



# AUXILIARY SERVICES IT

## AS IT MONTHLY REPORTS

For December 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



# USCAUXILIARY SERVICESIT

## AGENDA

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

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# USCAUXILIARYSERVICESIT

## Service Desk Reports

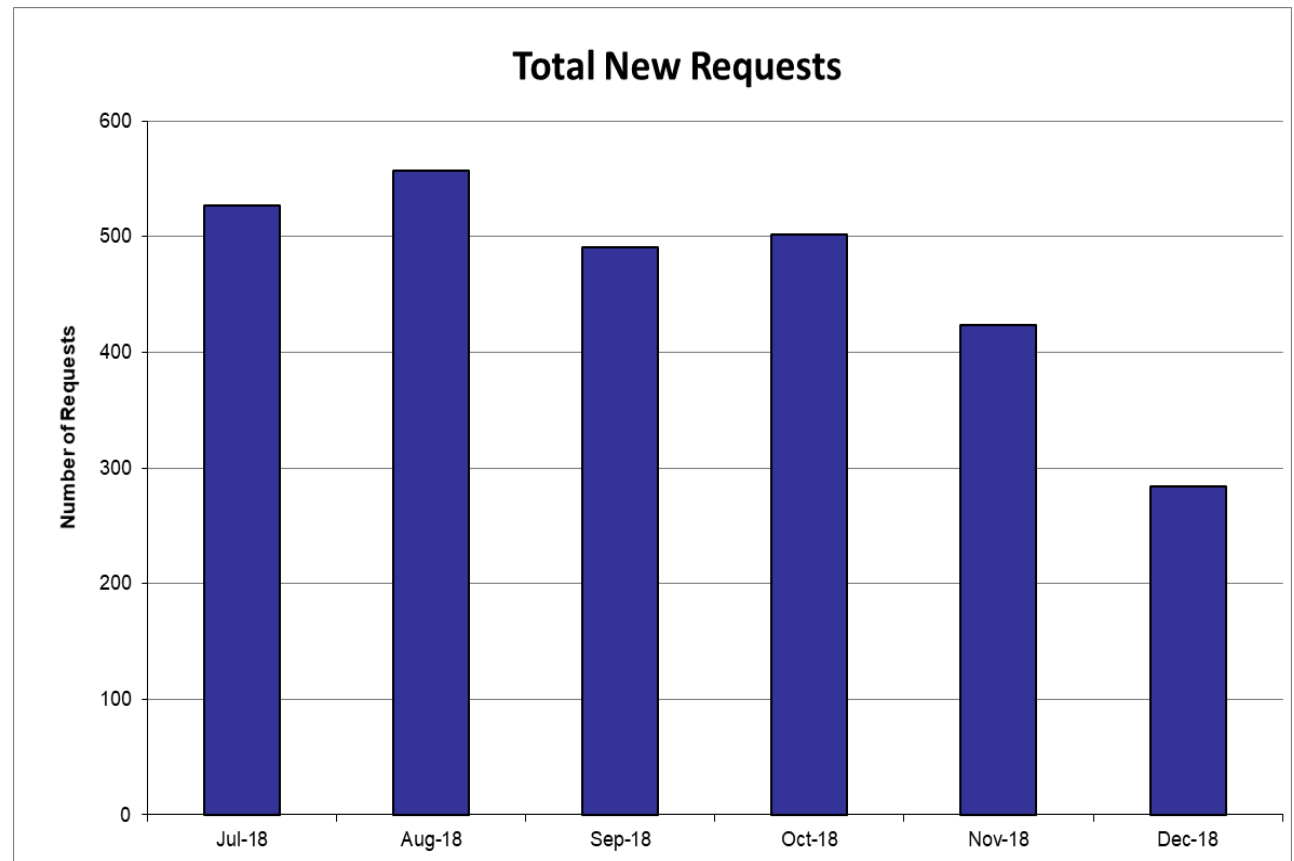
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# USCAUXILIARYSERVICESIT

## Service Desk Reports December 2018

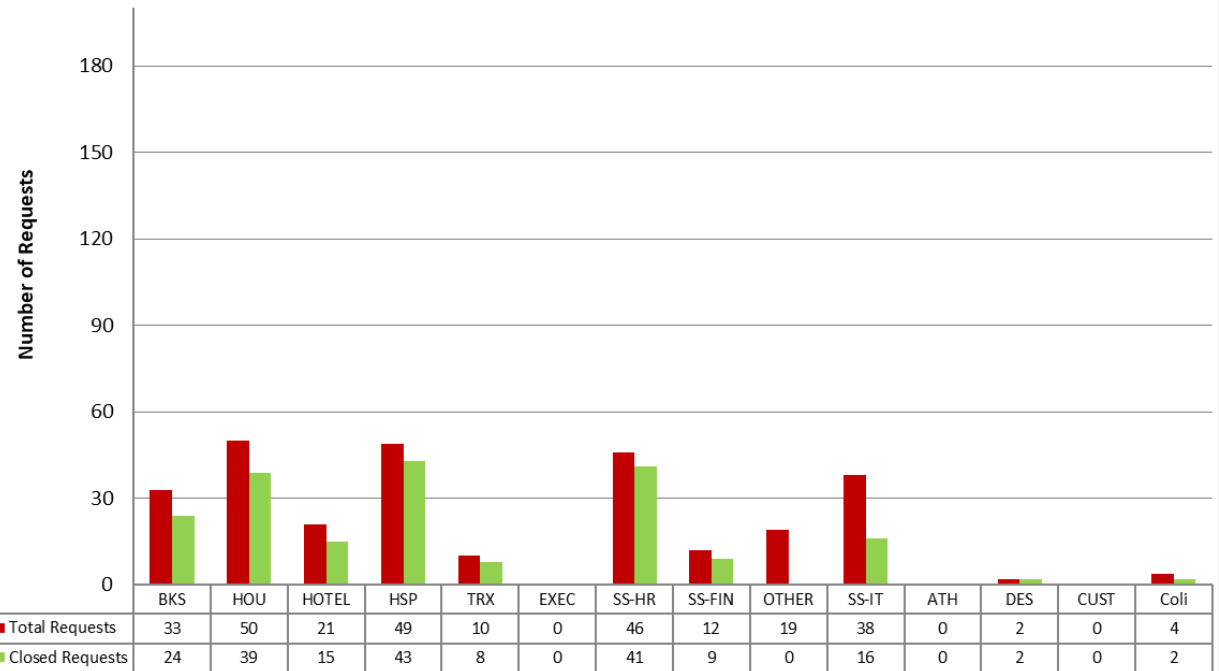
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Total New Vs Closed Requests





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## Service Desk Reports

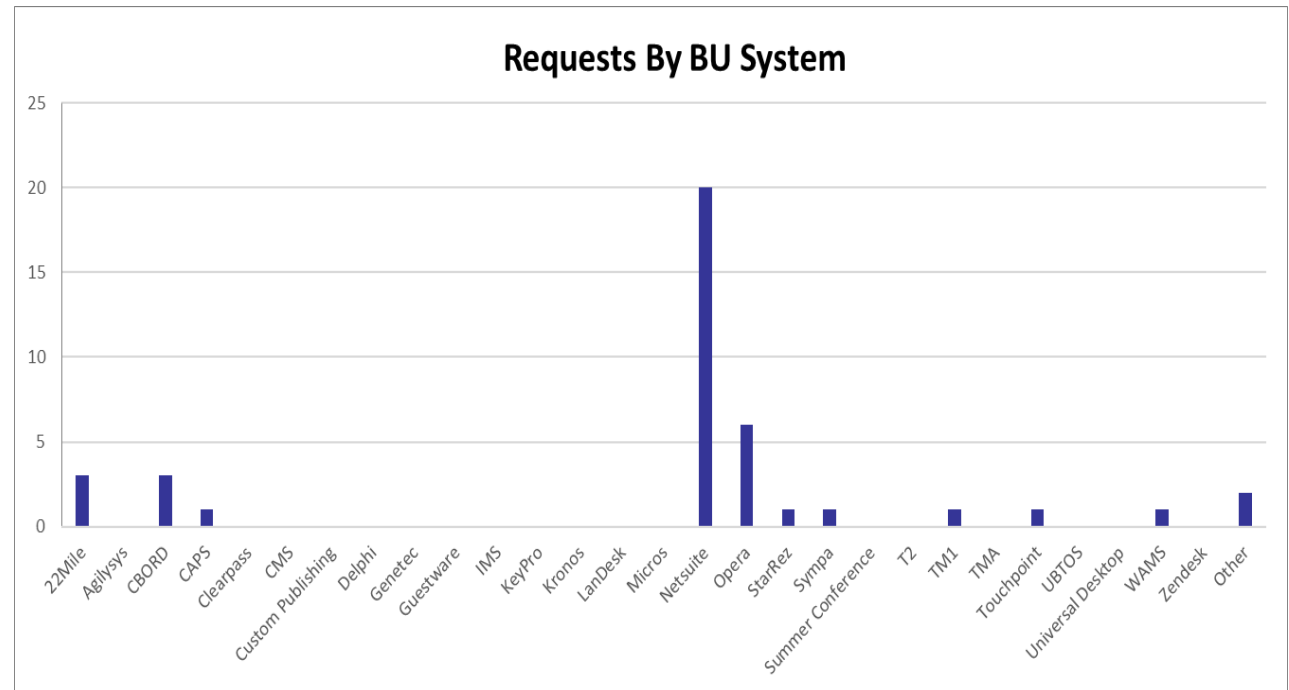
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# USCAUXILIARYSERVICESIT

## Service Desk Reports

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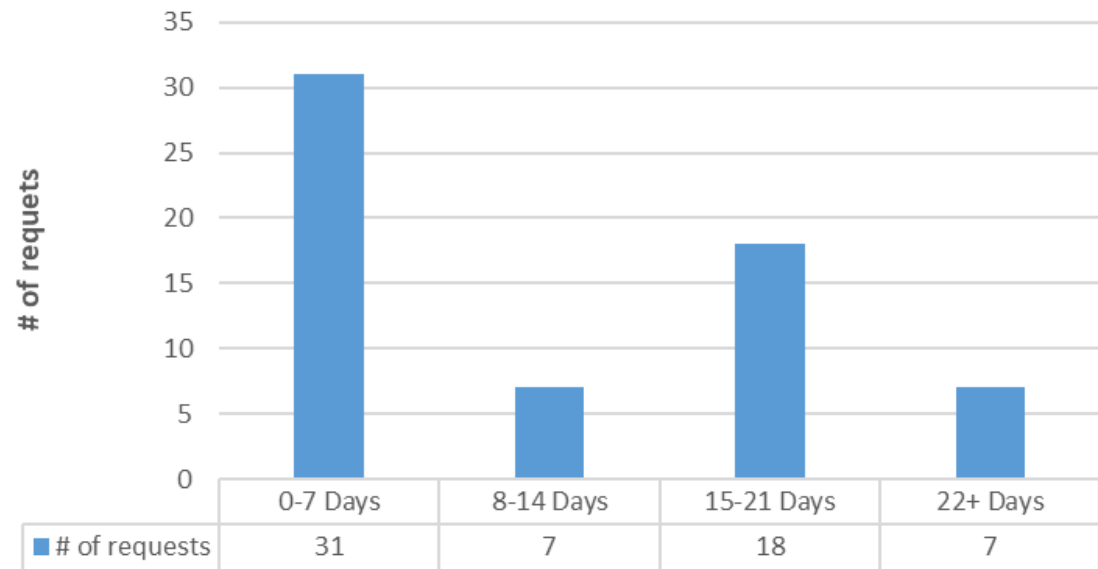
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### Open Requests Aging Report





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## Service Desk Reports

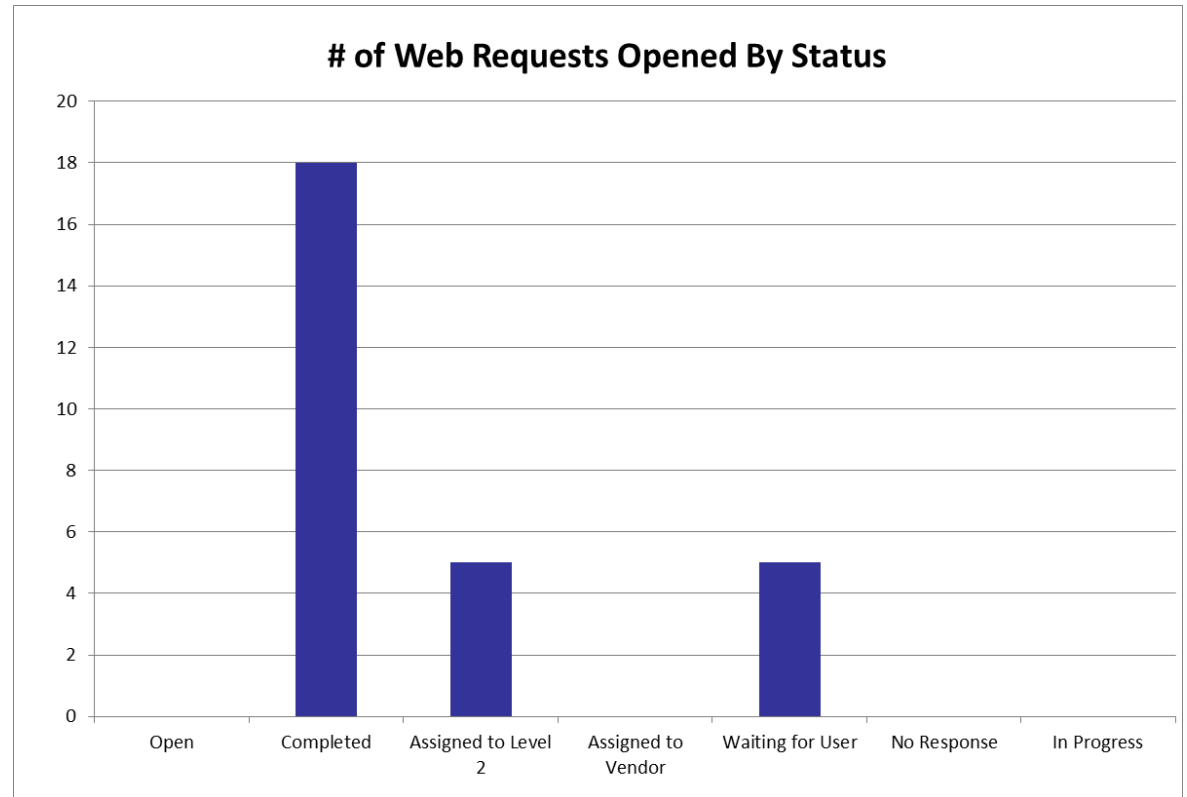
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## Service Desk Reports

