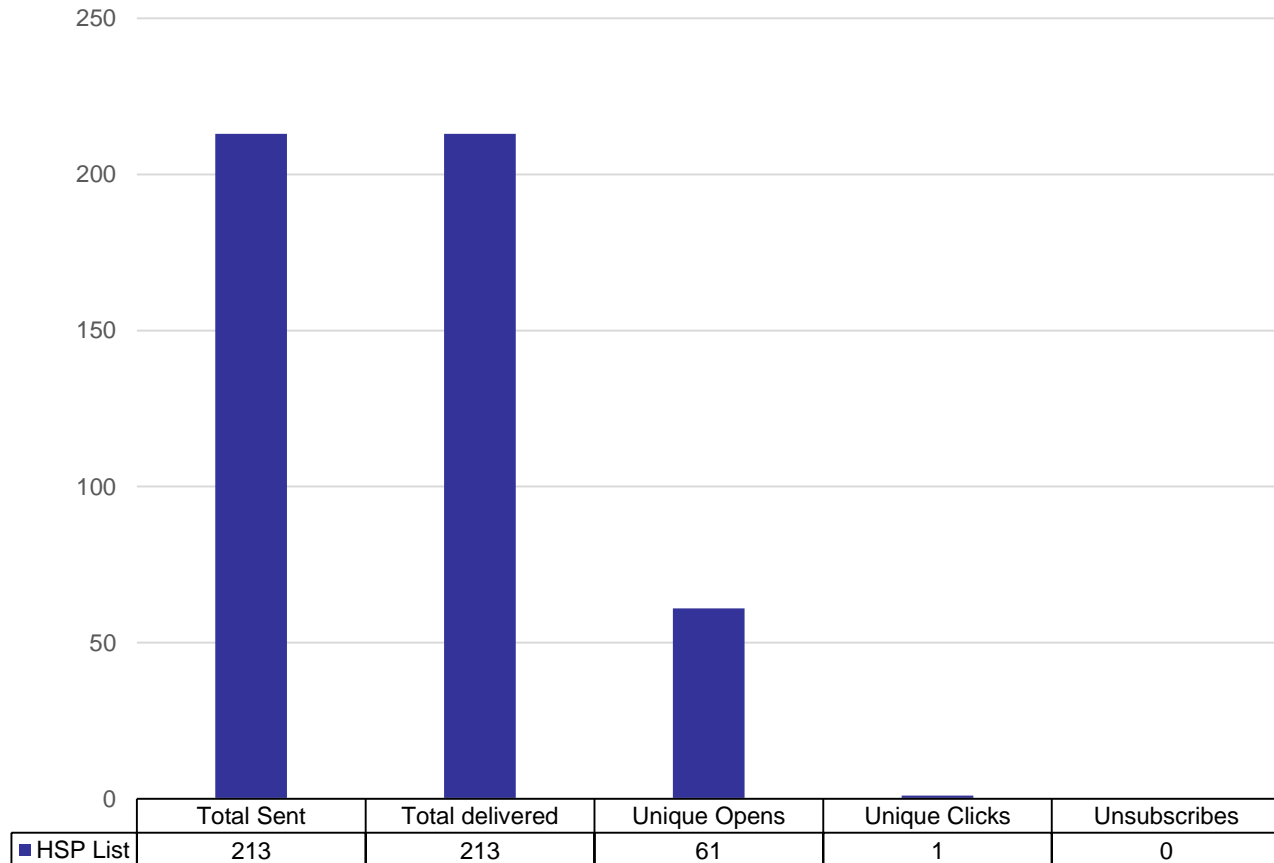
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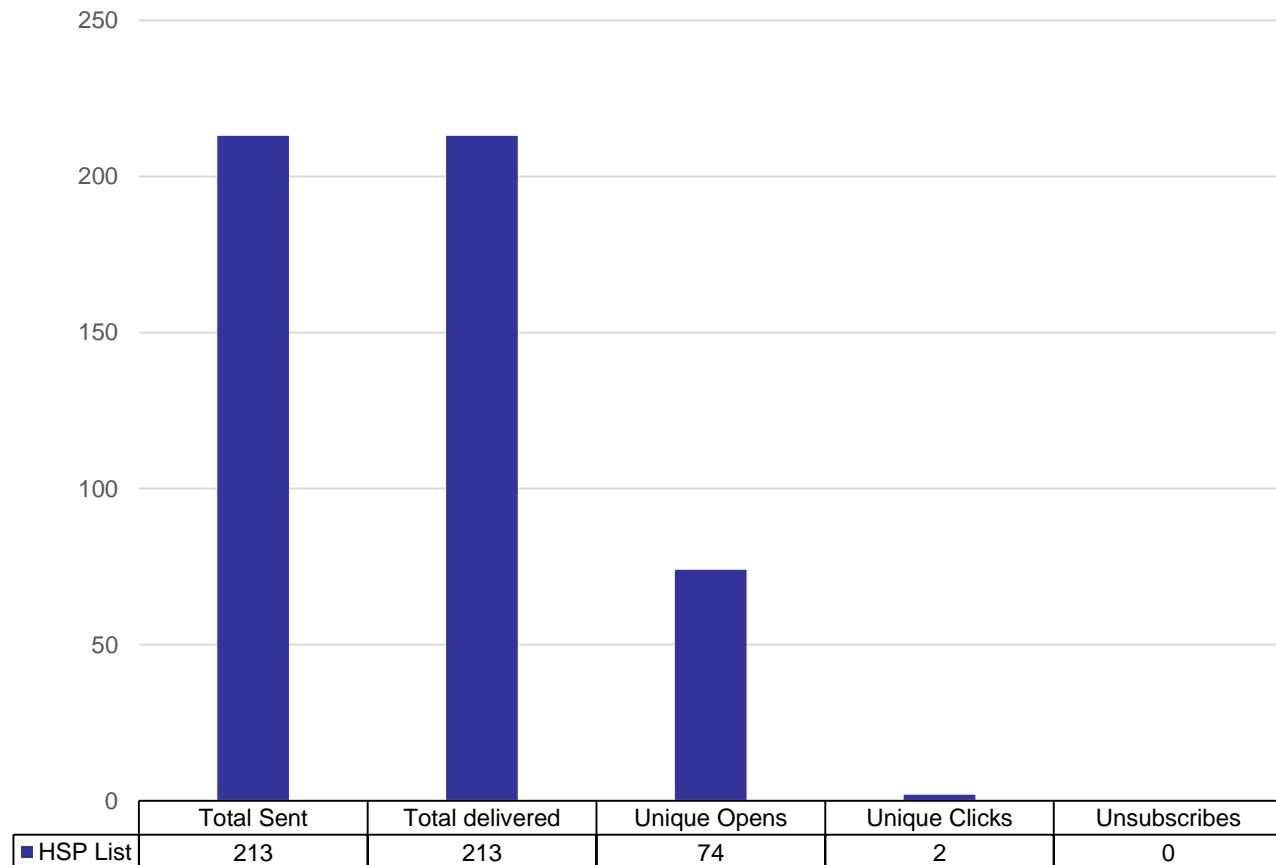
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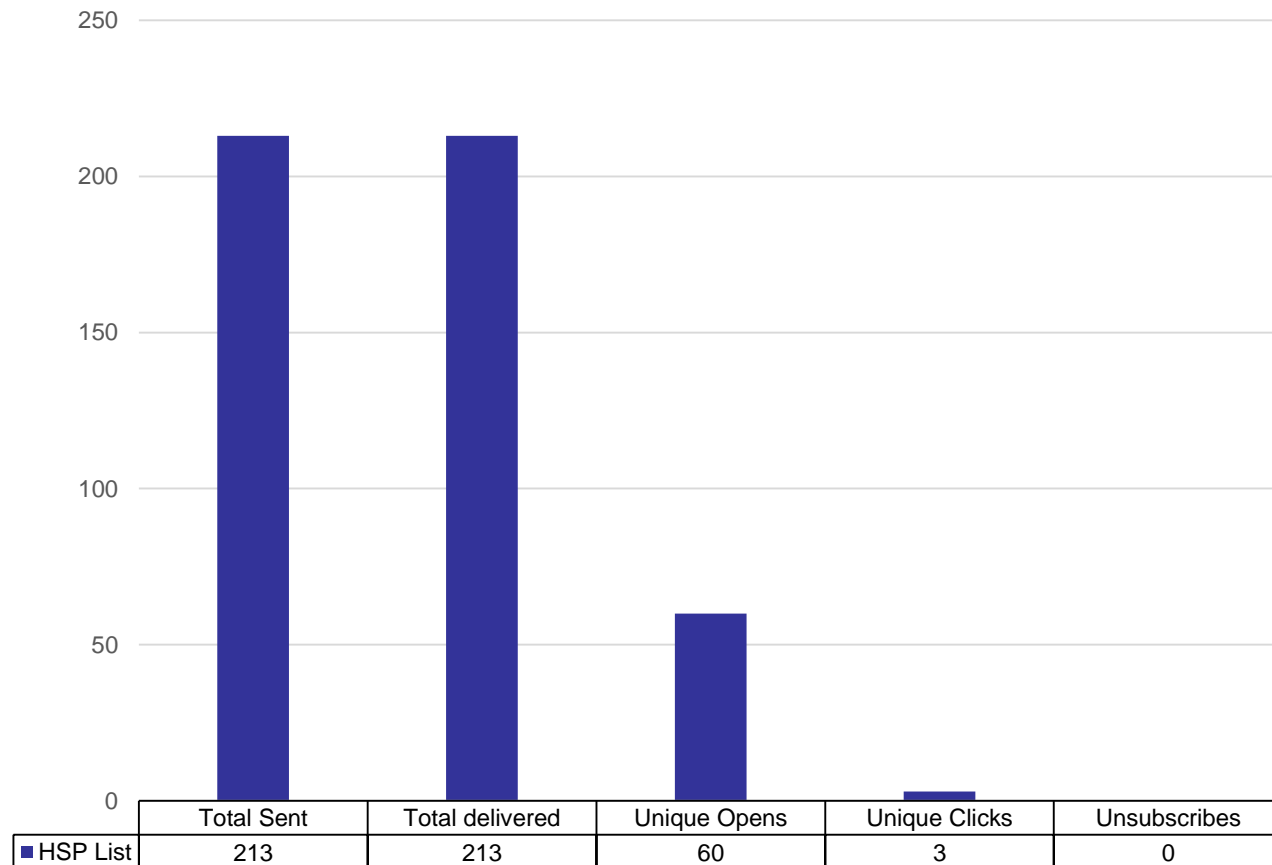