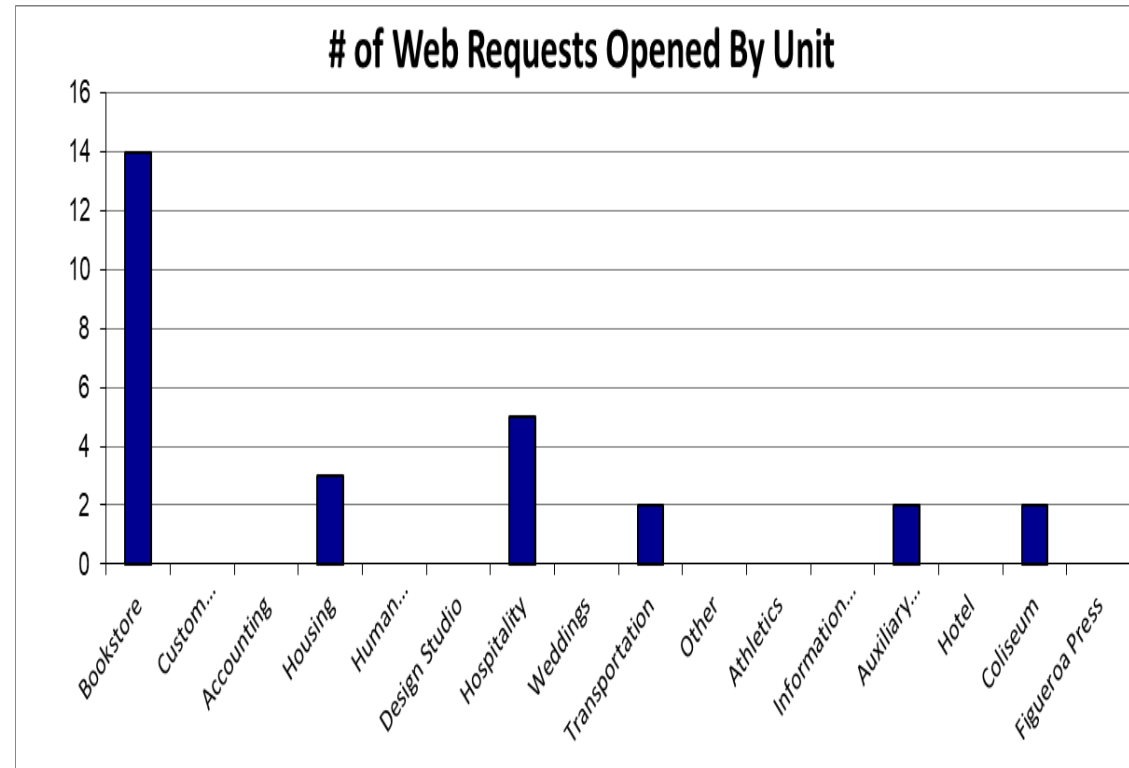
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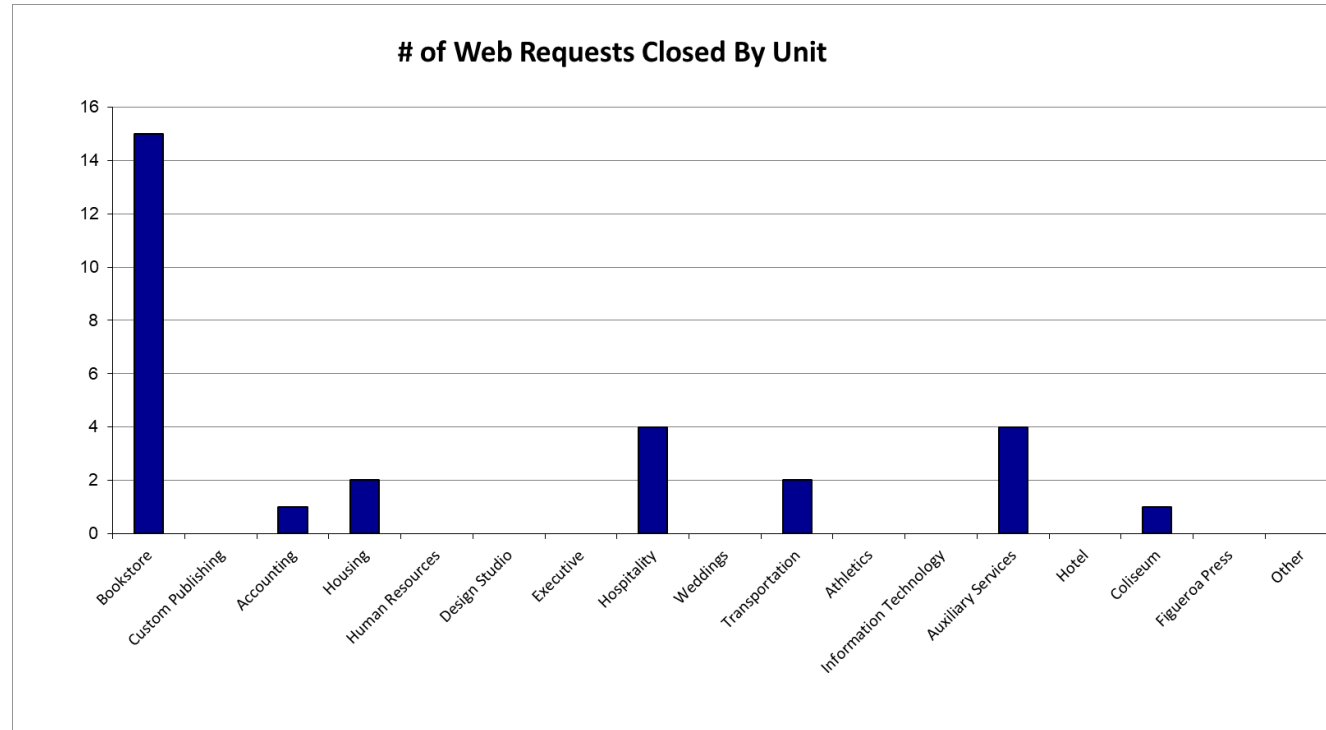






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## Service Desk Reports December 2018



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# USCAUXILIARYSERVICESIT

## Website Reports

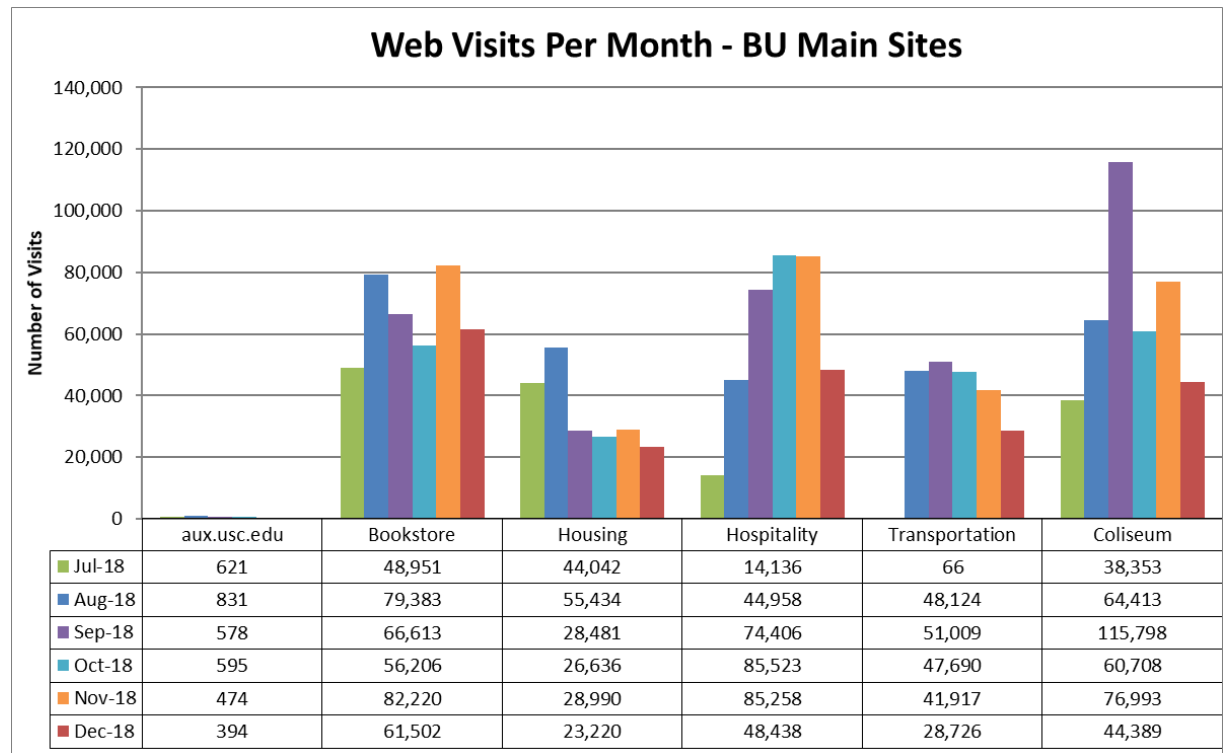
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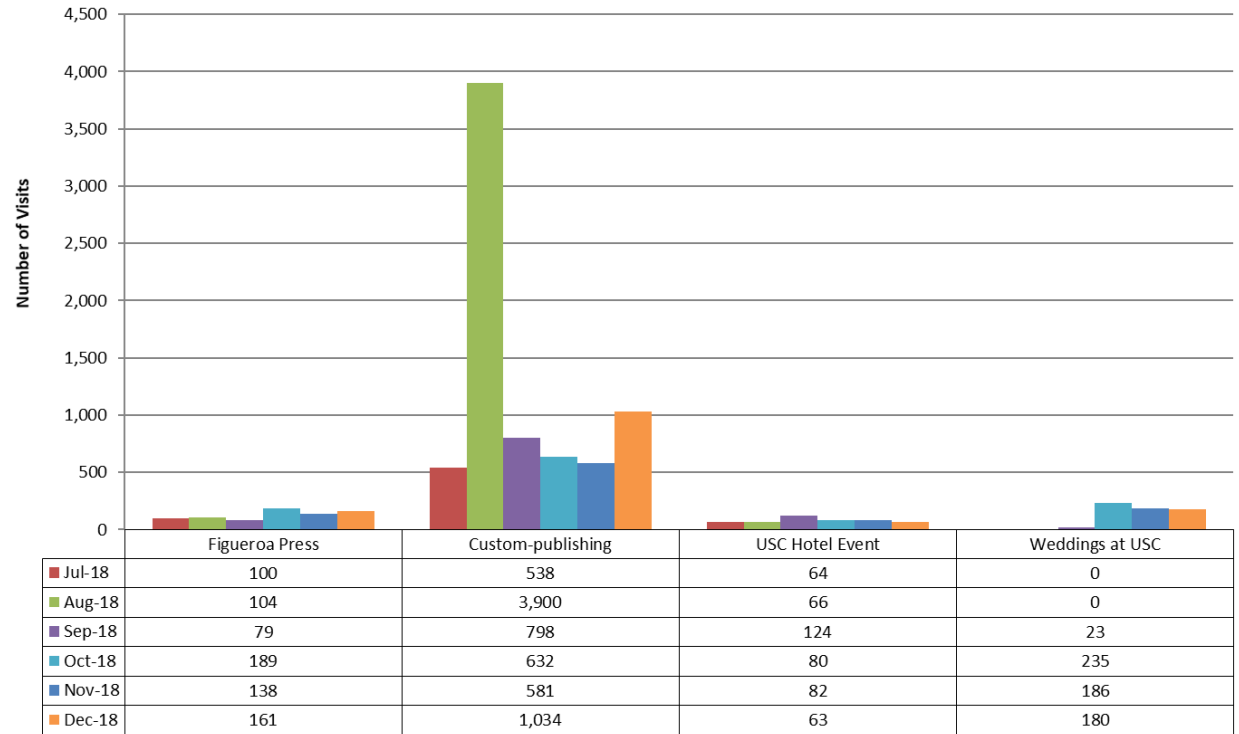
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Web Visits Per Month - Other Sites





# USCAUXILIARYSERVICESIT

## Website Reports

### December 2018

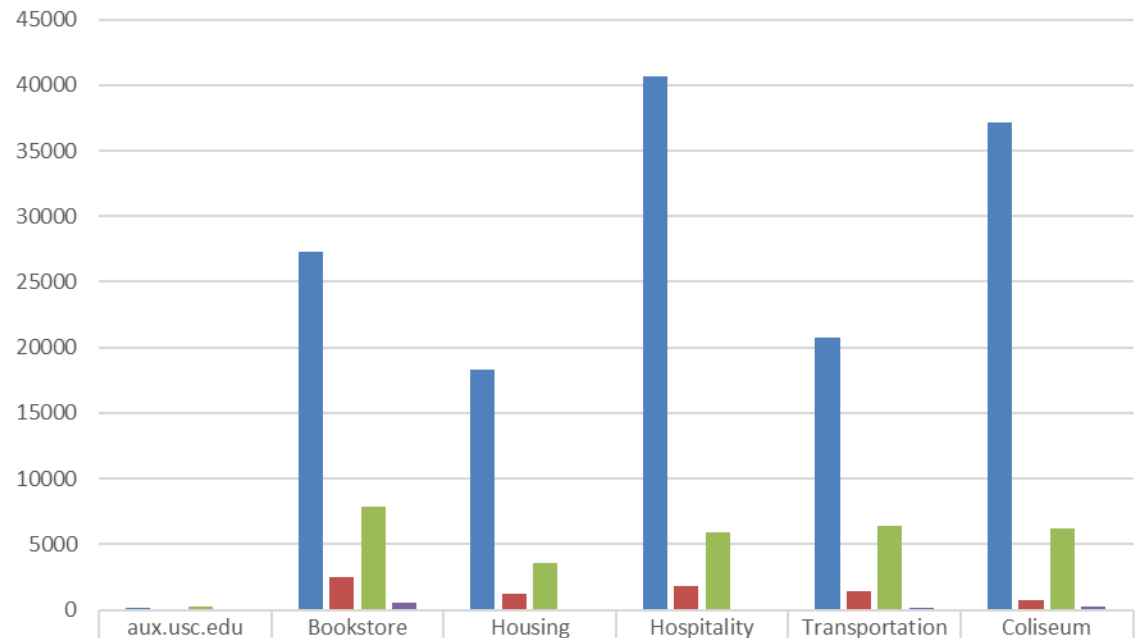
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#### December 2018 Traffic Sources - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	Coliseum
Search Engine	134	27,334	18,308	40,666	20,782	37,140
Referring Sites	32	2,489	1,234	1,763	1,435	757
Direct Traffic	227	7,870	3,597	5,915	6,383	6,248
Campaigns	1	492	81	86	126	244



# USCAUXILIARYSERVICESIT

## Website Reports December 2018

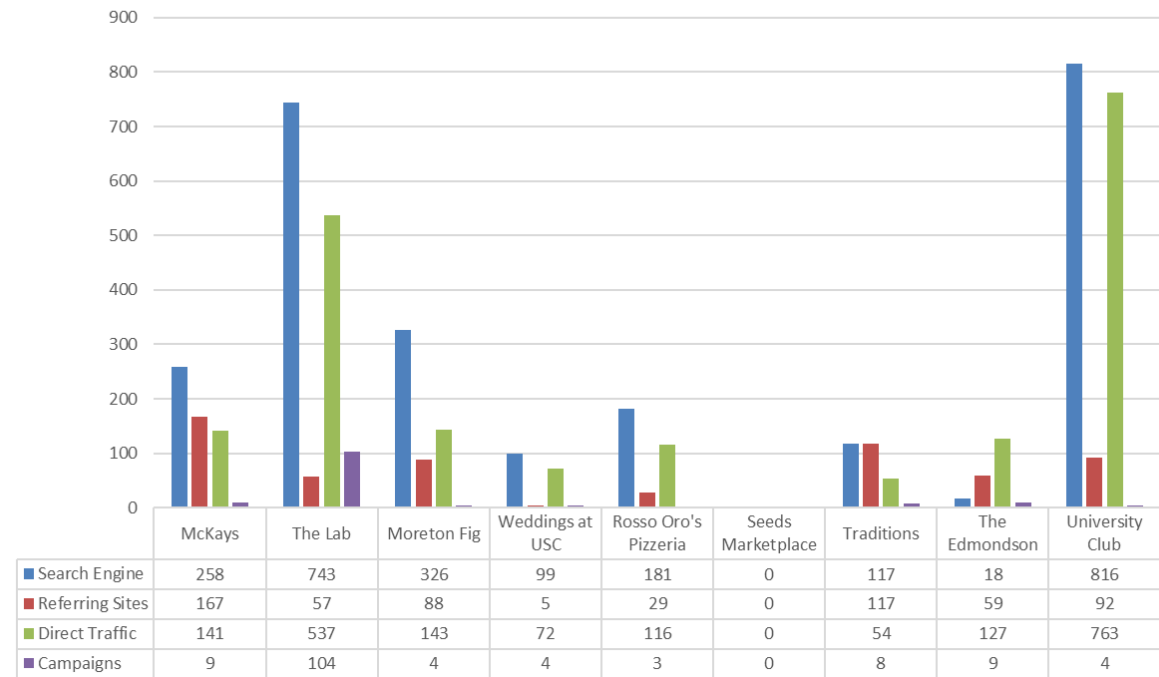
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December 2018 Traffic Sources - HSP Micro Sites





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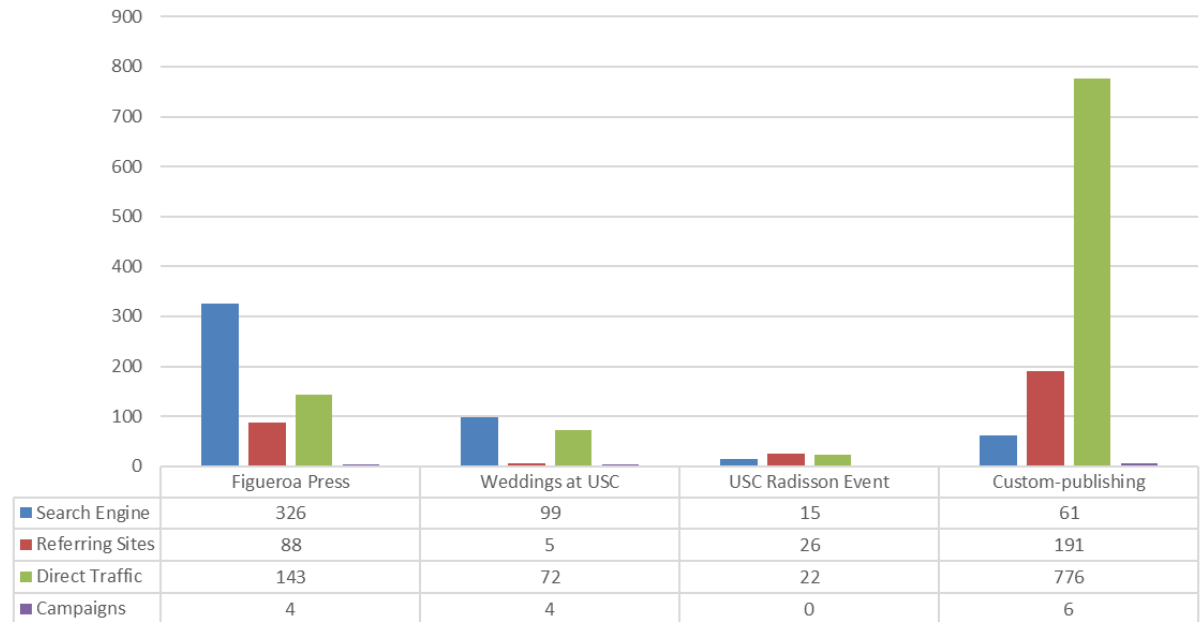
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#### December 2018 Traffic Sources - Other Sites



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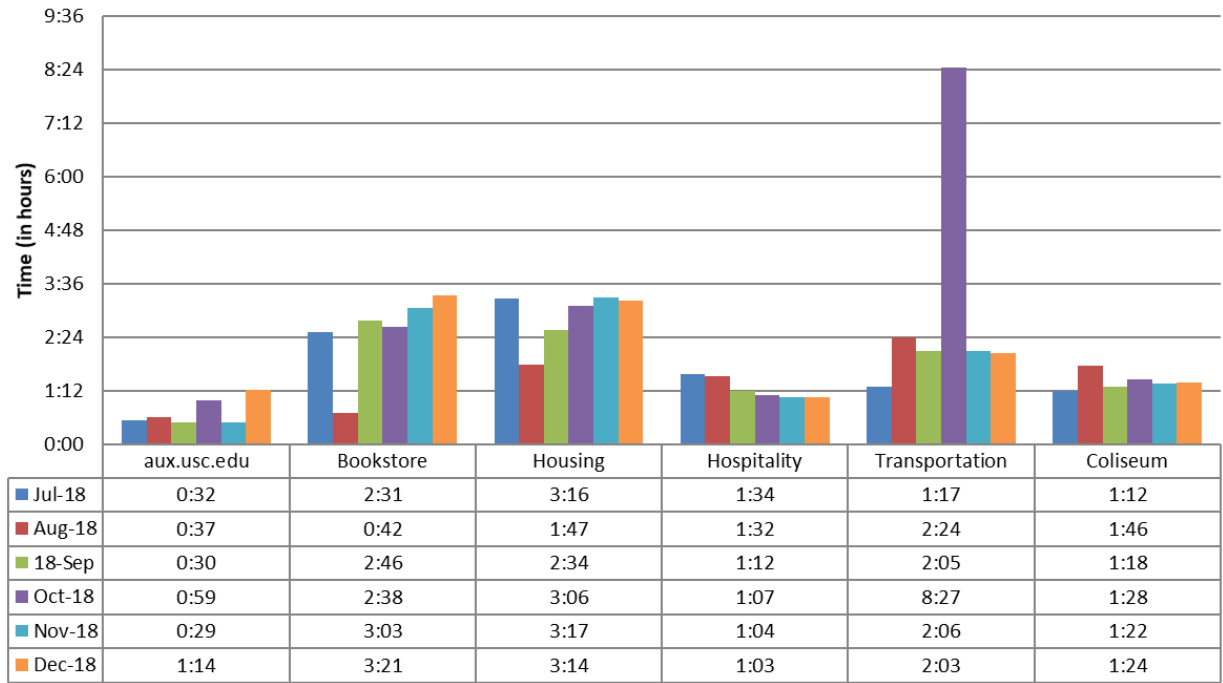
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Average Time Spent on Website - BU Main Sites





# USC AUXILIARY SERVICES IT

## Website Reports

### December 2018

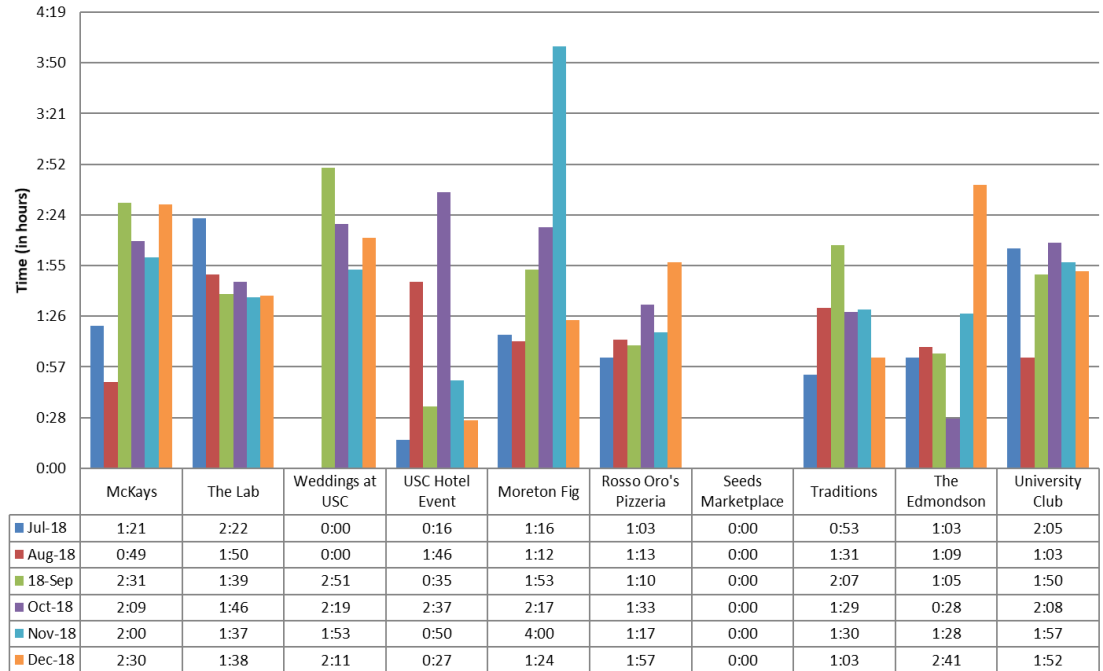
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Average Time Spent on Website - HSP Micro Sites







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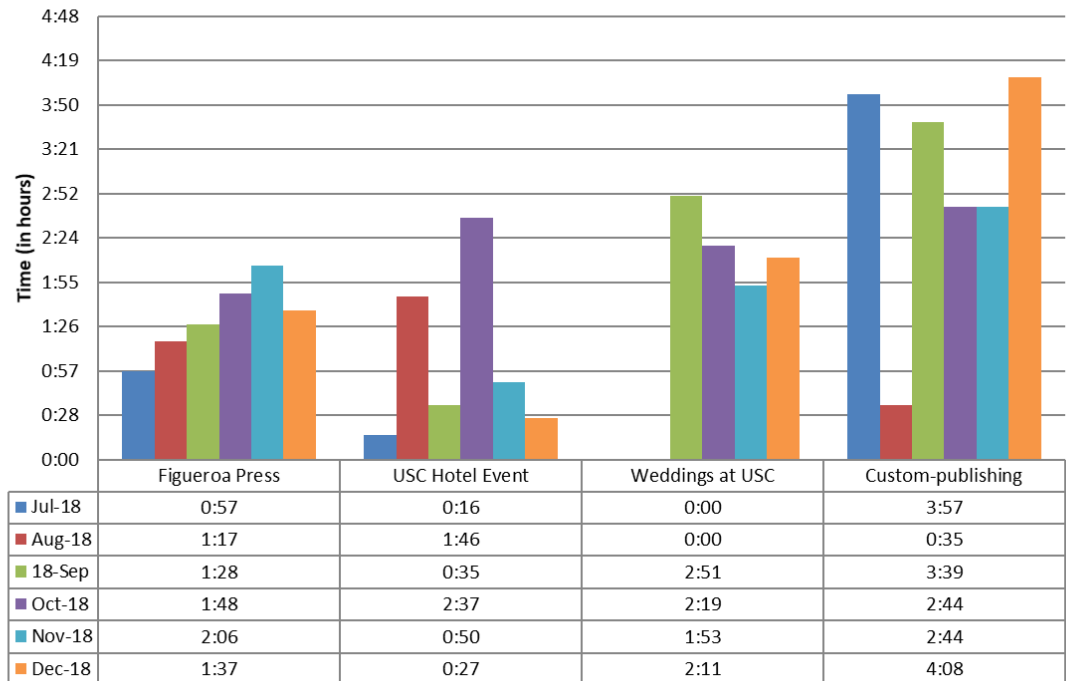
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Average Time Spent on Website - Other Sites





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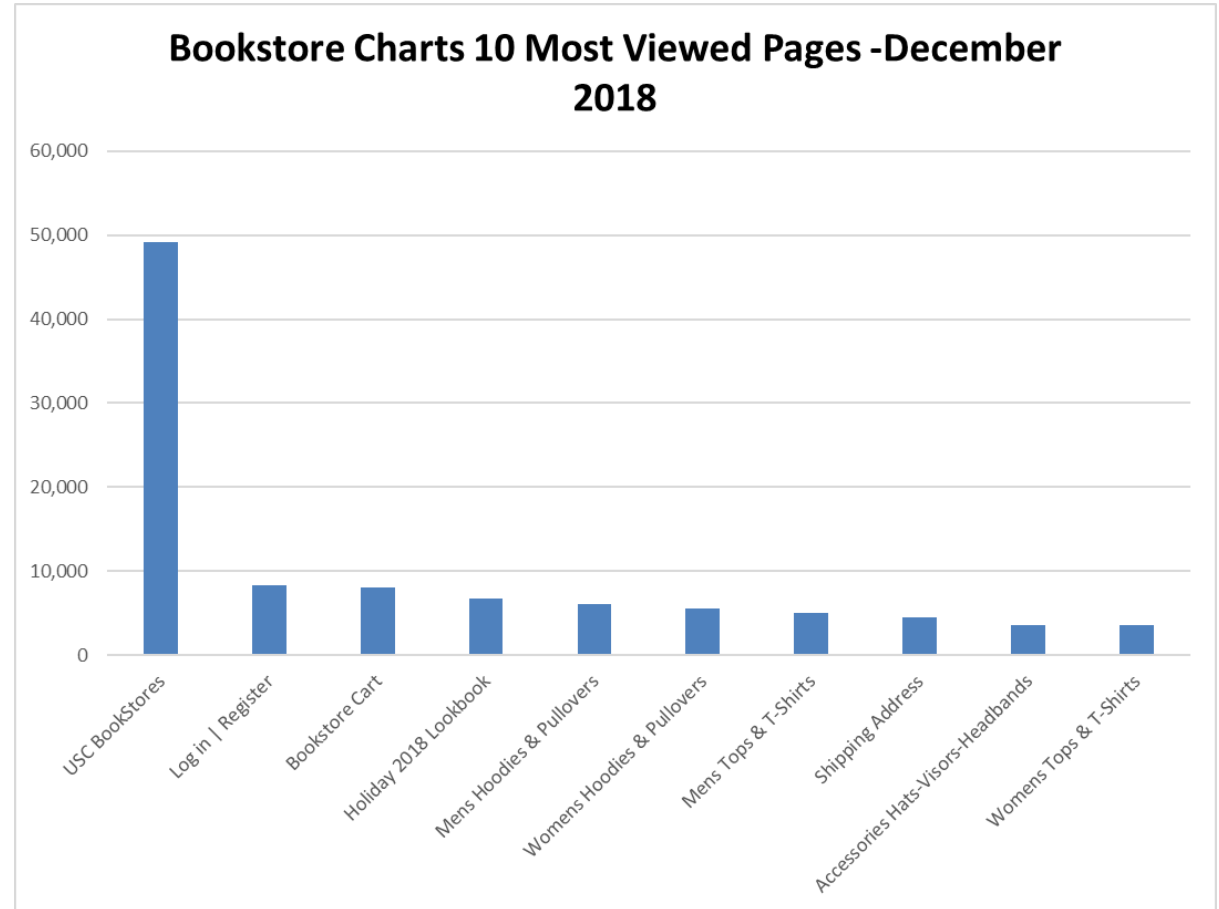
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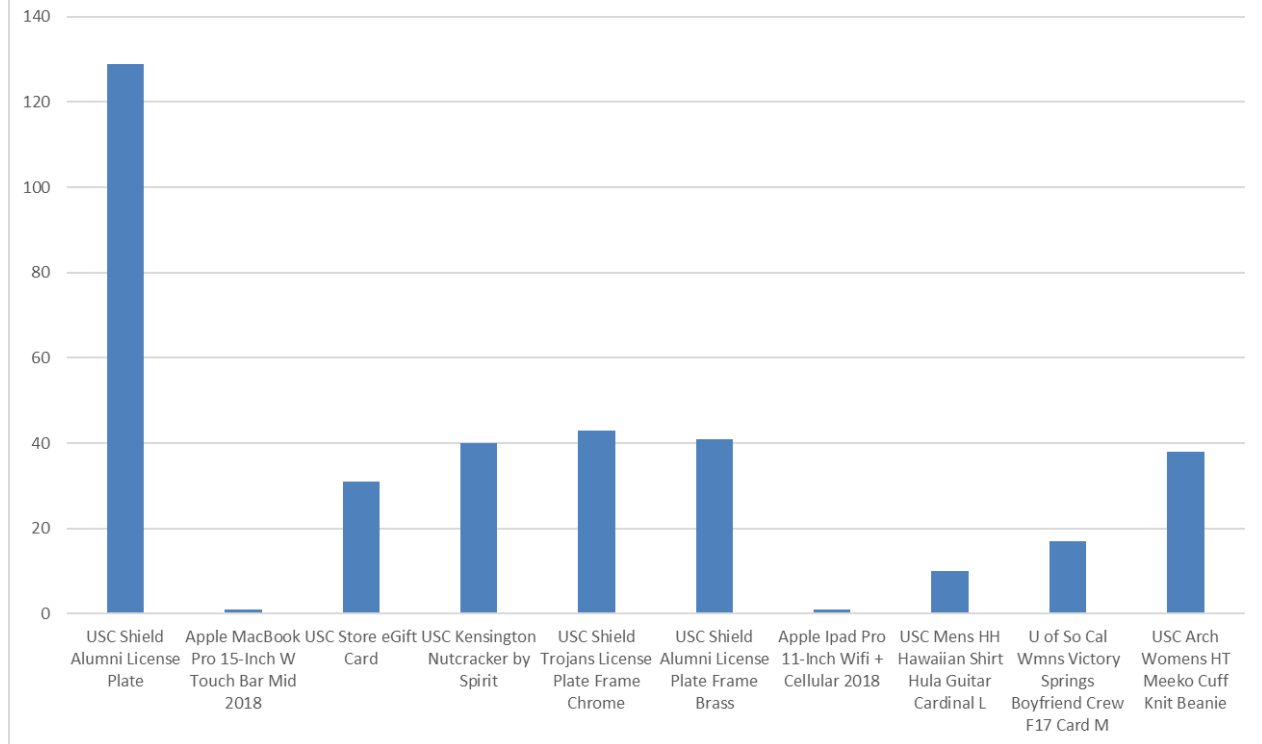
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**Bookstore Charts 10 Most Purchased Products Quantity  
December 2018**