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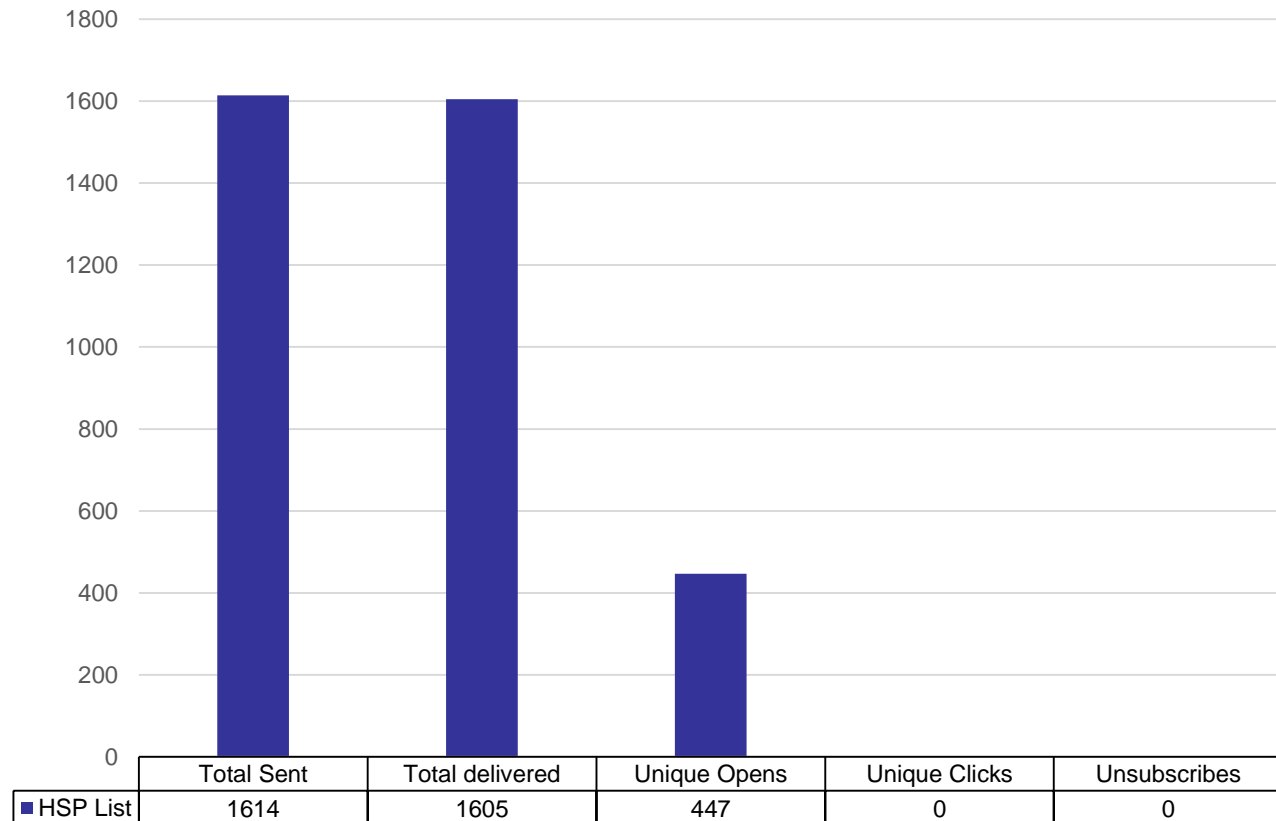
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**Happy Holidays from the University Club of USC - Club