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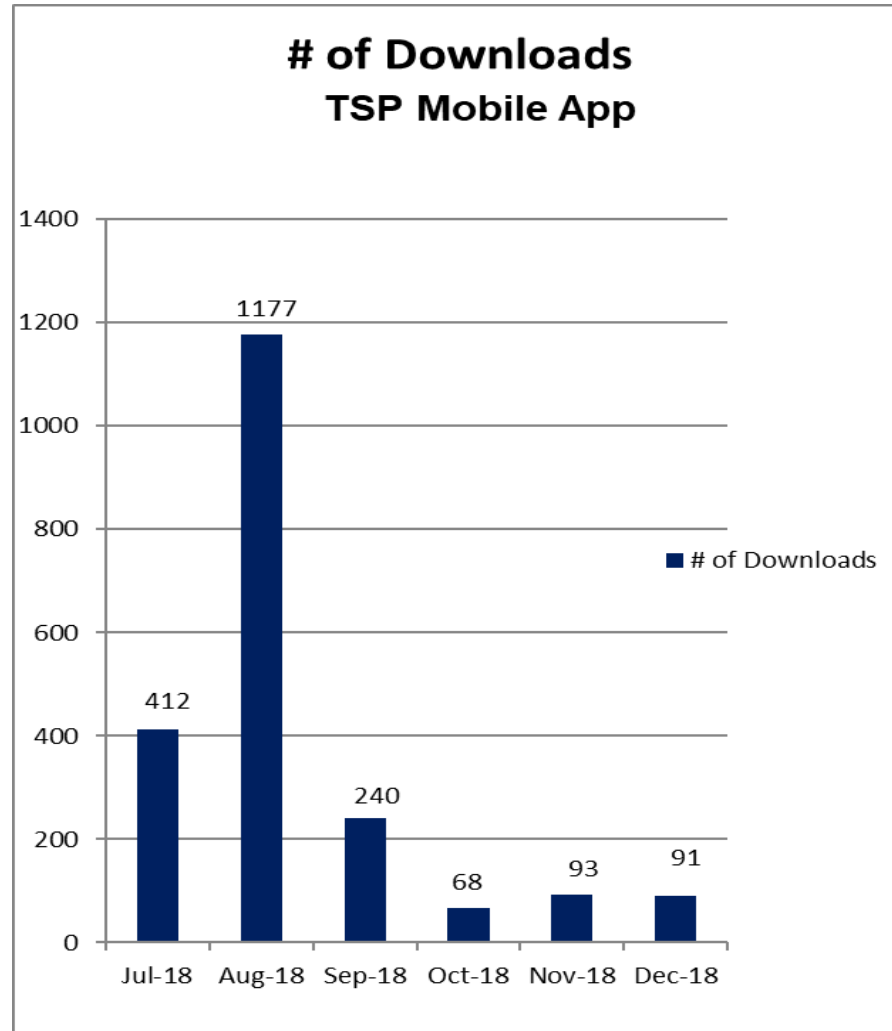
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## Email Campaign Reports

### December 2018

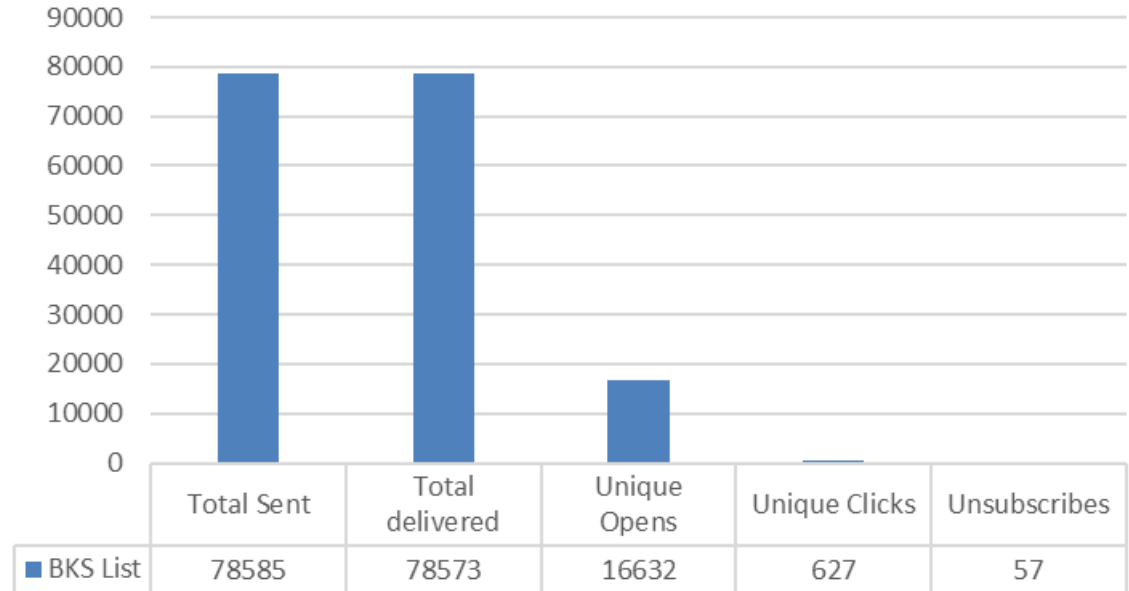
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### A Holiday Toast to USC Trojans - 12/01/18





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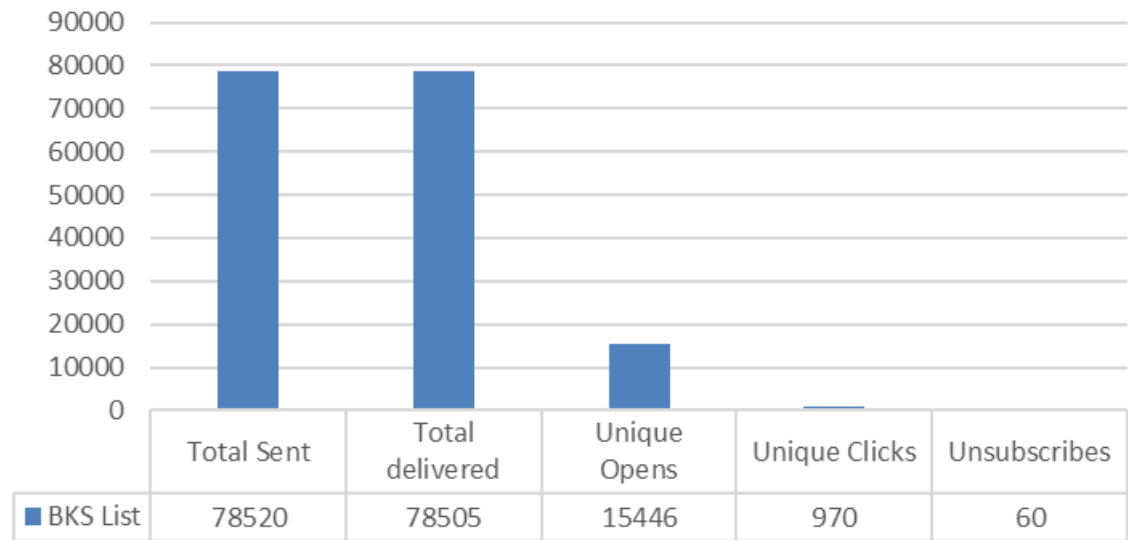
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#### Save 20% on USC Holiday Ornaments!! - 12/03/18





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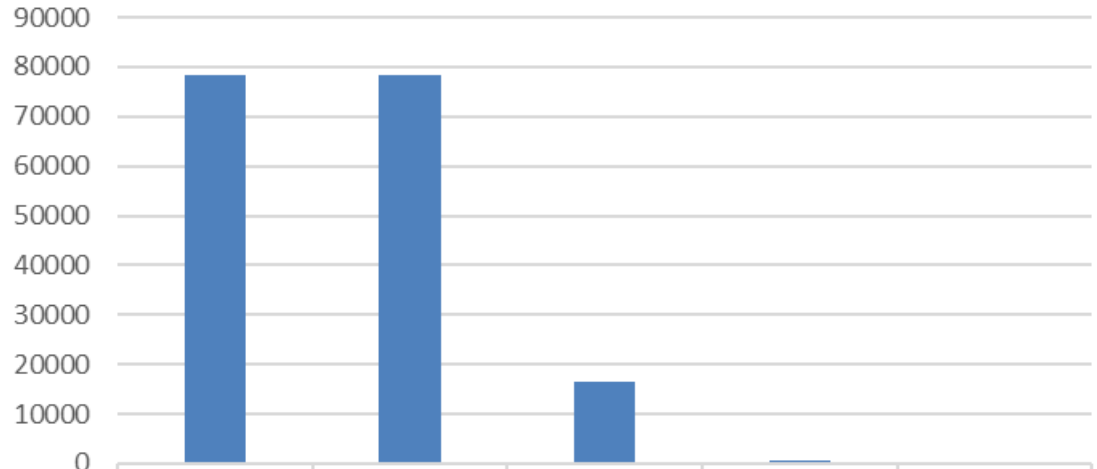
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#### Preserve Press Party Picks - 12/04/18



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	78458	78440	16363	522	54



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## Email Campaign Reports

### December 2018

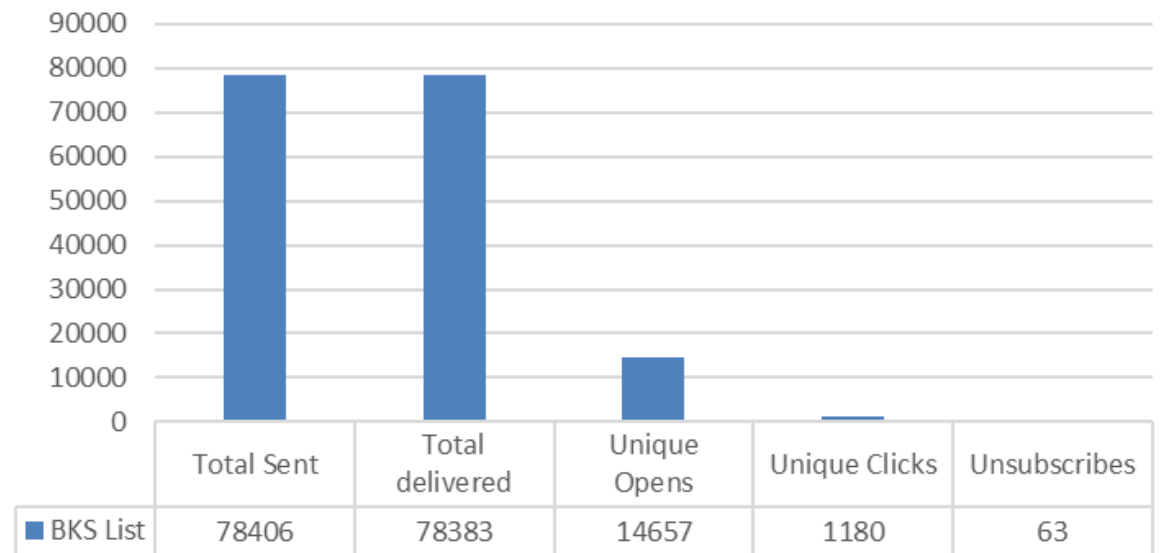
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Save 20% on USC Exclusives - Available in Select  
Stores and Online - 12/05/18







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### December 2018

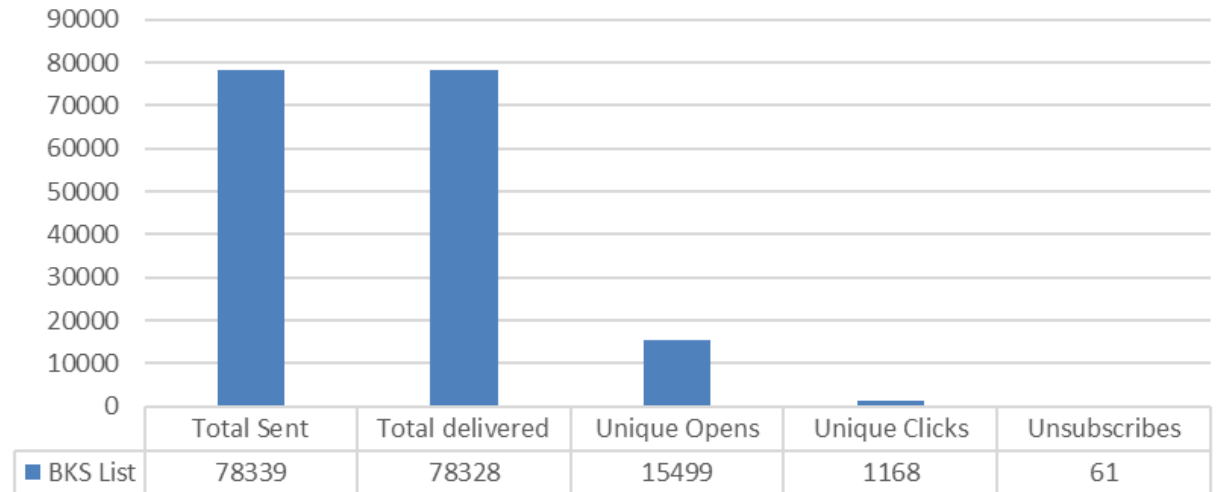
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Don't Miss It - 20% Off Sale Ends Tonight! In Select  
Stores and Online - 12/05/18





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## Email Campaign Reports

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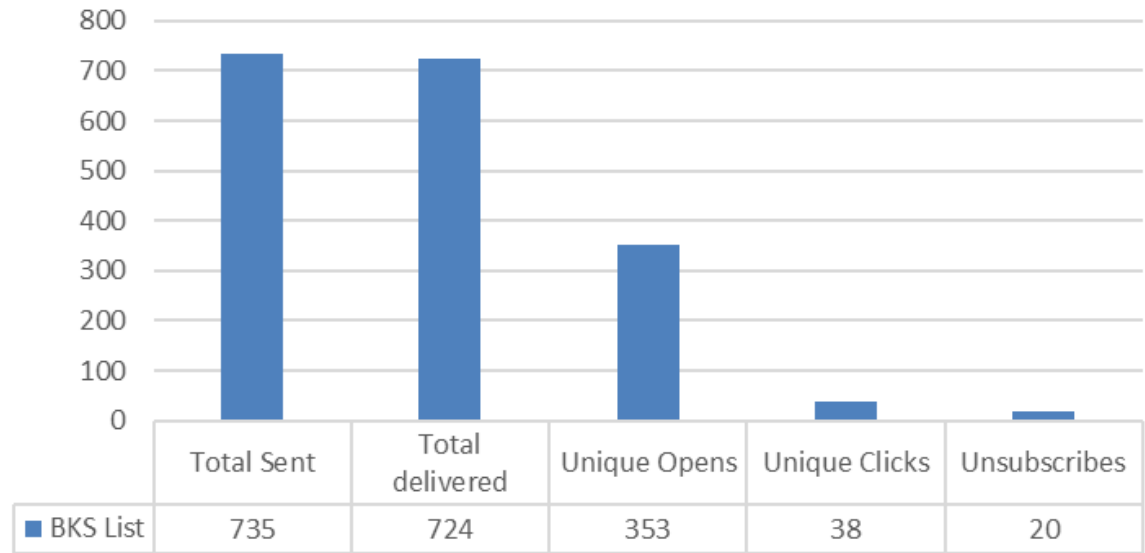
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#### You're Invited to Join USC Bookstores! - 12/05/18





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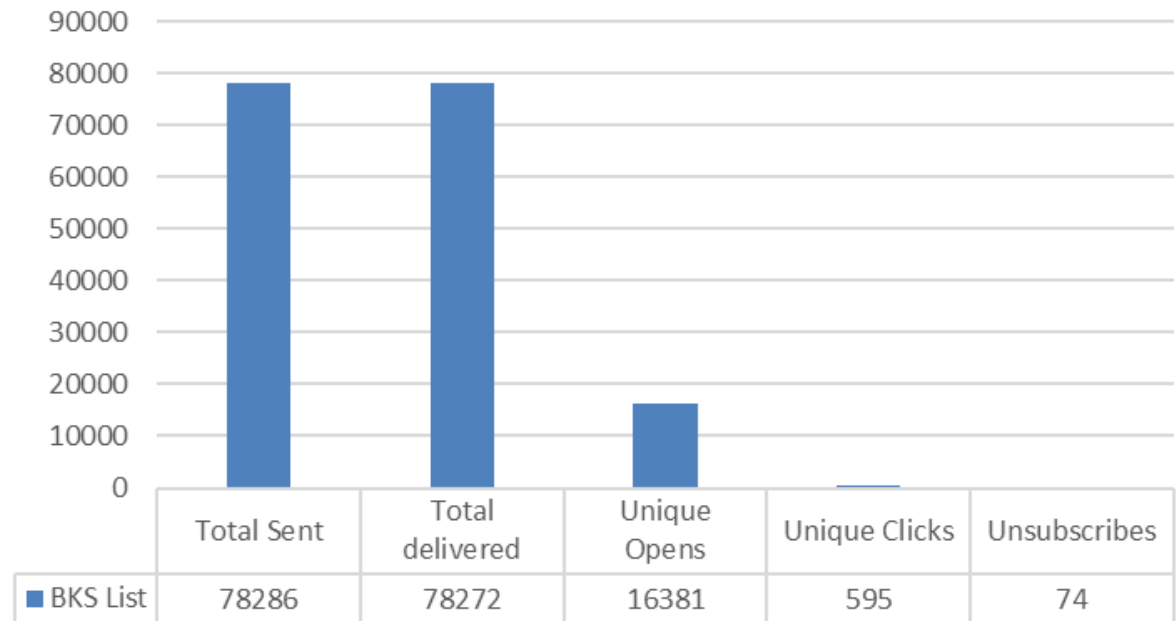
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### Holiday Comfort & Troy - 12/06/18





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## Email Campaign Reports

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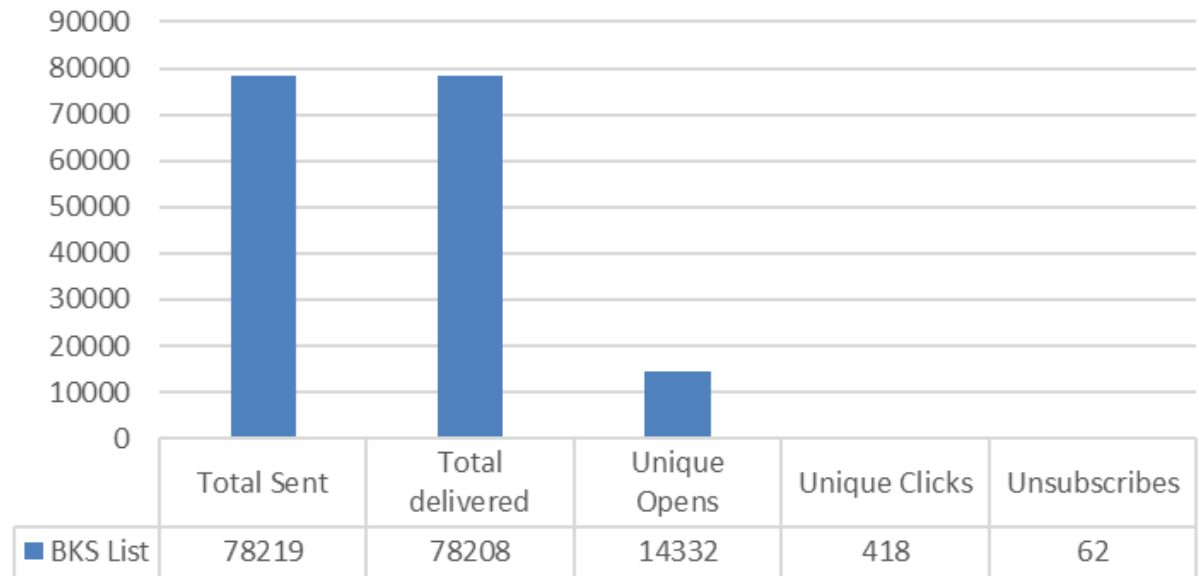
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**Ends Today! Save 20% on USC Holiday  
Ornaments! - 12/07/18**





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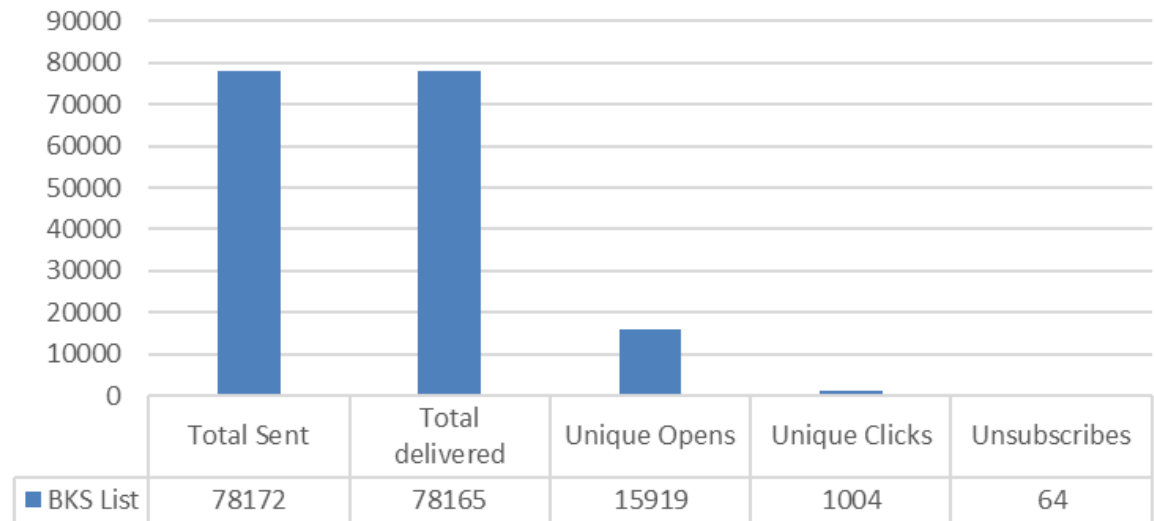
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Exclusively at SC Trojan Town - Save 20% Extended  
Until Sunday! - 12/07/18





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## Email Campaign Reports

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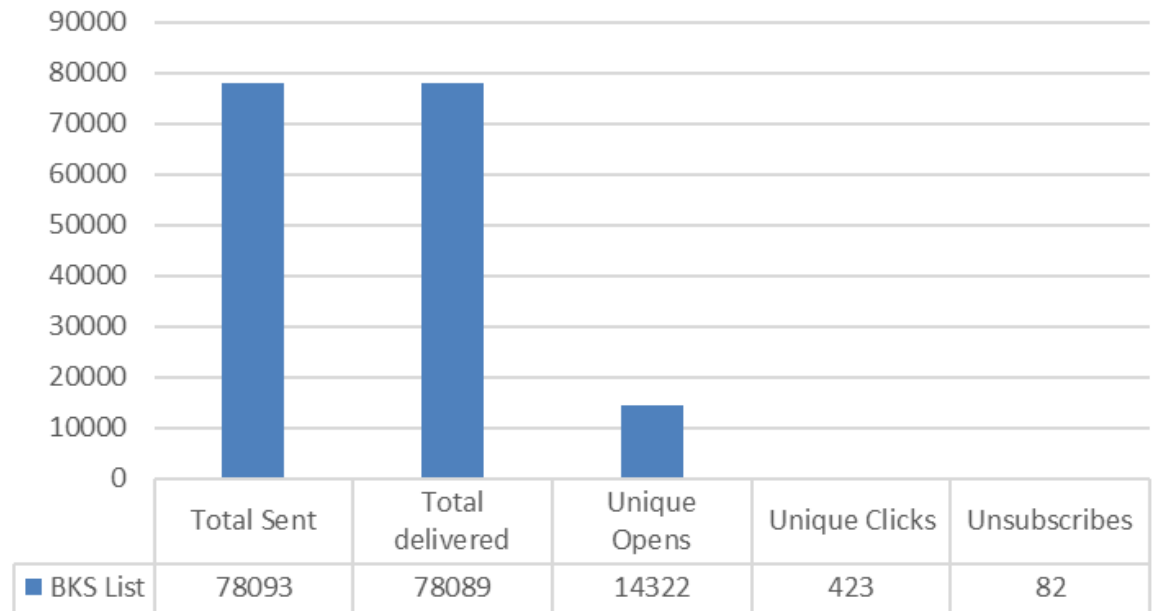
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#### Play USC Ball This Holiday - 12/08/18





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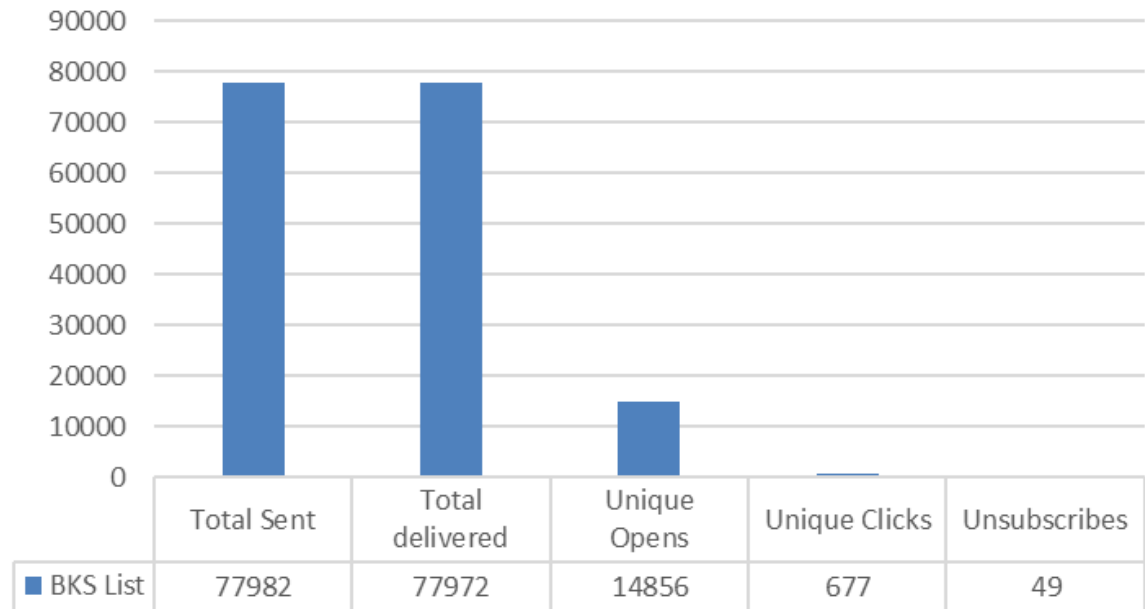
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#### USC Holiday Gifts for Mom & Dad - 12/11/18





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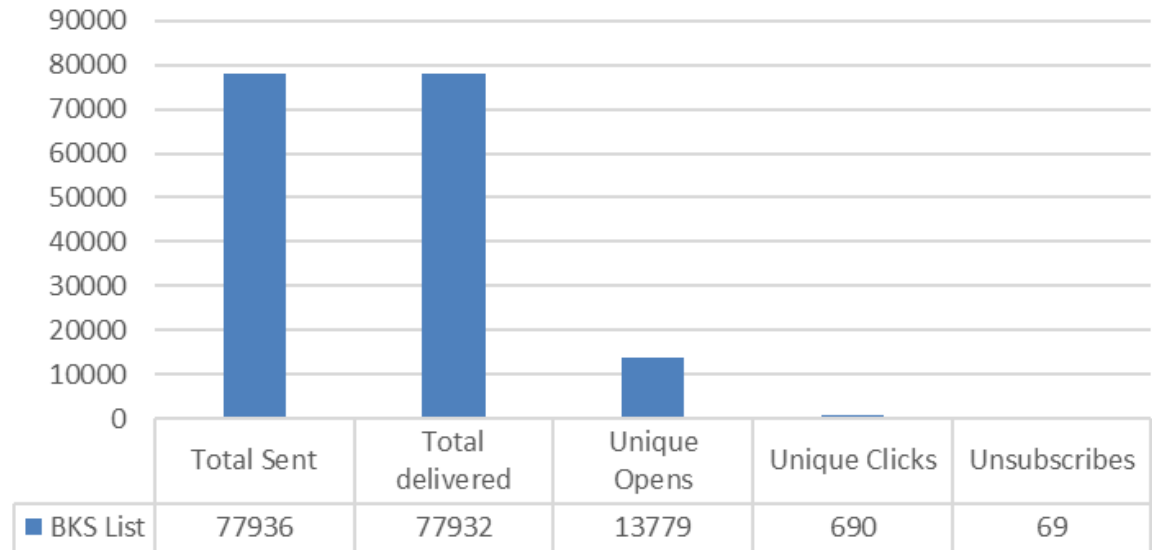
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#### Free Shipping to Finish Your Shopping! - 12/12/18