Closed until January - 12/15/2017**





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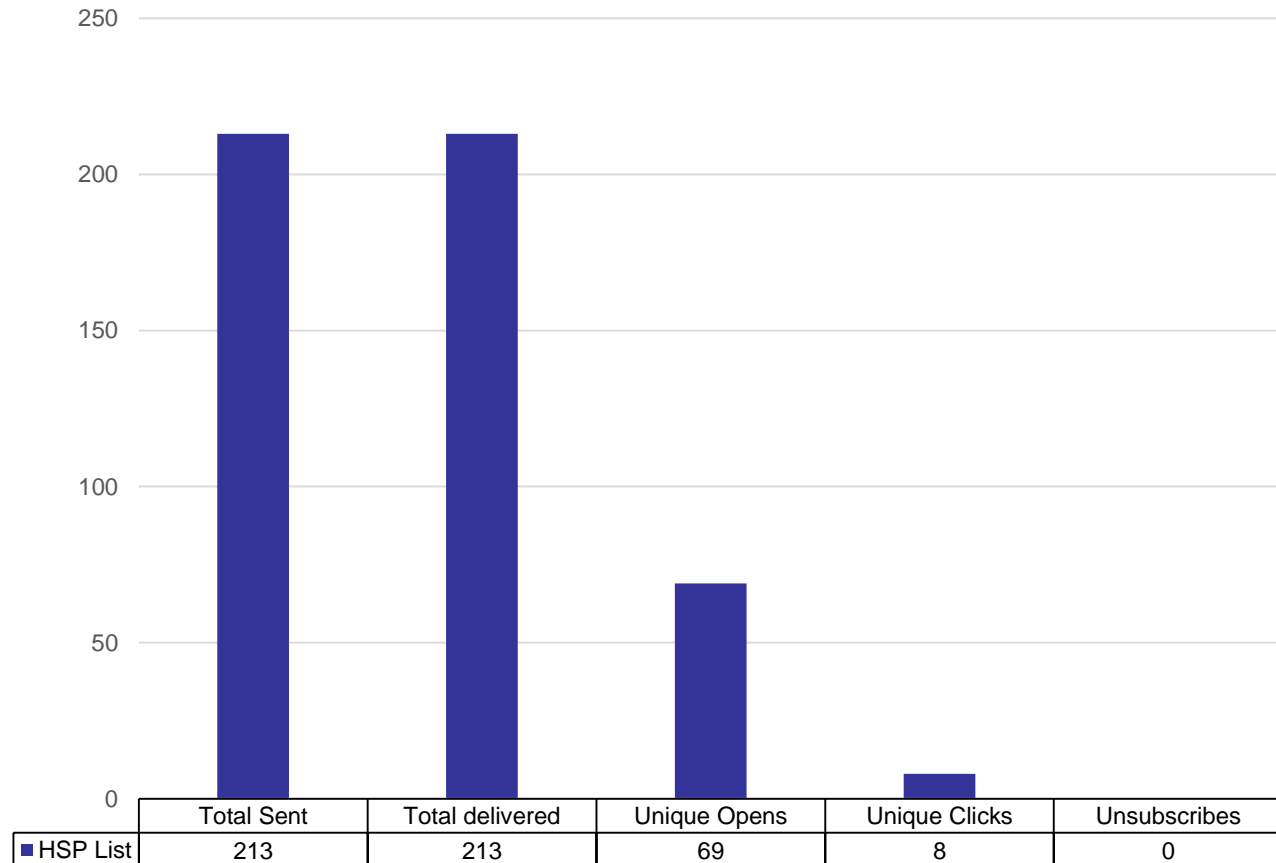
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