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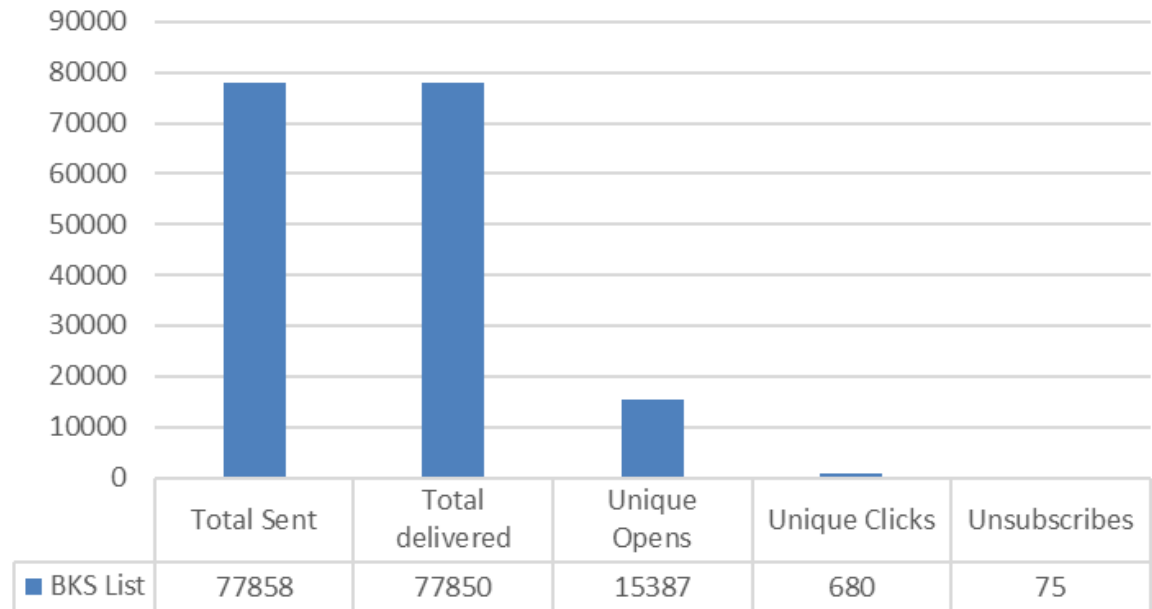
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#### A Trojan Toy Story - 12/13/18





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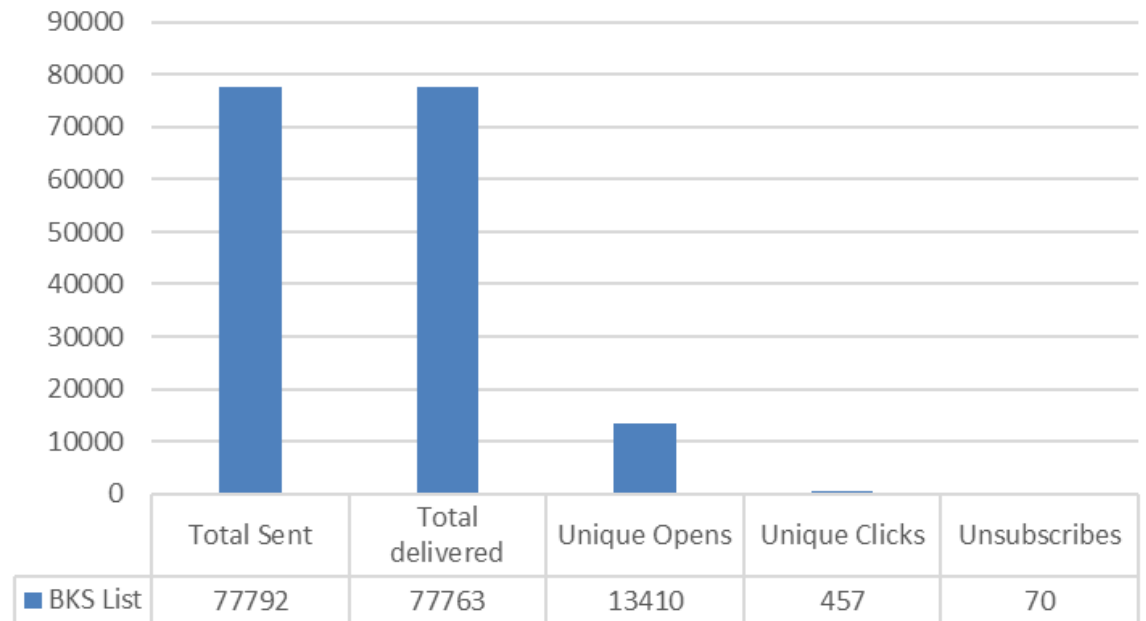
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#### Free Shipping Ends Today! - 12/14/18





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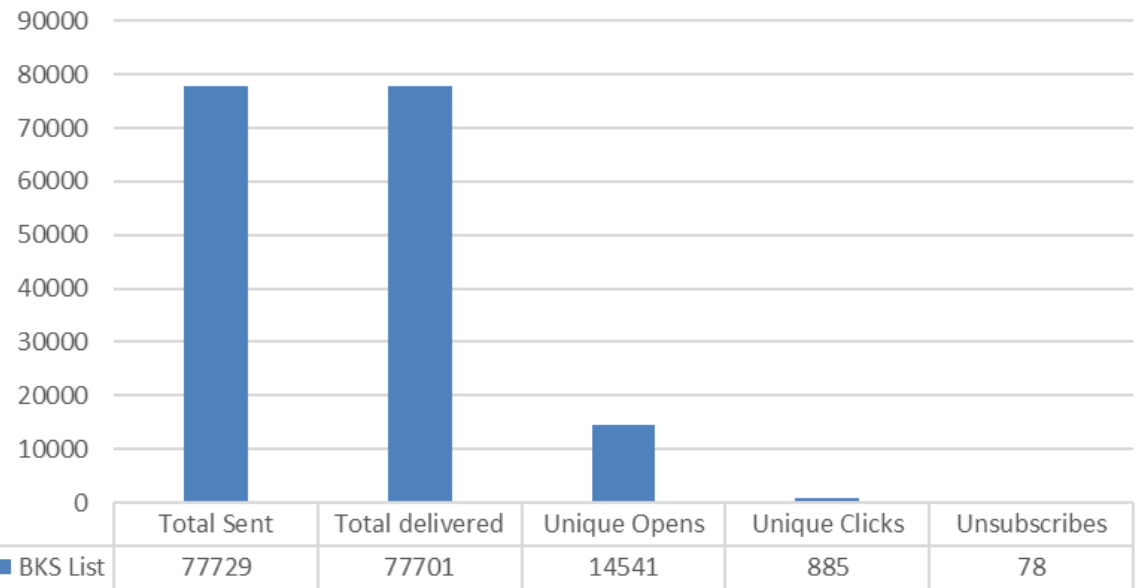
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Say Aloha to USC Holidays! - 12/15/18





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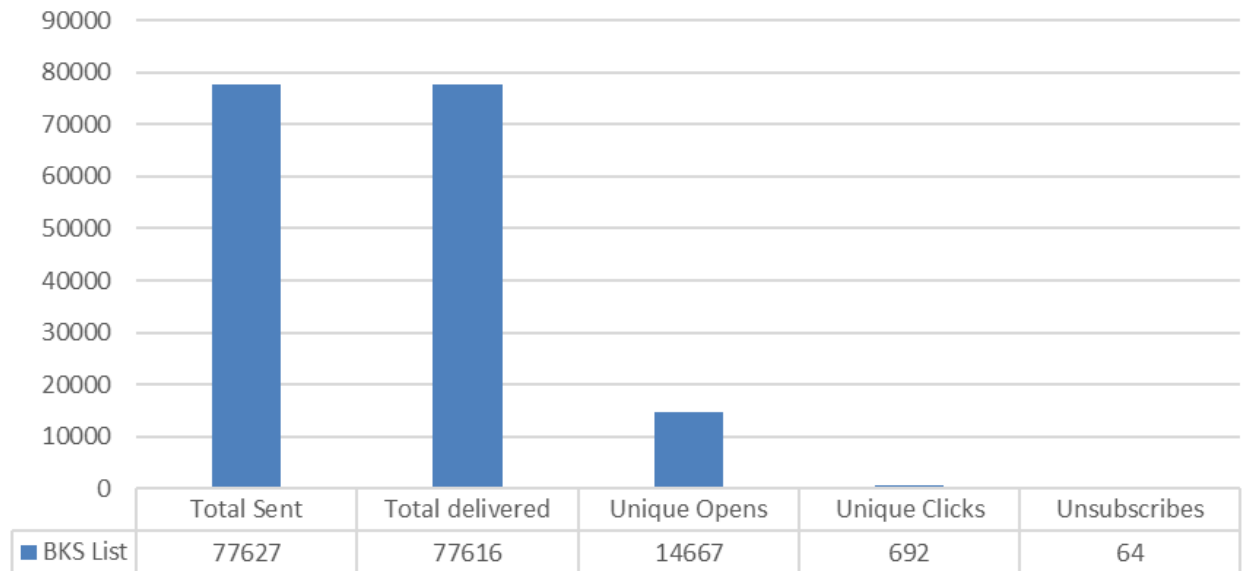
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Buy One Get One Savings on USC Hats! - 12/17/18





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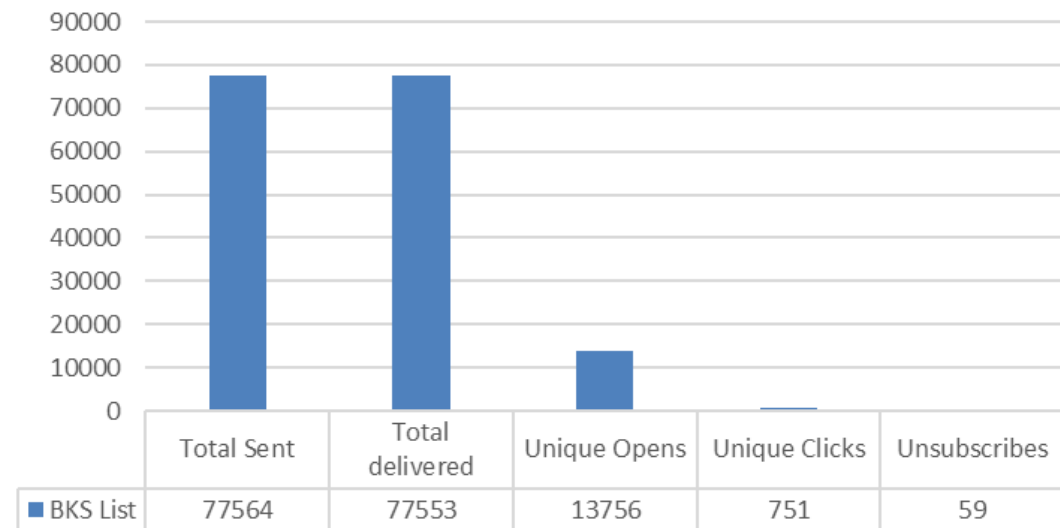
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Set Your Alarm, 30% Off Tomorrow Only! -  
12/18/18





# USCAUXILIARYSERVICESIT

## Email Campaign Reports

### December 2018

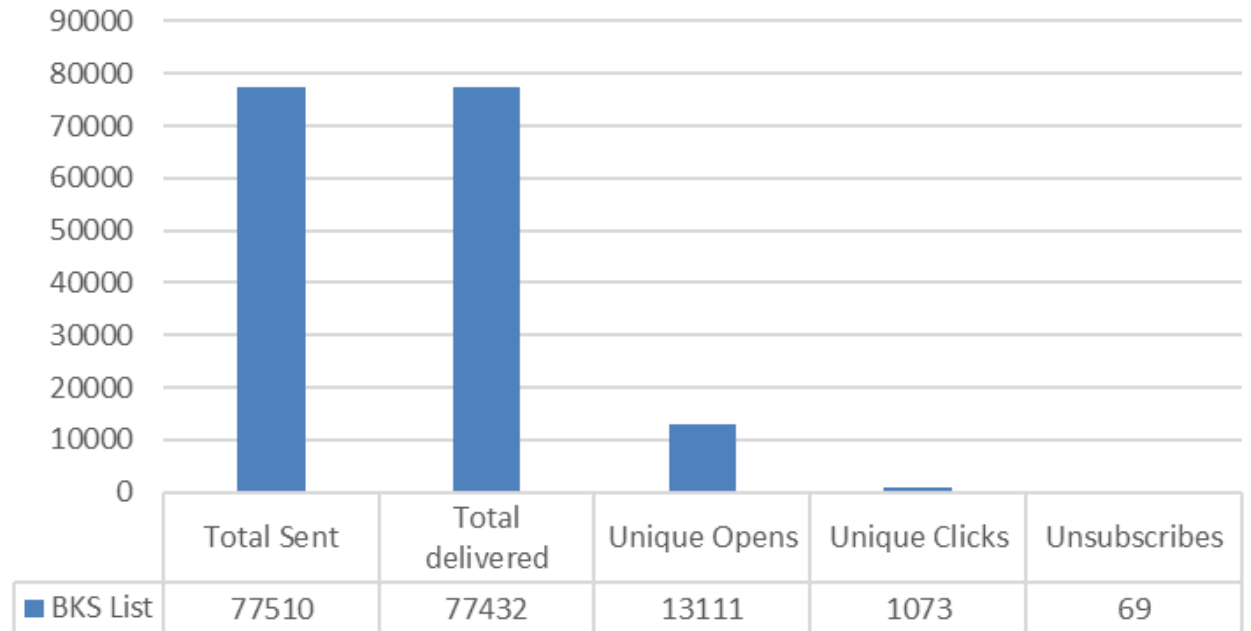
**TO CREATE  
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**Today's The Day - Save 30% In-Stores and Online!**  
**- 12/19/18**





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## Email Campaign Reports

### December 2018

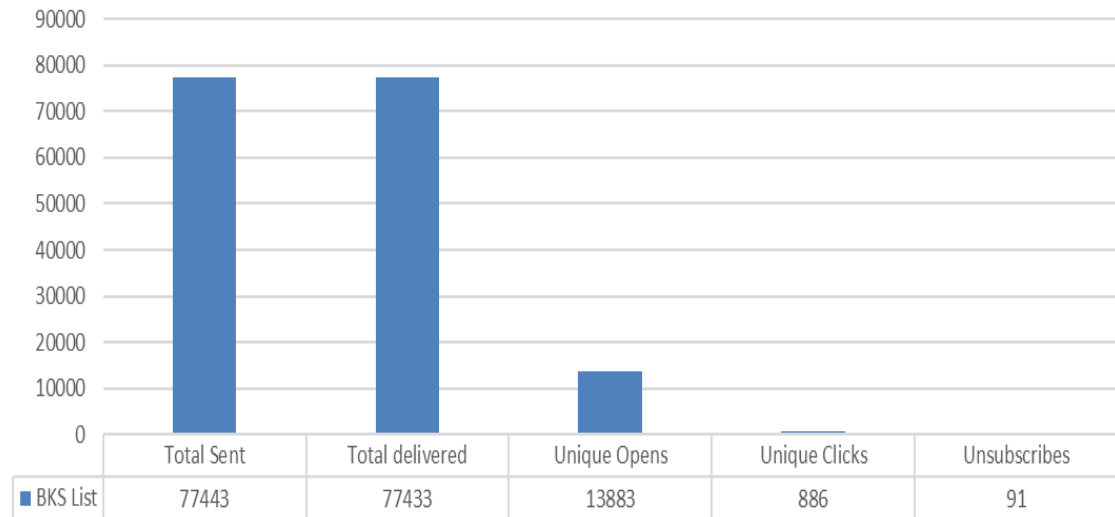
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It's OK, You Can Wait Until The Last Minute - 30% Off Today Only -  
12/19/18





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## Email Campaign Reports

### December 2018

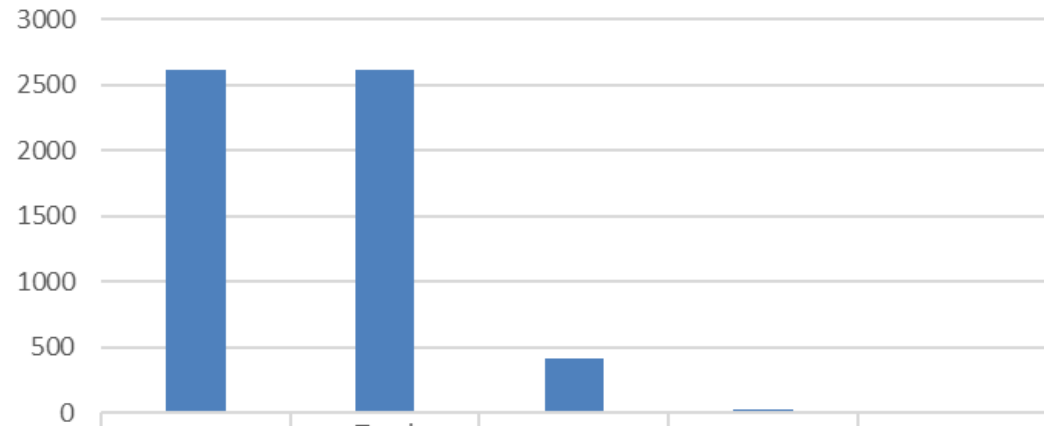
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Only at SC Trojan Town, South Coast Plaza-30%  
Off Sale - 12/20/18



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	2614	2611	412	29	0

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## Email Campaign Reports

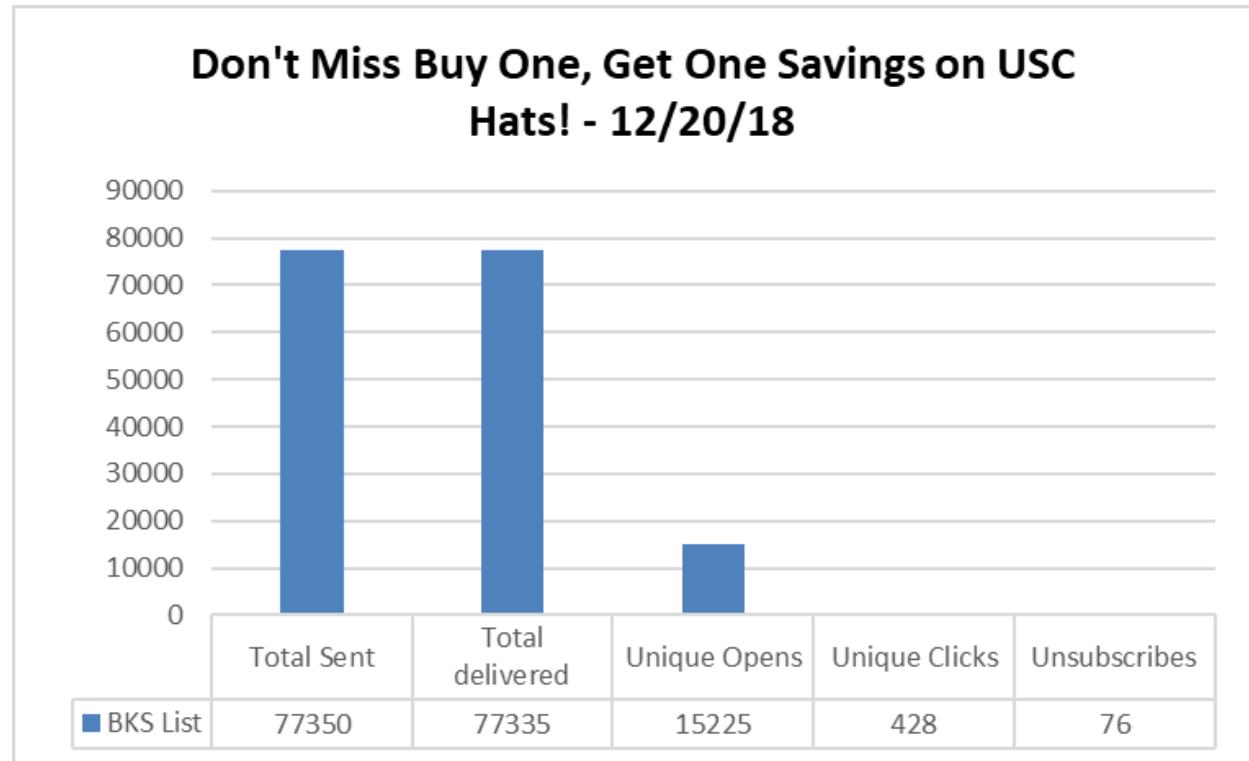
### December 2018

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## Email Campaign Reports

### December 2018

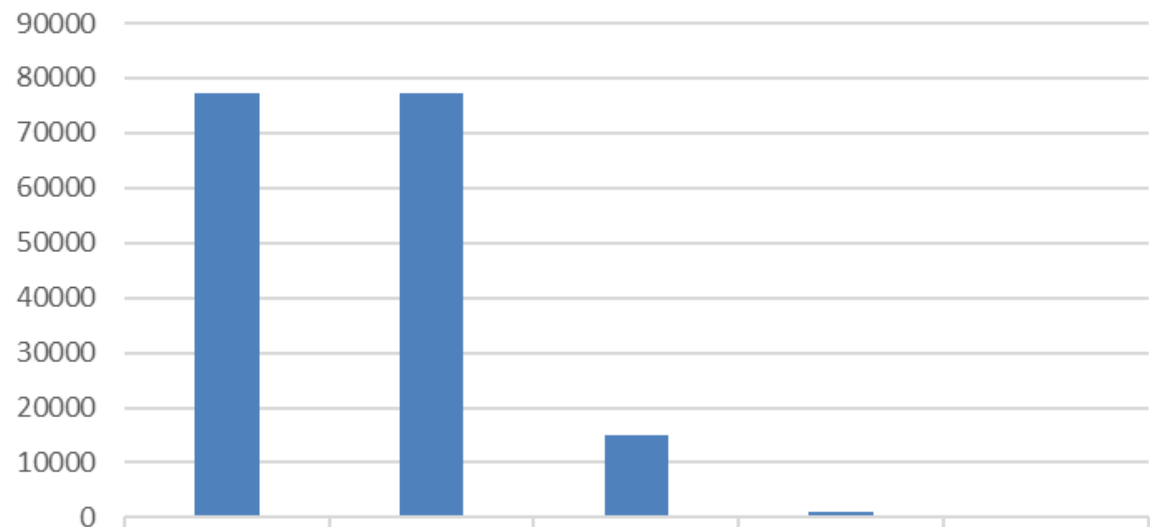
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### Trojan Ohana is Forever - 12/27/18



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
BKS List	77232	77207	15043	890	79

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## Email Campaign Reports

### December 2018

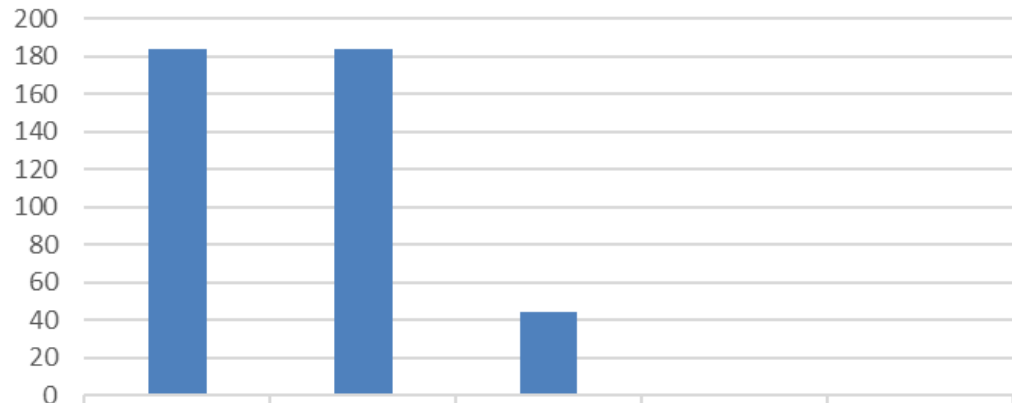
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#### On This Day in History at the Los Angeles Memorial Coliseum - 12/04/18



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	184	184	44	0	1

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# USCAUXILIARYSERVICESIT

## Email Campaign Reports

### December 2018

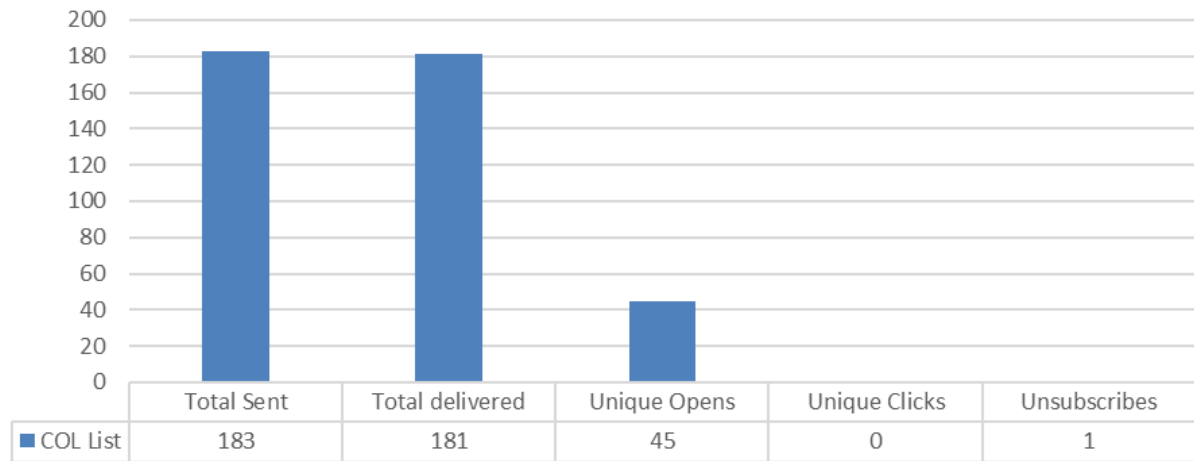
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On This Day in History at the LA Memorial Coliseum -  
12/13/18





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## Email Campaign Reports

### December 2018

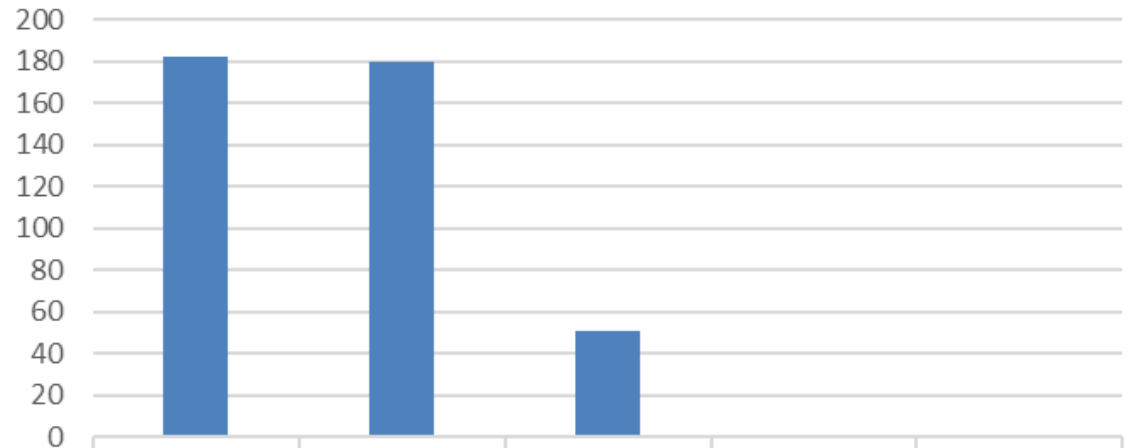
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#### On This Day in History at the LA Memorial Coliseum - 12/18/18



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	182	180	51	0	0

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## Email Campaign Reports

### December 2018

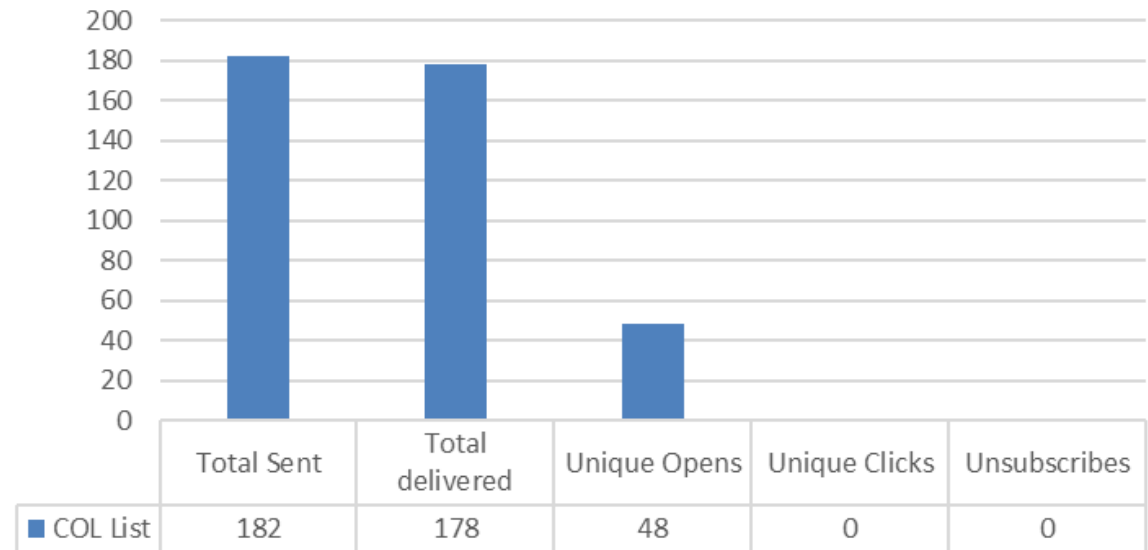
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On This Day in History at the LA Memorial  
Coliseum - 12/25/18





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## Email Campaign Reports

### December 2018

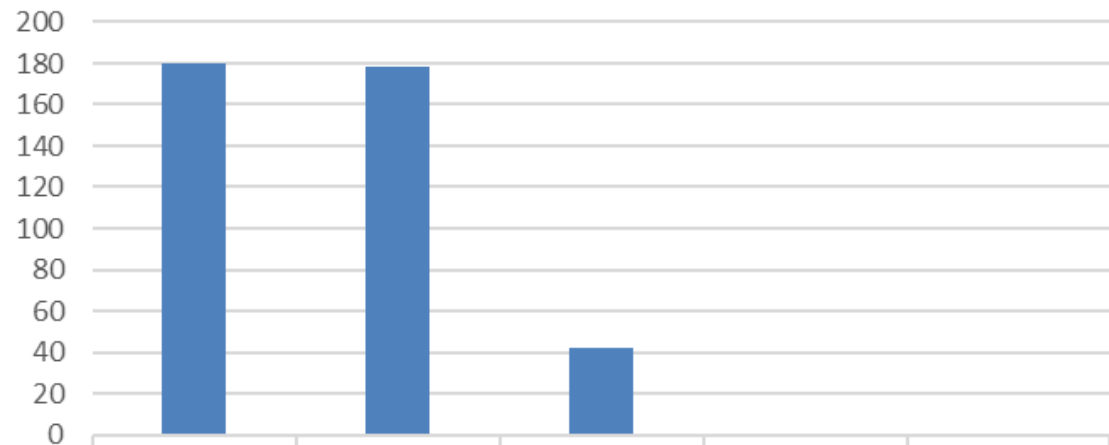
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### Happy New Year, From the Los Angeles Memorial Coliseum! - 12/31/18