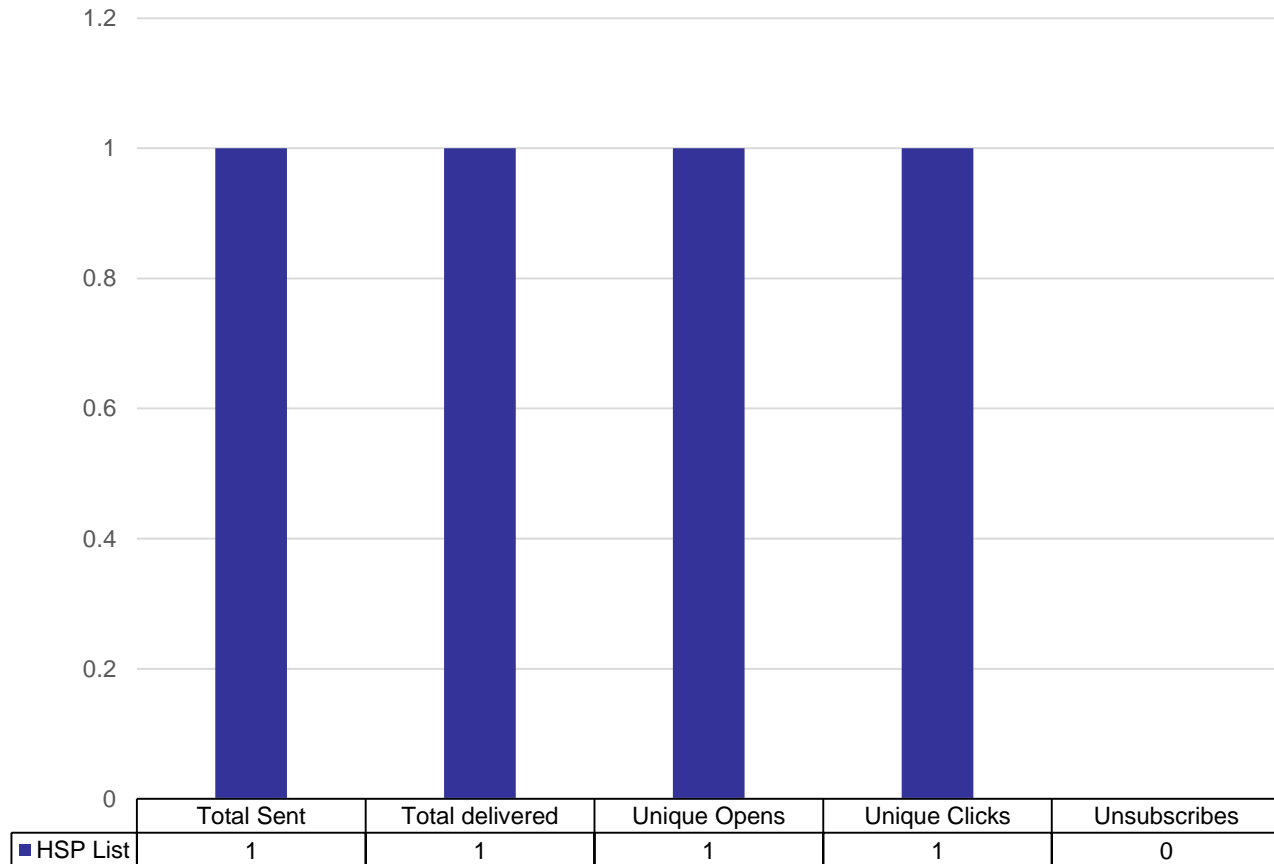
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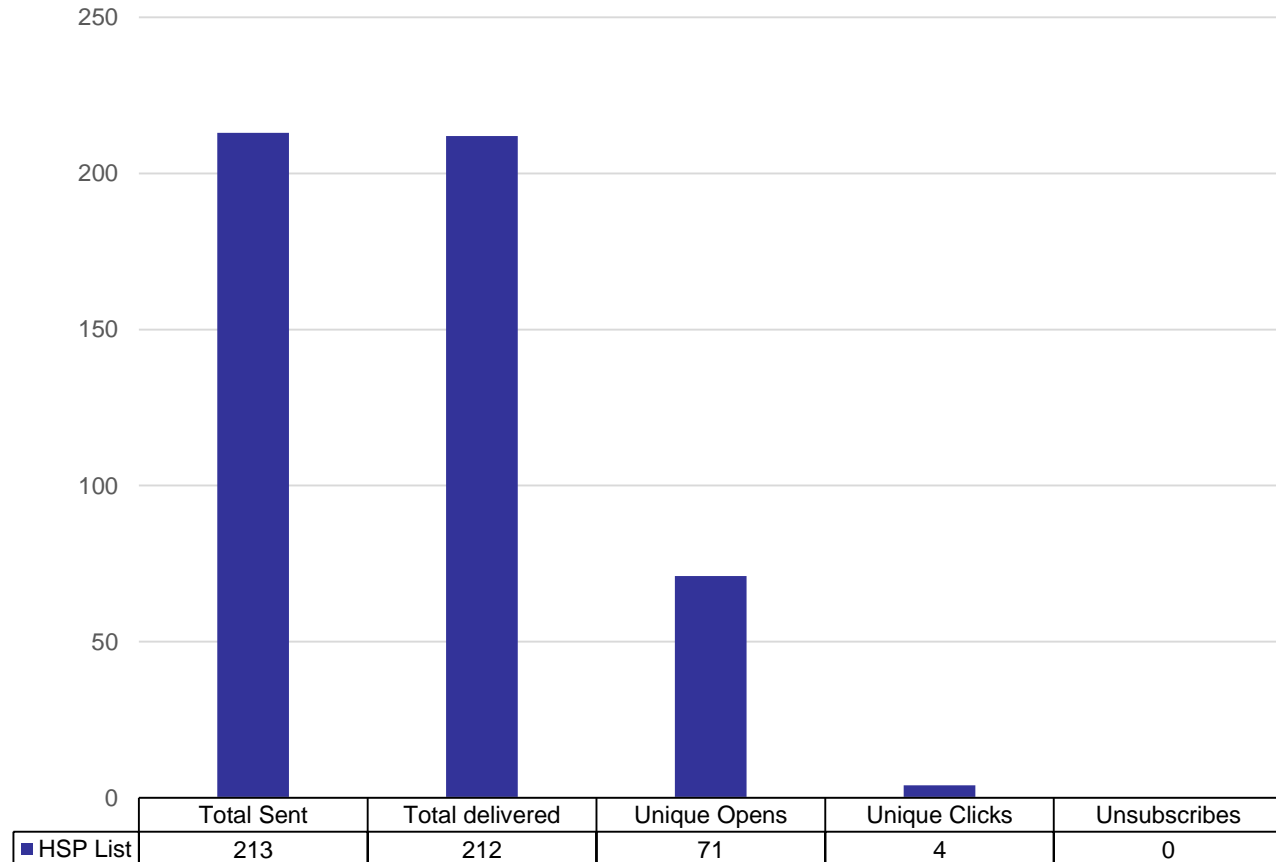
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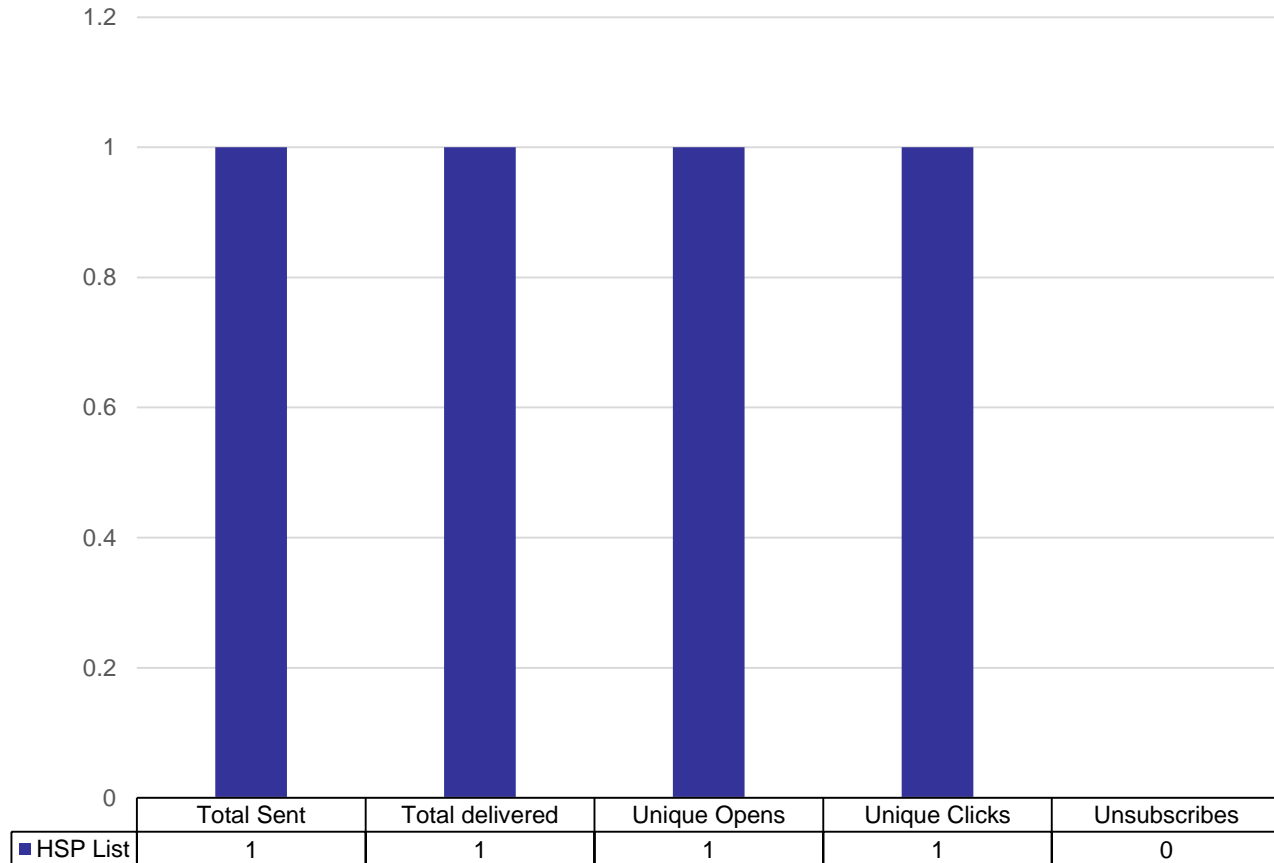
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Special Rams' Ticket Offer! - 12/19/2017





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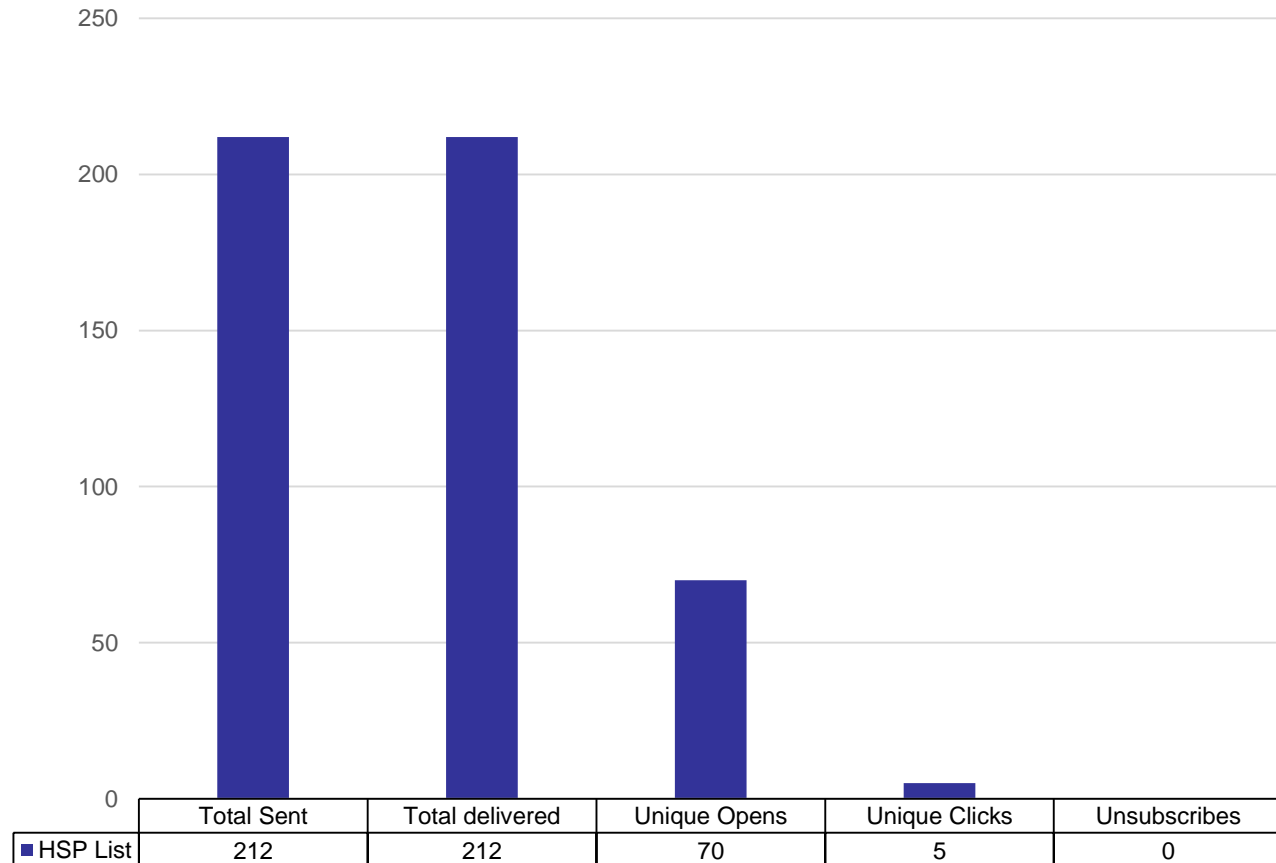