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	180	178	42	0	0

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# USCAUXILIARYSERVICESIT

## Email Campaign Reports

### December 2018

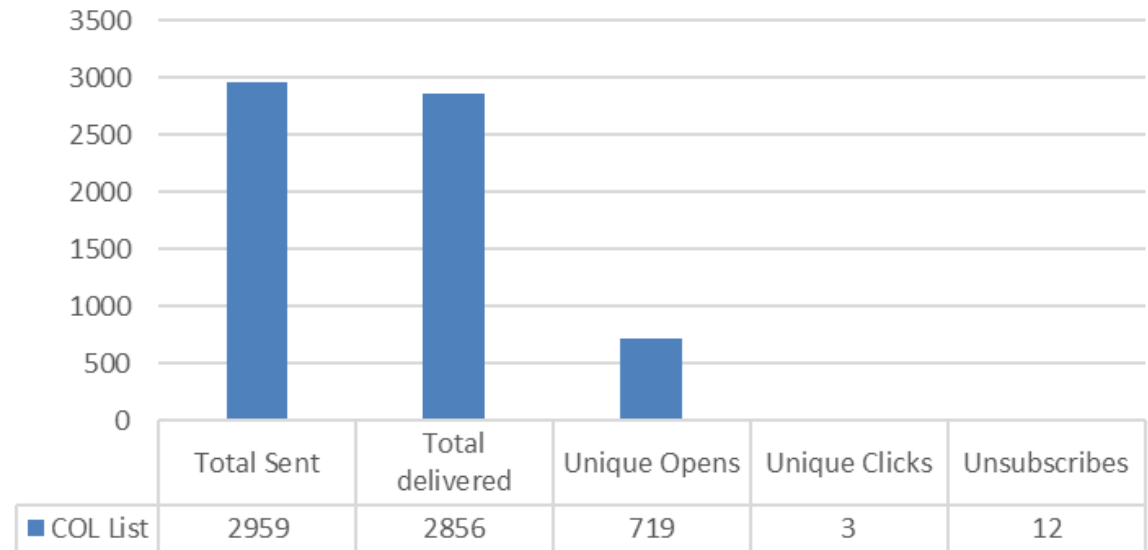
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#### Happy New Year, from the Los Angeles Memorial Coliseum! - 12/31/18







# USCAUXILIARYSERVICESIT

## Email Campaign Reports

### December 2018

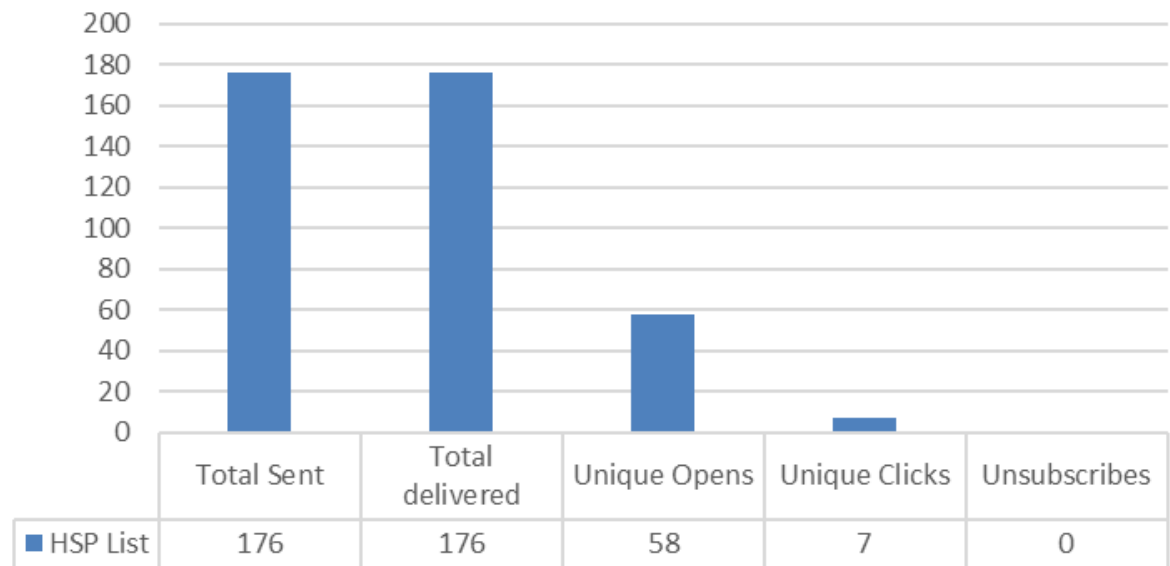
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Coming Up At HSC: Brioche Baked Goods -  
12/03/18





# USCAUXILIARYSERVICESIT

## Email Campaign Reports

### December 2018

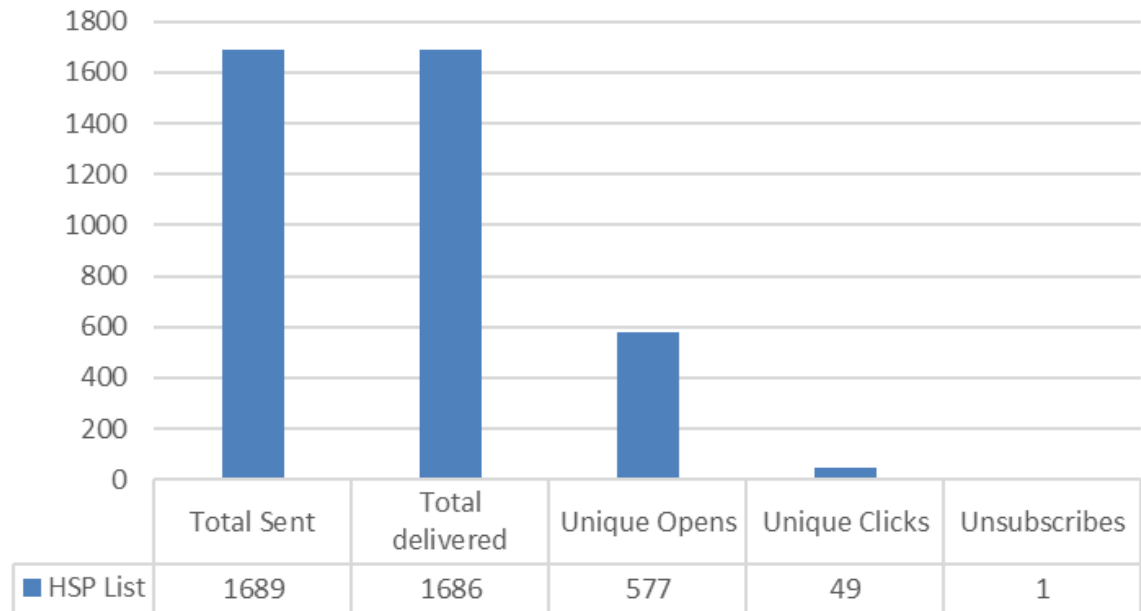
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This Week - December 3, 2018





# USCAUXILIARYSERVICESIT

## Email Campaign Reports

### December 2018

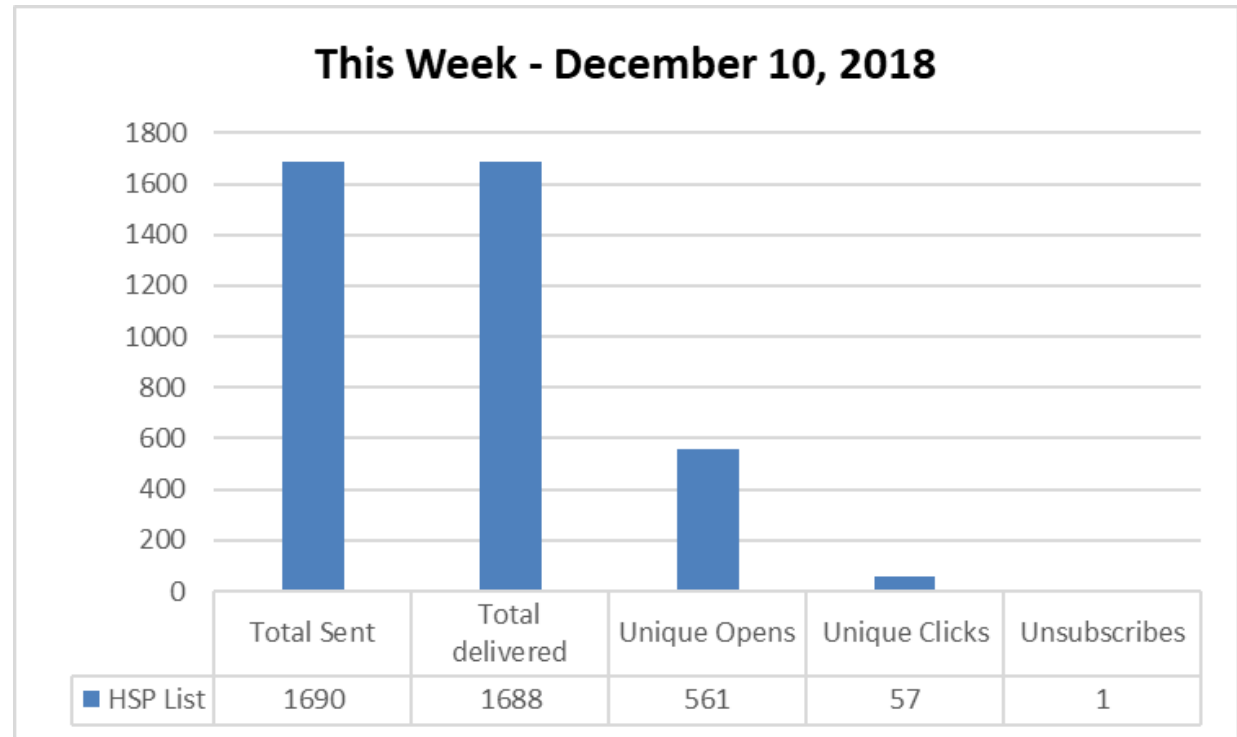
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This Week - December 10, 2018





# USCAUXILIARYSERVICESIT

## Email Campaign Reports

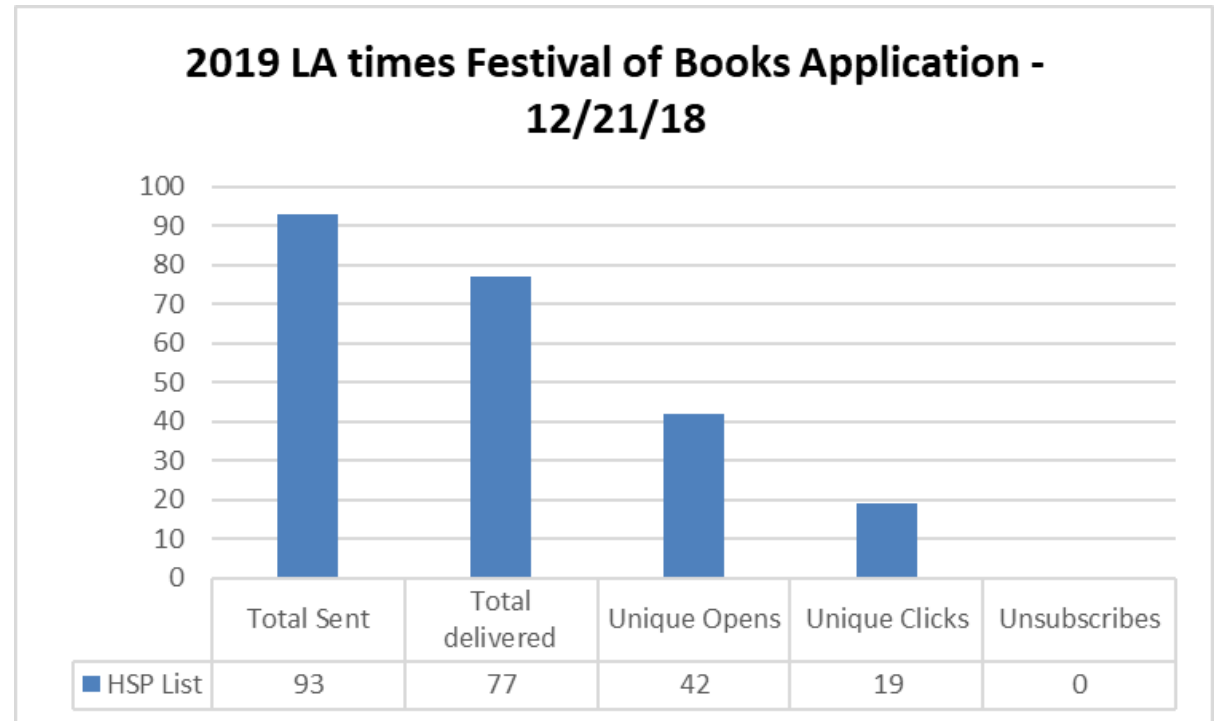
### December 2018

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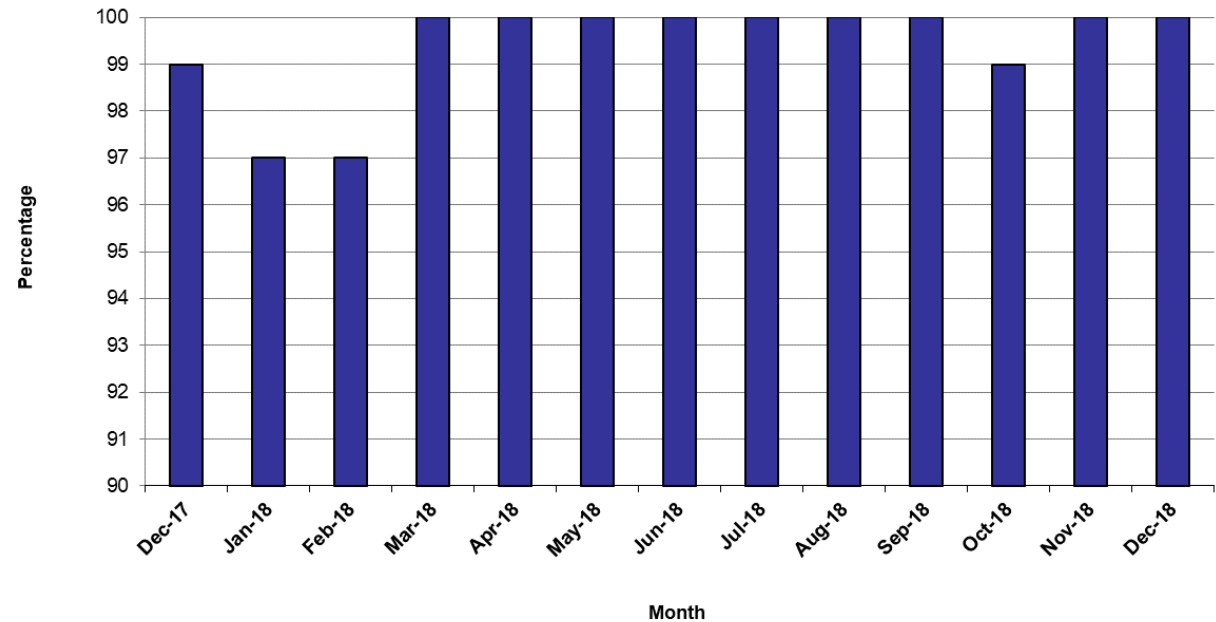


# USCAUXILIARYSERVICESIT

## Customer Satisfaction Report

### December 2018

Customer Satisfaction



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# Thank You !!