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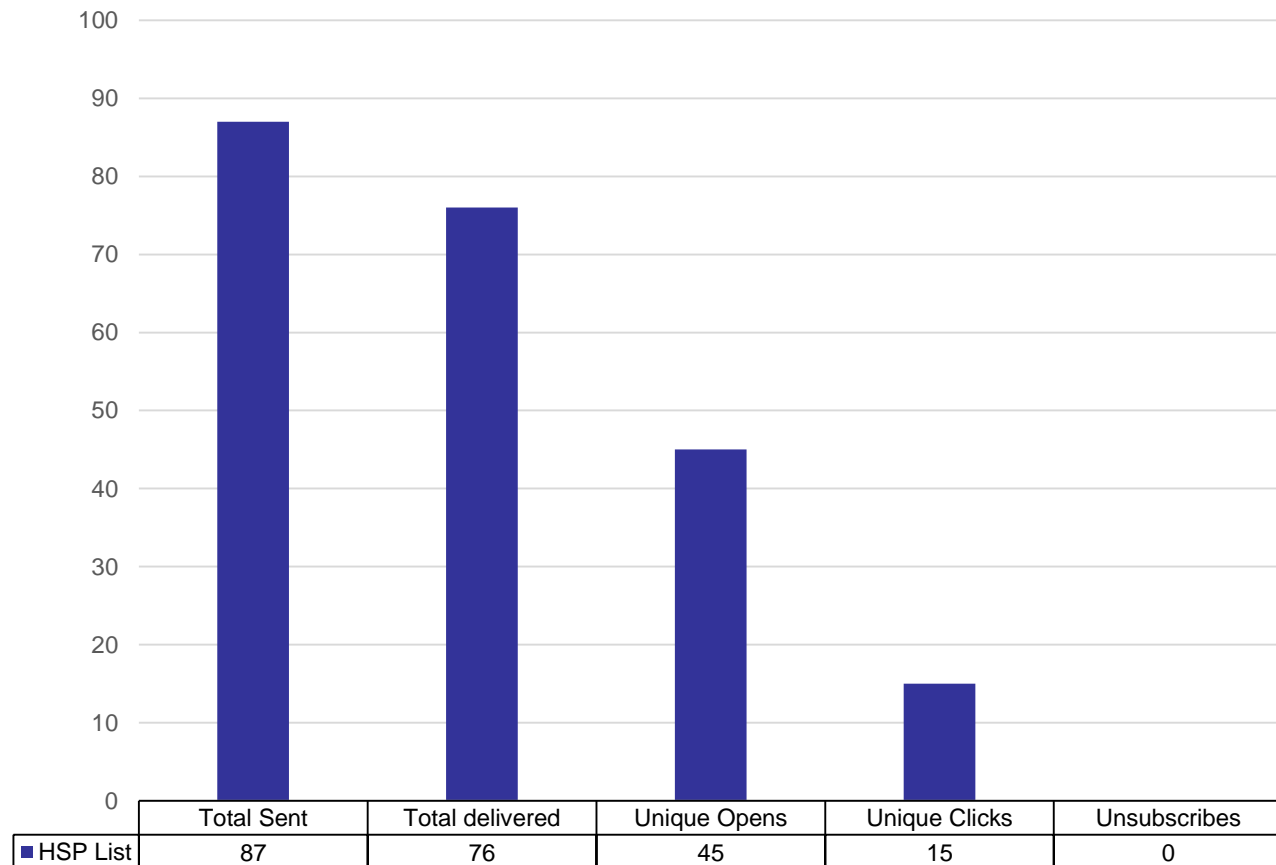
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2018 Festival of Books Food Truck Application - 12/20/2017





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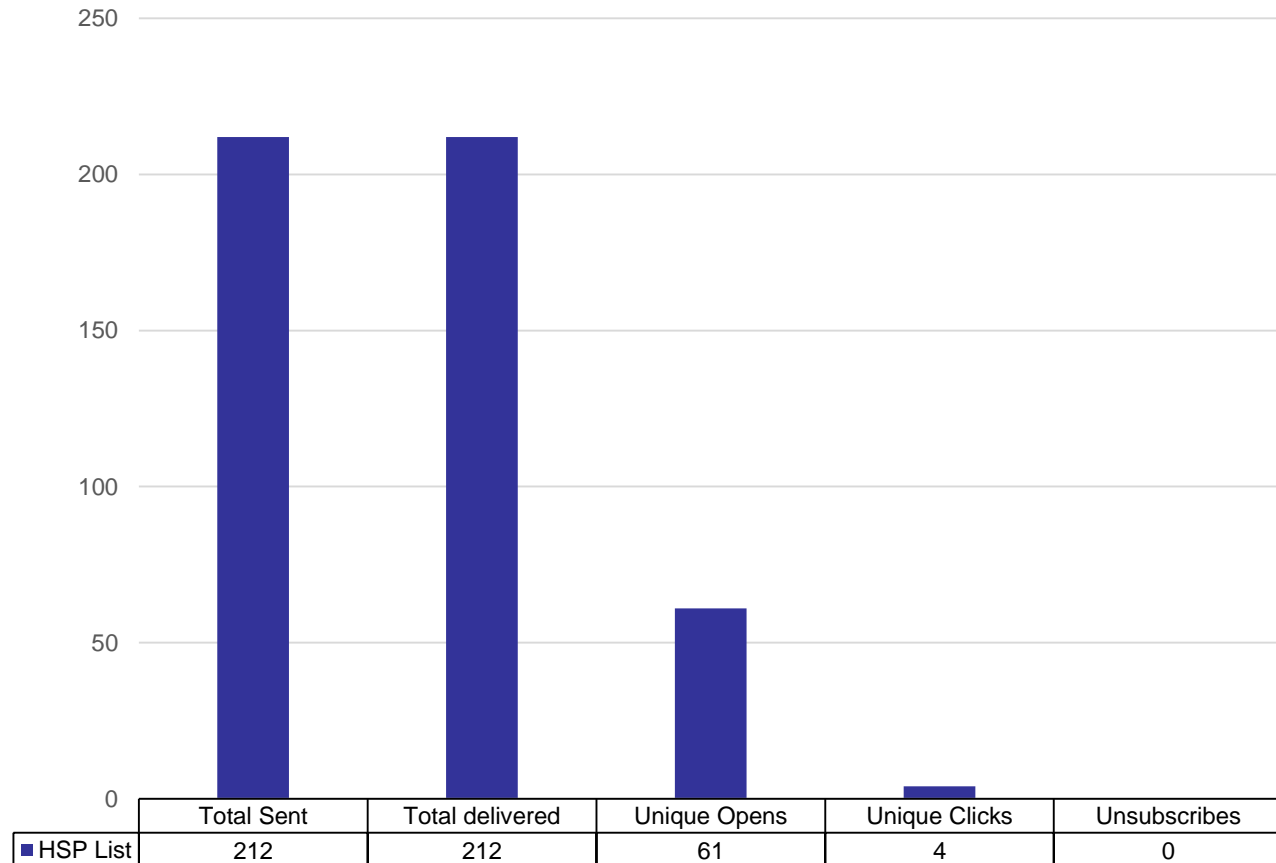
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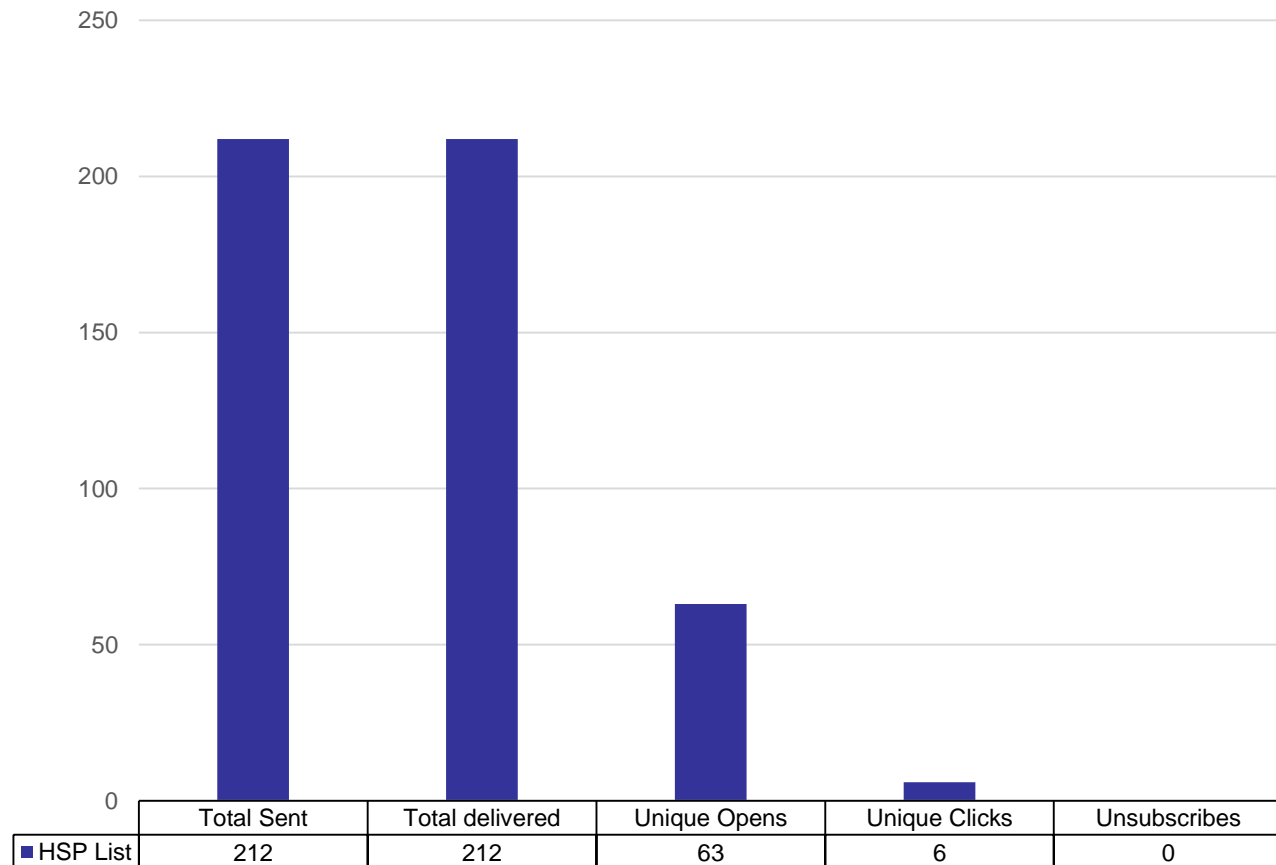
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Customer Satisfaction Report

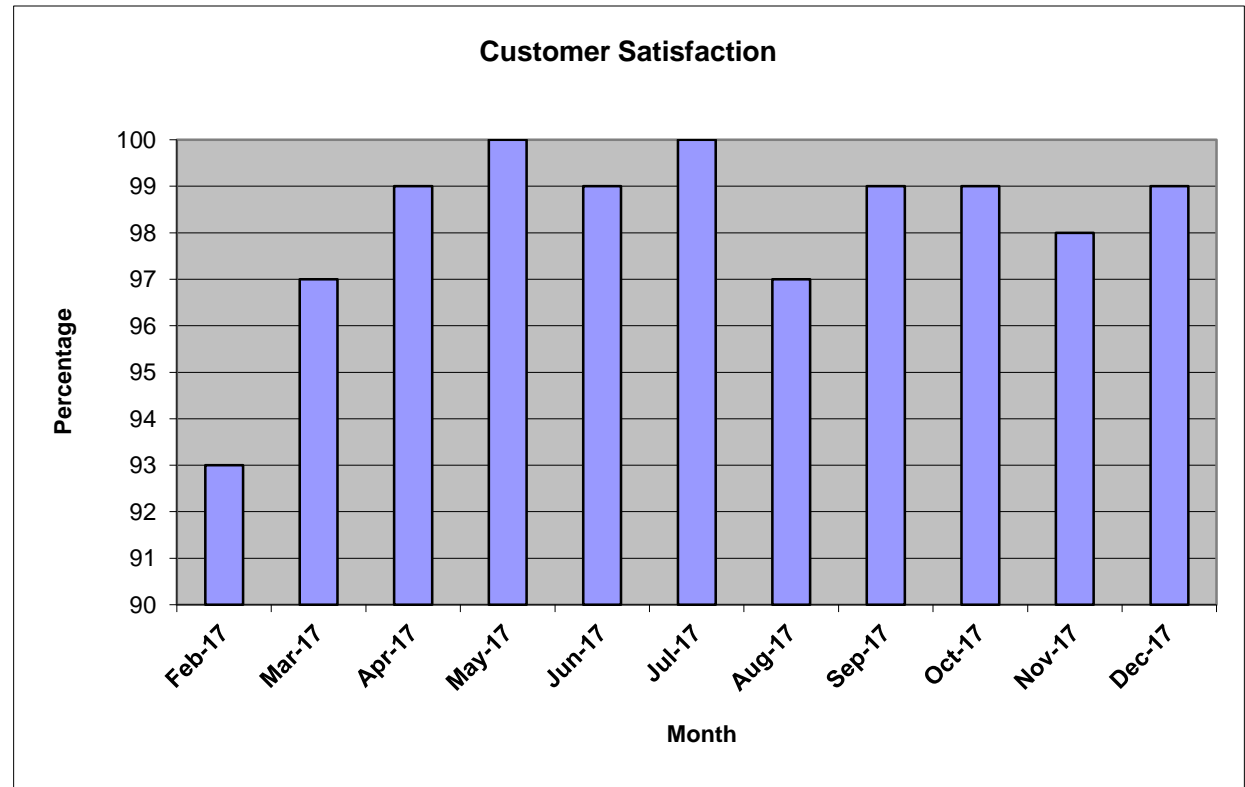
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Thank You !!